



Social Media Toolkit






SEPTEMBER 2024



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

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:

Animal Pain Awareness Month

Happy Healthy Cat Month

National Disaster Preparedness Month

National Pet Insurance Month

National Service Dog Month

Pet Sitter Education Month

Responsible Dog Ownership Month

Autumn Safety Tips

Week-Long Events:

Sept. 16-22: Adopt a Less-Adoptable Pet Week











Sept. 20-27: National Dog Week

Sept. 22-28: Deaf Pet Awareness Week



September

2024 CONTENT CALENDAR

 1 Ginger Cat Appreciation Day	2 Labor Day	3	 4 National Wildlife Day	5	6	7
 8 Dog Walker Appreciation Day Iguana Awareness Day National Pet Memorial Day Hug Your Hound Day Grandparent's Day	9	10	11 Patriot Day	12	 13 Pet Birth Defect Awareness Day	14
15	16	 17 National Pet Bird Day	18	 19 National Meow Like a Pirate Day	20	 21 Puppy Mill Awareness Day AKC Responsible Dog Ownership Day
22	 25 Dogs in Politics Day	24	25	 26 Remember Me Thursday	27	 28 International Rabbit Day World Rabies Day World's Largest Pet Walk
29	30					



SEPTEMBER
**Happy
Healthy Cat
Month**

VIDEO

- **Video Idea 1:** Do you have a hospital cat? Feature them in a “Day in the Life” video! You can walk through all of their fun daily tasks, or show off some preventative care measures.
- **Video Idea 2:** Create a slideshow featuring photos of cat patients. Include overlaid text with their names and maybe a fun fact!

PHOTO

- Share a carousel of pet owner submitted photos showing their cats in their “happy place” - whether that be in their human’s bed or at the top of a cat tree.
- Share photos of healthy cats at their wellness exams. Highlight what every cat needs to stay happy and well cared for!

INFOGRAPHICS

- Create a graphic highlighting the key ways pet owners can keep their cat healthy every year. This can include annual exams, vaccines, etc.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: happy cat, smiling cat, cute cat
- Caption photos of cats with their “thoughts” about what keeps them happy, like a tasty treat or sunny spot to sit and relax!

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

INTERACTIVE

- Survey your social followers: what makes your cat happy?
- Quiz your social followers about basic cat care recommendations.

HASHTAGS

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

Here are our recommendations:

#HappyHealthyCatMonth

#HappyHealthyCat #CatHealth

#CatCare #HappyCats



GeniusTip:

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

BLOGS

Looking for more inspiration?
Check out these blogs!

- **[Why Indoor Cats Need Vaccines and Preventative Care, Too!](#)**
- **[Can My Cat Eat That? The Most Commonly Asked Culprits Answered by a Veterinarian](#)**



GeniusTip:

39% of customers only trust brands if they have interacted with them on social platforms.

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.

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[DOWNLOAD](#)



Happy Healthy
Cat Month

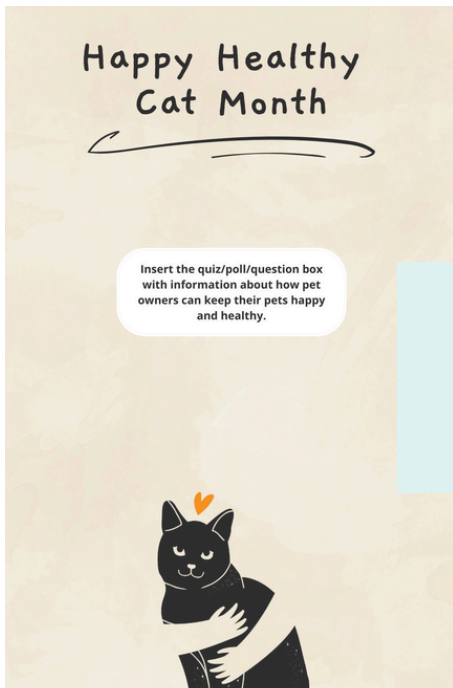
Insert the quiz/poll/question box with information about how pet owners can keep their pets happy and healthy.

9x16

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

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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!](#)

SEPTEMBER Responsible Dog Ownership Month



VIDEO

- **Video Idea 1:** Create a montage video of staff and clients giving brief statements about what responsible dog ownership means to them.
- **Video Idea 2:** Have a doctor explain why regular, routine preventive care is part of responsible pet ownership - as well as how it can help dogs stay happy and healthy.

PHOTO

- Post photos of (clean, unused) poop bags as a signal that poop-scooping is part of responsible pet ownership.
- Post a photo of a pet owner walking their dog and talk about the importance of regular exercise.

GeniusTip:
Posting 3-5
times a week
on Facebook
is ideal.

INFOGRAPHICS

- Create an infographic highlighting simple and routine ways to be a responsible dog owner (regular exercise, good nutrition, regular veterinary care, obedience training, etc.)

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: happy dog, dog walking, dog playing
- Caption photos of dogs with their “thoughts” about what it means to be a responsible dog owner.

INTERACTIVE

- Survey: What does “responsible” dog ownership mean to you?



HASHTAGS

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

Here are our recommendations:

#ResponsibleDogOwnershipMonth
#ResponsibleDogOwner #DogMom
#DogDad #DogParent #DogOwnership

GeniusTip:

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



BLOGS

Looking for more inspiration?
Check out these blogs!

- **[What Your Veterinarian Needs You To Know About Your Dog's Weight](#)**
- **[Heartworm in Dogs: Why You Shouldn't Wait Until There are Symptoms](#)**

GeniusTip:

Posts that include images get 35% more engagement from Twitter 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.

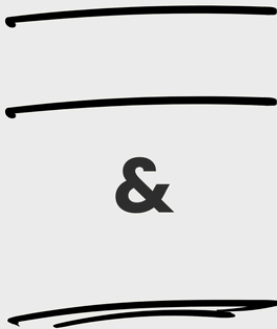
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FILL IN THE BLANK!
Every responsible dog owner knows that their dog needs:



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Encourage engagement by filling out the template with fun text and posting a blank one for followers to screenshot and share!

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SEPTEMBER 8

National Dog Walker Appreciation Day



VIDEO

- **Video Idea 1:** Show the positive impact of regular walks on dogs' health and happiness. Include clips of these dogs enjoying nature and returning home relaxed.
- **Video Idea 2:** Teach pet owners how to find a great dog walker. Include tips on what to look for in a dog walker, such as certifications, references, and a genuine love for animals.

PHOTO

- Share a side-by-side photo of a dog before and after a walk, highlighting the difference in their energy levels and happiness.
- Feature a carousel of a trusted local dog walkers in action, perhaps interacting with the dogs they care for.

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

INFOGRAPHICS

- Break down the key health benefits of regular walks for dogs, including physical exercise, weight management, mental stimulation, and improved behavior.

MEME

- "What My Dog Thinks I Do vs. What I Really Do" - Contrasts what dogs might imagine their dog walkers are doing (like playing with other dogs or enjoying treats) with the reality of a dog walker's day (such as walking in all kinds of weather and managing multiple dogs).

INTERACTIVE

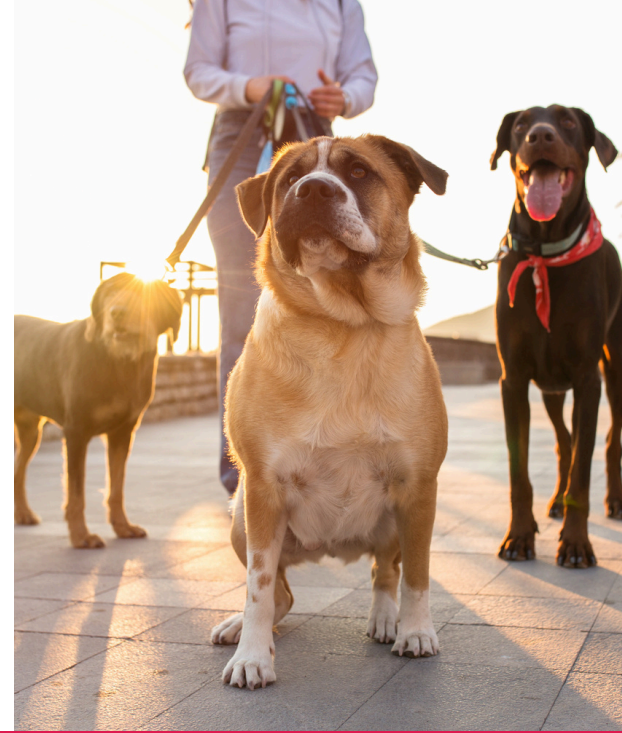
- Survey - Ask your followers what qualities they look for in a dog walker.

HASHTAGS

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

Here are our recommendations:

#NationalDogWalkerAppreciationDay
#DogWalkerAppreciation #DogWalkers



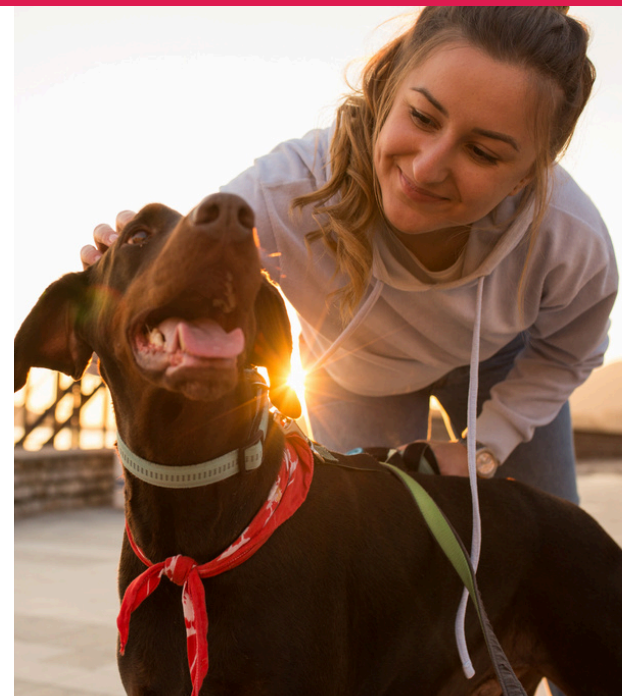
GeniusTip:

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!

- **Walks Are More Than Just for Wags: The 5 Benefits of Walking Your Dog**
- **The Importance of Keeping Dogs Busy**



GeniusTip:

Ask questions in your Instagram captions to encourage your followers to share their answers in the comments.

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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...

SEPTEMBER 21 Puppy Mill Awareness Day

BONUS

VIDEO

- **Video Idea:** Create a video that teaches pet owners about what a puppy mill is, so that they can better recognize them while finding a new pet of their own.

PHOTOS

- Share a photo of a puppy in a pet owner's arms, showing that happy pets come from happy adoption processes.
- Educate your clients by pointing out that kittens can suffer from these conditions, too, with a photo of an adopted kitten.

INFOGRAPHIC

- Create an infographic that walks through the shelter adoption process and instructs pet owners how they can be aware of how to properly screen their pet's health issues to ensure that they're giving them proper care.

MEMES

- Caption a photo of a sad puppy with: "Looking for the perfect furever home."
- Poke fun at a heartbreaking topic - post a photo of a shelter dog with the caption "Please don't make them play the Sarah McLachlan song."

INTERACTIVE

- How can you research a breeder? Educate your clients with a quiz that teaches them the proper steps to screen a breeder.



SEPTEMBER 28

International Rabbit Day



VIDEO

- **Video Idea 1:** Create a video guide that shares how to best adopt a rabbit. Emphasize that local shelters or sanctuaries should be a prospective pet owner's first stop.
- **Video Idea 2:** It's time for rabbit facts! Create a video where you share a snack with a rabbit friend and include a voiceover with 5 fun facts about pet rabbits.

PHOTO

- Feature a carousel of rabbit patients.
- Feature a photo of a rabbit having its regular exam at your practice. Emphasize the importance of wellness exams for all pets.
- Post photo submissions of wild rabbits in your community. Use the caption to share tips about interacting with wild rabbits.

MEMES

- Post a photo of an eager bunny with the caption: "Is it time for my interview? I'm ready to be the Easter Bunny!"
- Share a photo of a sleeping bunny and caption it: "Too...many...carrots..."

INFOGRAPHICS

- Share how prospective rabbit owners can prepare themselves before adopting. These tips can include researching rabbit diets, habitats, exercise, and veterinary needs.

GeniusTip:

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

INTERACTIVE

- Ask for photo submissions of rabbit friends. These photos can include two rabbits together or a dog or cat that loves their bunny friend! Share your favorites.



HASHTAGS

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

Here are our recommendations:

#InternationalRabbitDay

#RabbitDay #PetRabbit

GeniusTip:

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



BLOGS

Looking for more inspiration?
Check out this blog!

- **[Hop Into Rabbit Care: A Comprehensive Guide for Bunny Owners](#)**

GeniusTip:

Include a question in your Facebook posts to encourage comments and engagement.

Graphics to Share

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3 IMPORTANT THINGS TO KNOW BEFORE ADOPTING A RABBIT:

- Rabbits Are a Long-Term Commitment:**
Rabbits can live 8 to 12 years. Be prepared for the responsibility and care they'll need throughout their life.
- Dietary Needs:**
Rabbits require a specific diet that includes fresh hay, vegetables, and a limited amount of pellets. Their diet is crucial for their digestive health.
- Space and Enrichment:**
Rabbits need plenty of space to hop around, explore, and exercise. They also require mental stimulation through toys and interaction.

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INTERNATIONAL
Rabbit Day

Insert the quiz/poll/question box with tips for new rabbit owners looking to adopt their own pet!

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Encourage engagement by quizzing your followers.

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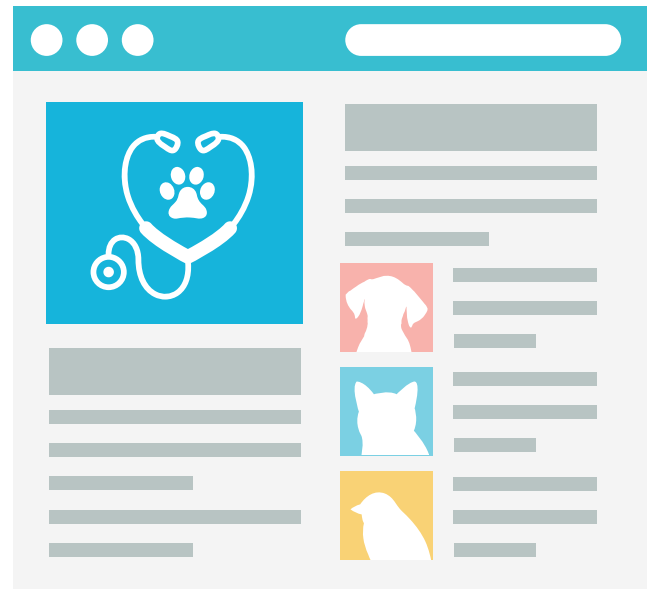
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- Every practice is included. Can't find yours? Contact us!
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At GeniusVets, WE HELP veterinary practices:

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

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

