



GeniusVets

Social Media Toolkit

JULY 2024



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

www.geniusvets.com



ABOUT GENIUSVETS

GeniusVets is the premier platform to improve pet health – connecting pet parents with quality veterinarians and proven pet care advice from DVMs. Our mission is to create better pet health by providing a platform that educates and unites pet owners and veterinarians.

Connect with us!



Key:

 Pet Specific Holiday

Month-Long Events:

National Lost Pet Prevention Month

National Pet Hydration Awareness Month

National Ice Cream Month

Dog House Repair Month

Week-Long Events:

July 7-13: National Farriers Week



2024 CONTENT CALENDAR

	 ID Your Pet Day	2	3	4 Fourth of July	 Pet Remembrance Day	6 International Kissing Day
7	8	 Cow Appreciation Day	 National Kitten Day	 All-American Pet Photo Day Swimming Pool Day	12	13
 Shark Awareness Day	 I Love Horses Day National Pet Fire Safety Day	 World Snake Day Guinea Pig Appreciation Day	17	18	19 Stick Out Your Tongue Day	20
 National Ice Cream Day National Craft for Your Local Shelters Day	 AAHA Accredited Hospital Day	 National Parents Day	24	25	 National Dog Photography Day	27
28	29	30 International Friendship Day	 National Mutt Day			

JULY Summer: Fun



VIDEO

- **Video Idea 1:** Take your followers on an adventure! Have a few staff members meet up for a hike with their dogs, and piece together some video clips - maybe even “go-pro” style from a dog’s POV.
- **Video Idea 2:** Create a how-to video about frozen treats that are both healthy and pet-safe.

PHOTO

- Pets love laying in sunbeams, and photos like these are often naturally beautiful.
- You can often get very funny still photos of dogs biting sprinkler water or catching tennis balls.
- Think about your community: are there parks, beaches, or cafes that are pet-friendly settings for great photos?

INFOGRAPHICS

- Create a graphic or series of graphics to highlight pet-friendly summer spots and events in your community.
- Create a graphic for your staff’s top tips for summer fun with pets.

MEMES

- Know any pets who like to dress up? Caption photos of them in bathing suits, life jackets, sunglasses, tank tops, and other summer apparel with quotes about how fashionable or ready for summer fun they are.

GeniusTip:
Instagram posts with faces get 38% more likes.

INTERACTIVE

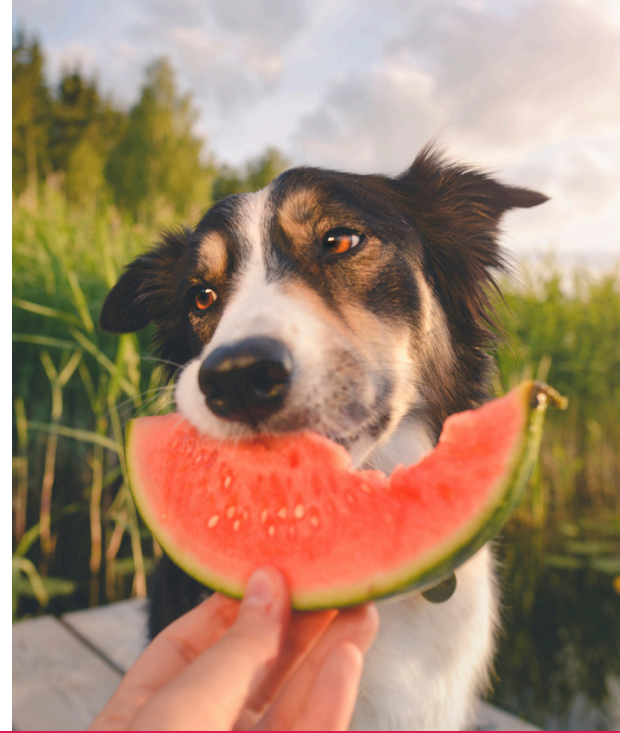
- Stay cool ideas - take submissions for ideas (maybe even photos) for staying cool with pets in the summer heat. Your staff can pick their favorites, or you can accept votes.

HASHTAGS

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

Here are our recommendations:

#SummerFun #SummerPets
#FunInTheSun #SummerSafety
#SummerDog #SummerCat



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!

- **[Escape Summertime Boredom with These 5 Activities for Kids and Dogs](#)**



GeniusTip:

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

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.

1x1

Formatted for Instagram and Facebook

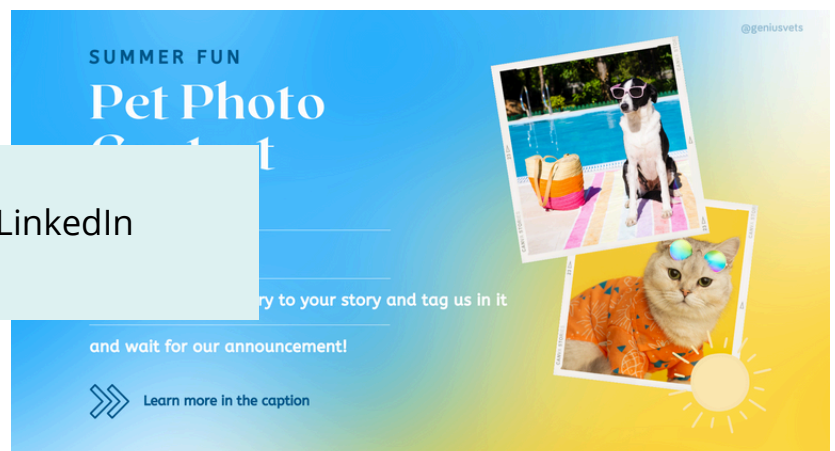
[DOWNLOAD](#)



9x16

Formatted for Instagram and Facebook Stories
Host your own giveaway for your social followers.

[DOWNLOAD](#)



16x9

Formatted for X, Facebook and LinkedIn

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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— 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!](#)



JULY
National Pet
Hydration
Awareness
Month

VIDEO

- **Video Idea 1:** Create a video teaching your followers about the signs of dehydration, such as lethargy, loss of appetite, dry eyes, depression, and sunken eyes.
- **Video Idea 2:** Create a video reminding clients to have fresh water available for their pets, no matter what the temperature is outside!

PHOTO

- Share different options for providing a pet with water. These items could include portable water bowls or pet drinking fountains.
- Post a dog having fun out in the sun. Use the caption to warn your followers about heat exhaustion!

GeniusTip:
Asks questions in your Instagram captions to encourage your followers to share their answers in the comments.

INFOGRAPHICS

- Create infographics about how much water a cat should be drinking daily, as well as how much a dog should drink.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: dog drinking, cat drinking, pet hydration, water for pets
- Post a photo of a dog drinking from a hose. Caption it: "Nothing beats a cold drink!"

INTERACTIVE

- Take submissions for photos of dogs swimming under the summer sun. Share your favorites and include pet hydration tips in the caption!



HASHTAGS

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

Here are our recommendations:

**#PetHydration #HydrationAwareness
#HydrationAwarenessMonth
#DogHydration #CatHydration**

Genius Tip:

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 this blog!

- **[Pet Hydration Awareness Month: Keeping Your Furry Friends Hydrated & Avoiding Cat and Dog Dehydration](#)**

GeniusTip:

Make most of your LinkedIn posts educational to provide something valuable for followers to engage with.

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](#)



How to Test Your Dog for Dehydration

Insert the quiz/poll/question box to interact with your followers with safety tips for testing to see if a dog is dehydrated.

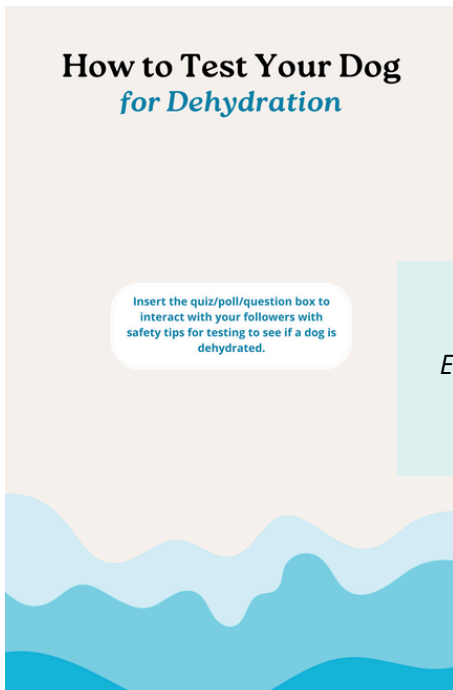
9 x 16

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](#)

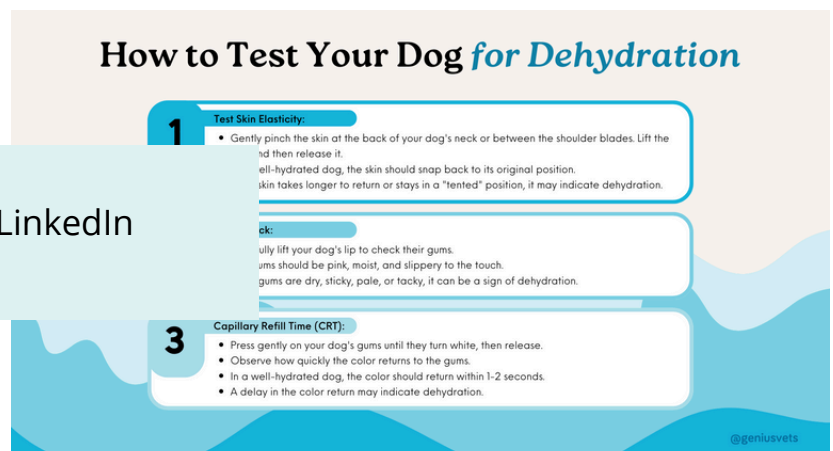
[HOW TO GUIDE](#)



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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 posts, in a comment when you repost, 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...

JULY 10

National Kitten Day



VIDEO

- **Video Idea:** What should a prospective kitten parent have before they adopt their pet? Create a video sharing your practice's suggestions for comfy bedding and healthy meals, along with some stimulating toys to get an adopted kitten ready for a happy life.

GeniusTip: Include a call-to-action in your TikToks, and keep it short and snappy with personal, direct language.

PHOTO

- Post a photo of a litter of kittens born in your practice. Share a carousel of adorable images with your followers!
- Post a photo of a kitten after receiving their necessary vaccines. Encourage your followers to schedule an appointment with your practice for their kitten's vaccination.

INFOGRAPHICS

- What kind of veterinary care does a kitten need? Create an infographic that walks through what appointments a new kitten owner should expect.

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: kittens, cute kitten, kitten love.
- Post a photo of a sleepy kitten and caption it: "Wake me up when it's time for a treat."
- Share a photo of a litter of kittens and caption it: "We are family! I got all my kittens with me!"

INTERACTIVE

- Poll: Poll followers—are they celebrating National Kitten Day?

HASHTAGS

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

Here are our recommendations:

**#NationalKittenDay #KittenDay
#KittenLove #Kittens #KittenCare**



GeniusTip:

Video posts are 6 times more likely to be retweeted compared to text-only posts.

BLOGS

Looking for more inspiration?
Check out this blog!

- **Kittens Are Crazy:**
Here's How to Stay Sane!



GeniusTip:

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

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1 x 1

Formatted for Instagram and Facebook

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National
Kitten Day

Insert the quiz/poll/question box to interact with your followers with tips for kitten care and fun facts about these precious pets.

9 x 16

Formatted for Instagram and Facebook Stories

Encourage engagement by quizzing your followers.

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DATE

National Dog Photography Day

BONUS

VIDEO

- **Video Idea:** Share your tips for great dog photography, including choosing the right lighting and capturing your dog's personality through different angles and poses.

PHOTO

- Post a photo collage featuring some of the best dog photos submitted by clients. Encourage pet owners to share their favorite dog pictures with your practice!

INFOGRAPHIC

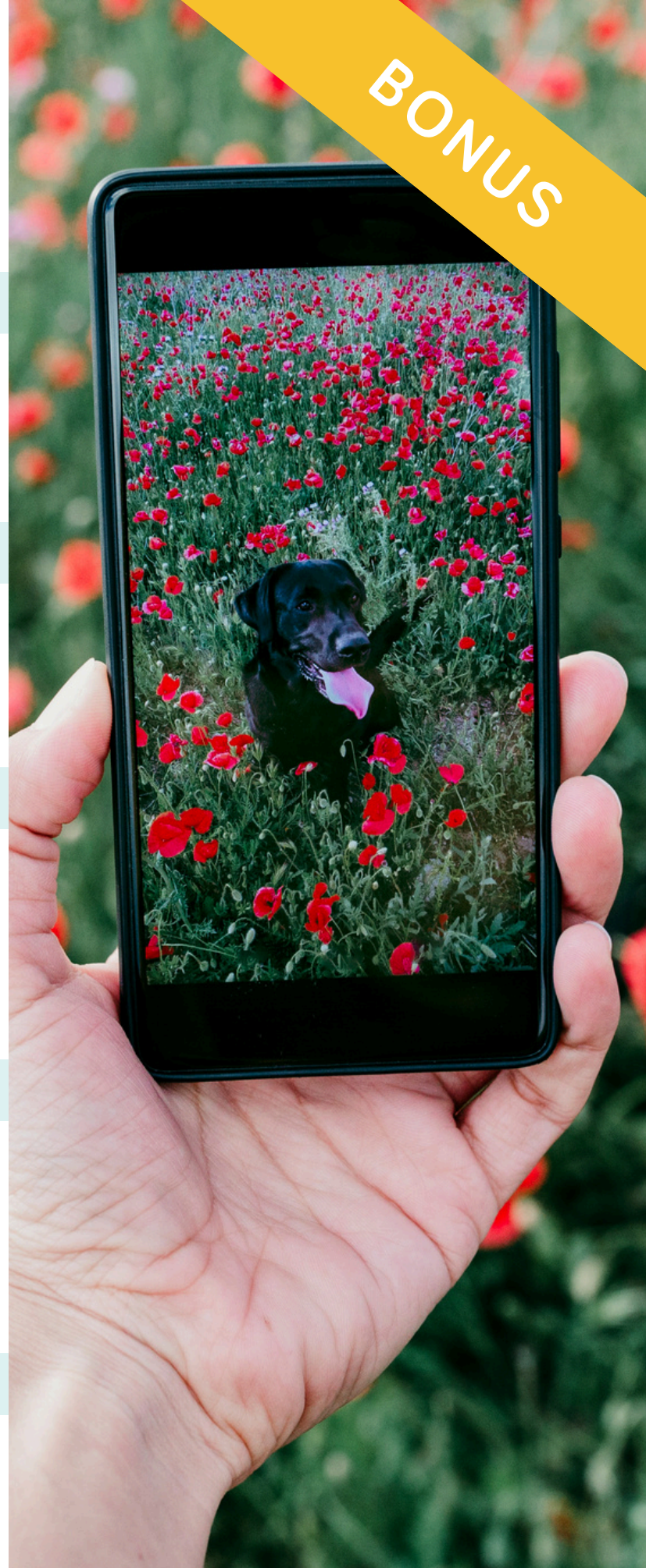
- Make an infographic highlighting the latest trends in dog photography, with popular themes like "Dogs in Nature," "Dog and Owner Selfies," "Dogs with Props," "Holiday-Themed Photos," and "Black and White Dog Portraits."

MEMES

- Compare the expectation of getting a perfect dog photo with the reality of funny moments during the photoshoot.
- Create a meme from the dog's perspective during a photoshoot with funny inner thoughts.

INTERACTIVE

- Create a poll asking followers to vote on their favorite dog photography pose.



At GeniusVets, WE HELP veterinary practices:

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

We achieve these results because we have invested the time, talent, and resources to develop programs based on the actual needs and behaviors of veterinary doctors, their staff, and clients.

GeniusVets is the highest-performing company of its kind in the veterinary industry. Our proven programs provide the strategies and support you need to take back control of your veterinary practice, get your team aligned, attract all of the doctors and staff you want, and improve the quality and value of your client relationships.

*“Since starting to work with GeniusVets, our organic traffic on our website is up 466%, and our total website visits are up 396%. **The social tools, review platform, and client success team are second to none.**”*

- Dr. Stephanie Beardsley,
DVM, DACVS. CEO



[SCHEDULE A DEMO](#)

JULY 11

National Swimming Pool Day



VIDEO

- **Video Idea 1:** It's called the doggy paddle for a reason! Share footage of different dogs swimming in pools and having fun in the sun.
- **Video Idea 2:** While swimming is fun for the whole family, it's important to know how dogs can swim safely. Create a video with tips such as familiarizing a pet with the pool and teaching them how to exit safely.

PHOTO

- Post a photo of a dog swimming with a life jacket on. In the caption, share that life jackets aren't always required, but can help a dog who is just starting to swim by teaching them how to float comfortably!
- Post a photo of a dog leaping into the pool to fetch a toy with safety tips in the caption.

MEMES

- Share a photo of a dog surrounded by all the pool materials they might need, such as a towel, clean water, or floaties, and some fun accessories like a cool pair of sunglasses. Caption it: "I'm ready to swim!"

INFOGRAPHICS

- Dogs need to learn to swim just like people do! Create an infographic that explains how to show your dog how to doggy paddle in a calm pool with a life jacket on.

Genius Tip:

Infographics are liked and shared on social media 3x more than any other type of content.

INTERACTIVE

- Quiz followers about when they should leave their pets alone in the pool. (Trick question: never!)



HASHTAGS

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

Here are our recommendations:

#NationalSwimmingPoolDay

#SwimmingPoolDay #DogSwimming

#SwimmingPool

GeniusTip:

A good CTA (call-to-action) motivates your followers to take action after viewing your post. This will help you reach your marketing goals.



BLOGS

Looking for more inspiration?
Check out this blog!

- **[The Secret to a Stress-Free Summer Taking Your Dog Around Water](#)**

GeniusTip:

Make the most of the Instagram collab feature to promote content to an expanded audience.

Graphics to Share

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1x1

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national
Swimming
Pool Day

Insert the quiz/poll/question box to interact with your followers with tips swimming pool pet safety.

9x16

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Claim Your Profile

(It's already live!)



Our mission is to help independent veterinary practices thrive. We deliver on that mission by offering the most powerful, valuable, and easy-to-use marketing platform available to veterinarians today.

By claiming your free profile at GeniusVets.com, you are getting a glimpse into our commitment to doing everything we possibly can to help your veterinary practice succeed.

[CLAIM PROFILE](#)

Once you've claimed your profile, our team will get to work, enhancing your profile to deliver a truly beautiful and engaging asset that will bolster your business for years to come. As soon as that work is done, we will contact you to show you how to log in and easily make any updates you see fit in the future.

Market like a Genius with GeniusVets

Our core philosophy is that the DVM must be at the center of the pet care conversation, working closely with the pet owner. We've seen DVMs become increasingly sidelined in the online discussion as people turn to disreputable sources to get answers about pet care. To keep your pets safe, DVMs must have an online voice, which is what GeniusVets is working diligently to ensure.

Our unrivaled engagement platform has sought to return DVMs to their rightful place as the foremost authorities, but **we also provide a comprehensive set of marketing programs and solutions proven to deliver the highest performance in our industry.** The GeniusVets marketing approach has enabled our clients to consistently outperform national brands and corporate chains as well as their local competitors, all while growing their patient acquisition and retention.

Get in touch with us!

