



# Social Media Toolkit






AUGUST 2024



Everything your  
veterinary  
practice needs to  
plan out your  
August social  
media calendar!

[www.geniusvets.com](http://www.geniusvets.com)

## Your GeniusVets Social Toolkit includes:

-  **Content Calendar:** Keep track of all the major pet events for the month.
-  **GeniusTips:** Maximize engagement with expert advice.
-  **Exclusive Downloads:** Access themed graphics for pet events and holidays.
-  **Step-by-Step Instructions:** Easily implement the downloads with clear guidelines.
-  **Visibility Boost:** Encourage pet parents to tag you in their posts to enhance your reach with potential clients.

This guide will set you on a path followed by some of the top-performing veterinary practices in the country. These recommendations are not just creative ideas – they represent proven strategies that help veterinary practices **engage and connect** with more local pet owners than ever before!



### About GeniusVets:

**GeniusVets is the only veterinary marketing company founded by a practice owner and DVM, to help practices thrive through effective, modern communications.**

We know results matter! GeniusVets is the highest-performing company of its kind. We help practices like yours achieve these results because we have invested the time, talent, and resources to develop programs based on a deep understanding of veterinary care, client behavior, and smart communication strategies to bring it all together.

### Connect with us!



Key:

 Pet Specific Holiday

Month-Long Events:

National Pet Immunization Awareness Month

National Wellness Month

Week-Long Events:

August 4-10: International

Assistance Dog Week



# August

## 2024 CONTENT CALENDAR

					 DOGust Universal Birthday for Shelter Dogs	2	3
 Assistance Dog Day	 National Work Like a Dog Day	6 Fresh Breath Day	7	 World/ International Cat Day	9	 National Lazy Day Spoil Your Dog Day	
11	12	13	 World Lizard Day	 National Check the Chip Day	 St. Roch's Day	 Black Cat Appreciation Day Homeless Animals Day	
18	19	20	21	 National Take Your Cat to the Vet Day	 International Blind Dog Day	24	
25	 National Dog Day	27	 Rainbow Bridge Remembrance Day	29	 National Holistic Pet Day	31	

AUGUST

# National Pet Immunization Awareness Month



## VIDEO

- **Video Idea 1:** What core vaccines are required for cats and dogs? Create videos about the difference between core and non-core vaccines, and talk about your recommendations.
- **Video Idea 2:** Create a video about traveling with pets. What vaccines are required for pet owners to see the world with their animals?

## PHOTO

- Share photos of happy pets waiting in your office or cuddling up with the veterinarian with a CTA for yearly wellness visits.
- Photos of dog parks full of playful pets will show owners the perks of having a vaccinated pup. Show your audience all the fun they can have with a protected and healthy pet!

## INFOGRAPHICS

- Create a graphic highlighting what vaccines are required for dogs and cats and the health benefits they provide.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: dog vaccine, cat vaccine, dog park
- Share a photo of a group of puppies together sleeping happily, with a caption like: "When the parvo test is negative"

**GeniusTip:** Short-form entertainment rules on TikTok—keep videos short, focused, and engaging.

## INTERACTIVE

- Share quizzes to see if your social followers know what vaccines are required for pets to travel, and what other prevention and supplies are needed.

## HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

**#PetImmunization**

**#ImmunizationAwarenessMonth**

**#PetImmunizationAwarenessMonth**



## GeniusTip:

Focus on bite-sized Facebook post types such as: quick questions or polls, quotes from a blog that require a click for more context, or educational statements paired with a picture.

## BLOGS

Looking for more inspiration?  
Check out these blogs!

- **[Why Indoor Cats Need Vaccines and Preventative Care, Too!](#)**
- **[Vaccination: Finding the Right Protocol for Your Pet](#)**



## GeniusTip:

Posting high-quality content 2-5 times a week on Instagram is ideal.

# Graphics to Share

Share our ready-to-post graphics. Creating graphics that are sized correctly for each social platform is a great way to make a lasting visual impact on your followers.

1 x 1

Formatted for Instagram and Facebook

[DOWNLOAD](#)



NATIONAL  
PET IMMUNIZATION  
AWARENESS MONTH

Insert the quiz/poll/question box with recommendations for vaccination schedules, and talk about what kind of vaccines pets need.

9 x 16

Formatted for Instagram and Facebook Stories  
Encourage engagement by quizzing your followers or sharing fun facts.

[DOWNLOAD](#)

[HOW TO GUIDE](#)



16 x 9

Formatted for X, Facebook and LinkedIn

[DOWNLOAD](#)

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# The Best Post Timing

The overall best day and time to post on social media is **9:00 AM PST (12:00 PM EST) on Mondays**.  
But every network has its own sweet spot., and the worst day to post is Sunday.

**GENIUS TIP:** Avoid posting on the hour or on the half hour - instead, share content a few minutes before or after. Ex: Post at 9:12 am.



INSTAGRAM

**Best Time:** Monday slightly before or after 9:00 AM PST (12:00 PM EST).

**GENIUS TIP:** Sunday sees the least amount of engagement.



FACEBOOK

**Best Time:** Monday slightly before or after 10:00 AM PST (1:00 PM EST).

**GENIUS TIP:** Saturday sees the least amount of engagement.



X

**Best Time:** Friday slightly before or after 9:00 AM PST (12:00 PM EST).

**GENIUS TIP:** Sunday sees the least amount of engagement.



TIKTOK

**Best Time:** Sunday slightly before or after 1:00 PM PST (4:00 PM EST).

**GENIUS TIP:** Saturday sees the least amount of engagement.



LINKEDIN

**Best Time:** Monday slightly before or after 1:00 PM PST (4:00 PM EST).

**GENIUS TIP:** The weekend sees the least amount of engagement.

Post tips for Threads are coming soon. [Check out our blog to get your account started!](#)

AUGUST 1

# DOGust Universal Birthday for Shelter Dogs



## VIDEO

- **Video Idea 1:** Throw a staff birthday party at your practice! Celebrate all the dogs that stop by on August 1st with some fun props and yummy treats.
- **Video Idea 2:** What's the history behind DOGust 1st? Create a video talking about the creation of the holiday and share why it's important to show every dog love and care.

## PHOTO

- Post a series of photos of adopted dogs wearing birthday hats and enjoying a treat. Include tips for dog-friendly cake recipes!
- Post a photo of a dog eating a birthday cake and feature its story from shelter to forever home in the caption.

**GeniusTip:**  
A simple way to get more interactions on X is to ask questions to your followers.

## INFOGRAPHICS

- Create an infographic featuring five tips for celebrating a dog's birthday party. Include fun games you can play or ways to show a dog some extra love!

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: birthday dog, dog celebration, shelter dogs
- Post a photo of a dog barking at a birthday cake and caption it: "Is this how you blow the candles out?"

## INTERACTIVE

- Ask for photos submissions of birthday celebrations. Share your favorite pup pics!





## HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

**#ShelterLove #ShelterDogs**

**#RescueDogs #Dogust**

### GeniusTip:

67% of the best-performing videos on TikTok have their key message in the first three seconds.



## BLOGS

Looking for more inspiration?  
Check out this blog!

- **[After Adoption: Why Your Shelter Pet Still Needs to See a Veterinarian](#)**

## GeniusTip:

LinkedIn posts with links tend to see 45% higher engagement than those without.

# Graphics to Share

Share our ready-to-post graphics. Creating graphics that are sized correctly for each social platform is a great way to make a lasting visual impact on your followers.

**1 x 1**

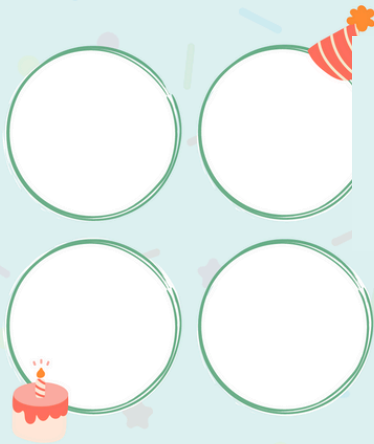
Formatted for Instagram and Facebook

[DOWNLOAD](#)



**What would your dog's perfect birthday party include?**

Tell us with four GIFs!



**9 x 16**

Formatted for Instagram and Facebook Stories

Encourage engagement by filling out the template with stickers or GIFs and post a blank one for followers to screenshot and share!

[DOWNLOAD](#)

[HOW TO GUIDE](#)

**16 x 9**

Formatted for X, Facebook and LinkedIn

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# Best Hashtag Practices

Hashtags can help boost your content to your niche audience when used sparingly and thoughtfully. If you want to create a community that is easy to find across social platforms, use hashtags specific to your practice according to these recommended tips.



**Instagram:** Include **3 - 5 hashtags** after your creative caption or in the comments when interacting with your audience.



**Facebook:** Include **1 - 2 hashtags** in your post or in the comments when interacting with your audience.



**X:** Include **1 - 2 hashtags** in your Tweets, in a comment when you Retweet, in your replies, or your X bio.



**TikTok:** Include **3 - 5 hashtags** in your TikToks after writing a creative caption. Include trending and personalized hashtags!



**LinkedIn:** Include **1 - 3 hashtags** in your posts, and keep the focus professional for LinkedIn's platform.

Source: Sprout Social

## GeniusTip:

Use hashtags with your practice name, your practice name + city name (if the combination is not too long), your city + pets/dogs/cats, or your practice name + pets/dogs/cats. You can also use the practice short name as well.

*Examples would be #vetvillagelomira, #thedrakecenter, #lomiradogs, #encinitascats, etc...*

## AUGUST 15

# National Check the Chip Day

BONUS

### VIDEO

- **Video Idea:** Share the facts: “Dogs are 2.5 times more likely to be returned to their owners if microchipped.” Overlay text on footage of a dog cuddling up with its owner or a veterinarian.

### PHOTO

- Share a picture of a dog or cat being scanned for a microchip and remind pet owners of the importance of checking that their enrollment is up to date with a national microchip database.

### INFOGRAPHIC

- Create a graphic highlighting lost pet statistics: how many pets are lost each year vs. how many microchipped pets are found, showing how important it is to microchip pets.
- Create a graphic listing the steps to update a pet’s microchip information, particularly address and phone number.

### MEME

- Who let the dogs out? Share a photo of running dogs heading into the distance with the caption: “Microchipped? No problem!”

### INTERACTIVE

- Ask pet owners for their lost pet story - how far (or close by) did their pet get before they were found?



AUGUST 22

# National Take Your Cat to the Vet Day



## VIDEO

- **Video Idea 1:** “Why should your cat regularly visit our practice?” Show a cat at your practice feeling comfortable while being examined.
- **Video Idea 2:** How can pet owners safely bring their cats to the veterinarian without stress? Create a video showing the best practices for putting a cat in a carrier without causing them distress.

## PHOTO

- Share a photo of a cat in their carrier, comfortably ready for travel to your practice.
- Share a picture of a cat feeling safe and happy in your waiting room, ready to be seen for a peaceful regular check-up.

### GeniusTip:

Evaluate what your audience responds too: if one of your Instagram posts performs well, copy what you did previously!

## INFOGRAPHICS

- Create a graphic with five reasons pet owners should regularly bring their cats to the veterinarian, such as cats aging more rapidly than humans and their skills at hiding illnesses.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: Cat check up, cat vet, cat in a car
- Getting your cat to willingly enter its carrier can be tough. Share a photo of a cat getting in with the caption: “Fine, I’ll get in for treats.”

## INTERACTIVE

- Quiz to see if your followers know how often their cat should be visiting your practice. Share a link to your appointment schedule!

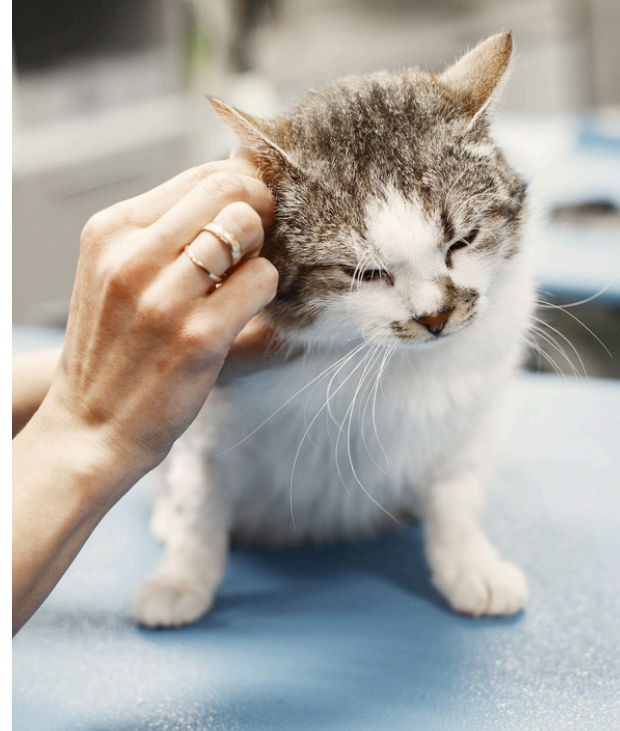
## HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

**#NationalTakeYourCatToTheVetDay**

**#TakeYourCatToTheVet #CatCare**



## GeniusTip:

Sharing your Reels to your Instagram feed is one of the best ways to boost their views and increase their chances of going viral.

## BLOGS

Looking for more inspiration?  
Check out these blogs!

- **[Take Your Cat to the Vet Day](#)**
- **[Why Skipping Cat Wellness Visits Can Be Risky: A Veterinarian's Point of View](#)**



## GeniusTip:

Posts that include images get 35% more engagement from X users.

# Graphics to Share

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1x1

Formatted for Instagram and Facebook

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national TAKE YOUR CAT to the VET DAY

Insert the quiz/poll/question box with information about how often pet owners should bring in their cats.

9x16

Formatted for Instagram and Facebook Stories  
*Encourage engagement by quizzing your followers.*

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[HOW TO GUIDE](#)



16x9

Formatted for X, Facebook, and LinkedIn

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AUGUST 26

# National Dog Day



## VIDEO

- **Video Idea 1:** Highlight your staff dogs. Have staff tell the story of how they were adopted and what your staff members love most about their dogs.
- **Video Idea 2:** Film videos of adoptable dogs at the local dog shelter to help get them adopted. Or simply share a video from their page!

## PHOTO

- Feature a doggie patient! Use the caption to share their name along with some fun facts about them.
- Feature a carousel of local adoptable dogs, along with information about where your clients can find these pets. Celebrate all the pups who still need forever homes!

## GIFS + MEMES

- Show an image of a dog peacefully laying on its back and caption it: "Ahhh, I like this National Dog Day thing!"
- Take a photo of a dog surrounded by different treat options. Caption the picture: "I don't know which one to try first!"

## INFOGRAPHICS

- Create a graphic that talks about the importance of regular wellness exams. Share when these exams should happen throughout a dog's life.

### GeniusTip:

Statistics show that Instagram posts with hashtags tend to receive 12.6% more engagement.

## INTERACTIVE

- National Dog Day Photo Contest! Who will be crowned king and queen? Let followers submit photos in August, then hold a vote on social media.





## HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

**#NationalDogDay #DogDay  
#DogMom #DogDad**

## GeniusTip:

Viewers want authentic content. Almost 50% of the best-performing ads on TikTok tell their stories in emotionally appealing ways.



## BLOGS

Looking for more inspiration?  
Check out these blogs!

- **[Mythbusters: Dog Edition](#)**
- **[How to Promote Wellness and Longevity in Your Devoted Dog](#)**

## GeniusTip:

Tweets with only 1 hashtag in their content are 69% more likely to be retweeted.

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*Encourage engagement by quizzing your followers.*

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# Claim Your Profile in Our Free Directory

- Your practice has a full-page profile.
- Every practice is included. Can't find yours? Contact us!
- Enjoy access to your page for easy updates.
- Your profile is completely free – no charges for access or edits, ever.



## At GeniusVets, WE HELP veterinary practices:

- Improve workplace satisfaction
- Attract high-quality doctors and staff
- Deliver great customer service
- Increase profitability

[Chat with us  
to learn more!](#)

