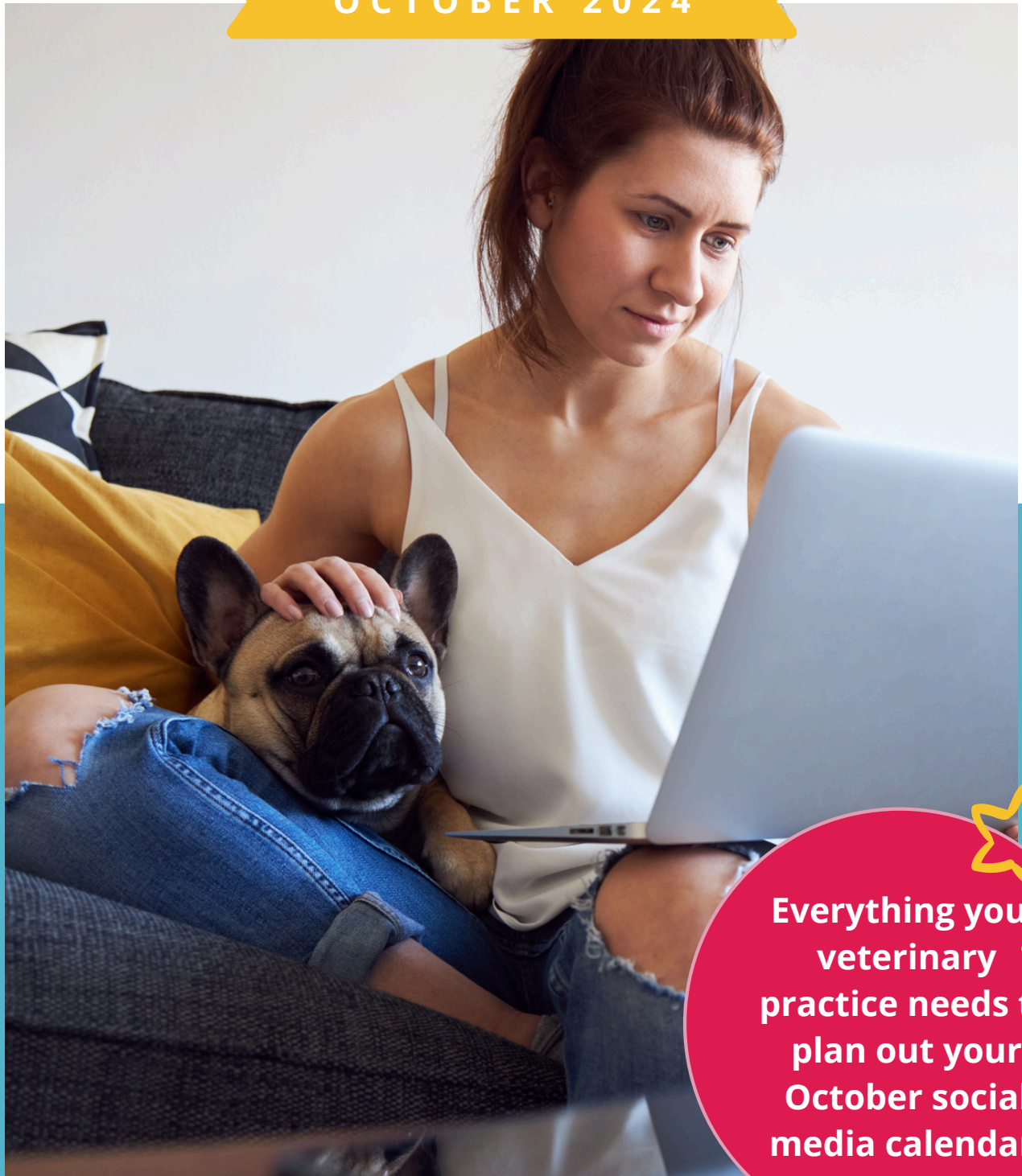




# Social Media Toolkit






OCTOBER 2024



Everything your  
veterinary  
practice needs to  
plan out your  
October 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 Wellness Month

Adopt-A-Dog Month (American Humane Association)

National Animal Safety and Protection Month

National Pet Obesity Month

Week-Long Events:

National Walk Your Dog Week: Oct 1-7

Animal Welfare Week: Oct 3-9

National Vet Tech Week: Oct 13-19



# October

## 2024 CONTENT CALENDAR

		 National Black Dog Day	2	3	 World Animal Day	5
6	7	8	 Pet Obesity Awareness Day	10	11	12
13	14	15	 National Feral Cat Day	17	18	 National Fetch Day
20	 National Reptile Awareness Day	22	23	24	25	 National Pit Bull Awareness Day
 National Black Cat Day	28	 National Cat Day	30	31 Halloween		



OCTOBER

# Adopt-a-Dog Month



## VIDEO

- **Video Idea 1:** Team up with your favorite animal shelter and film a segment featuring some adoptable dogs. Interview someone at the shelter about the dogs.
- **Video Idea 2:** Have a doctor talk about why it is important to have a newly adopted dog immediately seen by a veterinarian.

## PHOTO

- Feature an adoptable dog (or a carousel of different dogs) at your local animal shelter.
- Feature a patient who was adopted at the shelter. Include their name and some fun facts in the caption!
- Does anyone in your practice volunteer at a shelter? Show them giving back to the pets.

## INFOGRAPHICS

- Create an infographic about the homeless dog population in the United States. Add statistics about how many pets are euthanized every year because of overpopulation in the shelters.

## GIFS + MEMES

- Use headshots of adoptable dogs in your area and turn them into memes on their search for a home.
- Search Giphy or Tenor for applicable Gif videos. We suggest terms like shelter dogs, rescue dogs, and adopt.

**GeniusTip:**  
1.6 billion Facebook users are connected to a small business on the platform.

## INTERACTIVE

- Take submissions for a caption contest and have your followers fill in the blank: "I knew they were the one for me when\_\_\_\_\_."



## HASHTAGS

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

Here are our recommendations:

**#AdoptADogMonth**

**#AdoptAShelterPet #AdoptADog**

**#WhoRescuedWho**



## 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!

- **[After Adoption: Why Your Shelter Pet Still Needs to See a Veterinarian](#)**
- **[Behavior: The Ins and Outs of Adopting a Shelter Dog](#)**



## 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.

Formatted for Instagram and Facebook

[DOWNLOAD](#)

### REMINDER

Looking for a new best friend?  
**Adopt one (or a few) today!**



@geniusvets

Insert the quiz/poll/question box with informative topics about adopting a pet.

Formatted for Instagram and Facebook Stories

Encourage engagement by quizzing your followers or sharing fun and important facts about pet adoption.

[DOWNLOAD](#)

[HOW TO GUIDE](#)

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[DOWNLOAD](#)

### REMINDER

Looking for a new best friend?  
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@geniusvets

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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!](#)





OCTOBER  
**Pet Wellness  
Month**

## VIDEO

- **Video Idea 1:** Have a doctor talk about the importance of regular wellness exams. Go through a mock examination of and emphasize the importance of preventative care.
- **Video Idea 2:** Talk about the best vaccine protocol for wellness. Share what dogs and cats need and when these vaccines occur.

## PHOTO

- Hold the camera from your point of view and get a photo of you feeding a dog a carrot, broccoli, etc. (something healthy to encourage veggies and fruit as a treat)
- Share a photo of a doctor giving a wellness exam to a pet, and talk about what is included in an annual exam.

## INFOGRAPHICS

- Create an infographic about vaccine protocol, the importance of exercise, and healthy eating.
- Create an infographic about senior pet care, and how an aging pet's wellness needs can change.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: dog exercise, cat at the vet
- Did you get a funny photo of a dog snubbing a certain veggie? Make it into a meme about not wanting to eat healthy.

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

## INTERACTIVE

- **Poll:** Ask pet owners if they take their dogs on daily walks.
- **Survey:** Do pet owners incorporate veggies into their pet's diet?





## HASHTAGS

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

Here are our recommendations:

**#NationalPetWellnessMonth**  
**#PetWellness #PetWellnessMonth**

### 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!

- **5 Cat Wellness Tips in Honor of Pet Wellness Month**
- **How to Promote Wellness and Longevity In Your Dog**

## GeniusTip:

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

# Graphics to Share

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Formatted for Instagram and Facebook

[DOWNLOAD](#)

## A HEALTHY PET'S WELLNESS CHECKLIST

- ✓ Schedule regular wellness exams with your veterinarian.
- ✓ Provide optimal nutrition for their life stages.
- ✓ Keep your pet mentally and physically active.
- ✓ Don't forget your pet's monthly preventives for fleas, ticks and heartworms.
- ✓ Regular grooming will help keep your pet's coat clean and free of mats.

Send to a friend...



@geniusvets

## HEALTHY PET WELLNESS BINGO

Schedule regular wellness exams with your veterinarian.

Keep your pet mentally and physically active.

Give their monthly flea and tick medication.

Play with your pet daily.



Provide optimal nutrition for their life stages.

Regular grooming.

Brush their teeth 2x per week.

Upgrade their bed.

@geniusvets

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](#)

## A HEALTHY PET'S WELLNESS CHECKLIST

- ✓ Schedule regular wellness exams with your veterinarian.
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Send to a friend...



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[DOWNLOAD](#)

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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...*

OCTOBER 9

# Pet Obesity Awareness Day



## VIDEO

- **Video Idea 1:** Talk about an optimal pet diet and how owners should measure correct portions, give healthy treats, etc.
- **Video Idea 2:** Talk about pet obesity/overweight pets, including health risks associated with being overweight and what pet owners should do if they believe their pet may be overweight.

## PHOTO

- Share before/after pics of a pet patient weight loss success story.
- Take a pic of a cute pet besides a bowl of healthy food - highlight ingredients.
- Feature a doctor examining an overweight pet.

### GeniusTip:

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

## INFOGRAPHICS

- Create an infographic about dog and cat weight statistics in the U.S. Include the health risks associated with being overweight and your tips for staying healthy.

## GIFS + MEMES

- Use an actual patient's before and after image to create an inspiring meme. Keep it positive and encourage your clients to be healthy examples!
- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like dog exercise, cat exercise, big dog.

## INTERACTIVE

- Create a poll on Facebook and ask followers if they think their pet is overweight.
- Quiz followers about pet obesity facts.



## HASHTAGS

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

Here are our recommendations:

**#NationalPetObesityAwarenessDay**

**#PetObesity #PetNutrition**

**#PetObesityAwareness**



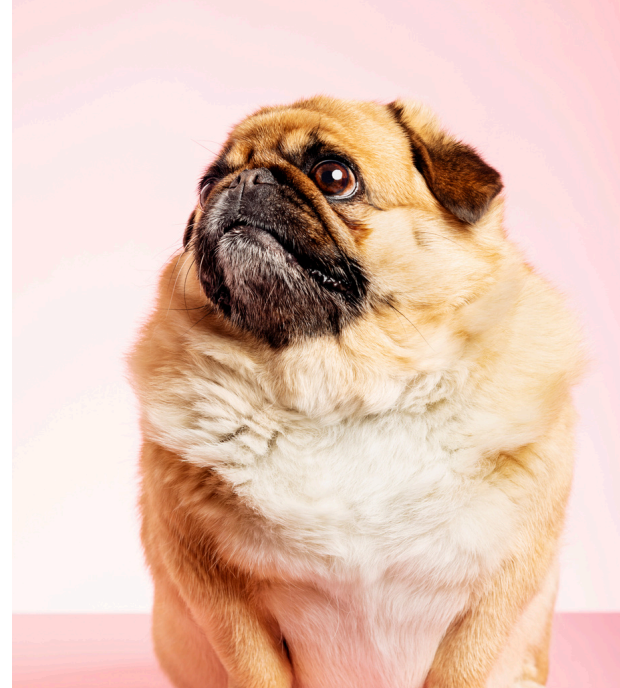
## GeniusTip:

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!

- **[Pet Obesity Prevention: Top 7 Tips for Helping Overweight Pets](#)**
- **[Weight Management and Nutrition in Pets: A Balanced Approach](#)**





## GeniusTip:

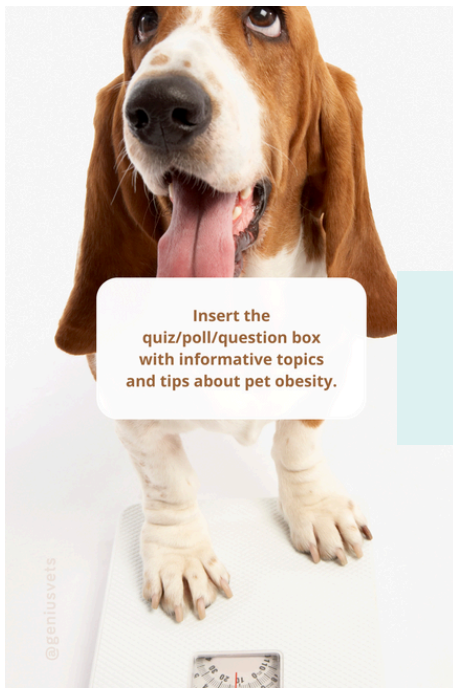
Posts that include images get 35% more engagement from X users.

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Formatted for Instagram and Facebook

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Formatted for Instagram and Facebook Stories

*Encourage engagement by quizzing your followers.*

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OCTOBER 13-19

# National Vet Tech Week



## VIDEO

- **Video Idea 1:** Ask techs about their unique skills and education, particularly if they're certified/licensed/registered. Why did they choose this career? What do they love about their patients, clients, and coworkers?
- **Video Idea 2:** Have a vet tech video a day in the life from their perspective and turn it into a Reel or TikTok.

## PHOTO

- Post a photo and brief bio of one of your techs each day of the week - include their pets if you can!
- Techs in action - post photos of techs performing lab work, setting up the surgical suite, taking a pet's vitals...show them doing their amazing jobs.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like:
  - Vet Tech
  - Vet Office
  - Vet Assistant

## INFOGRAPHICS

- Create a graphic explaining some of the abbreviations that techs decipher.

### GeniusTip:

Posts with a location receive 79% more engagement.

## INTERACTIVE

- Create a quiz about the education and certification requirements to become a tech.
- Create a quiz about which types of office visits must be with a doctor and which types can be scheduled with a tech.
- Create a survey or fill-in-the-blank to ask your clients to leave encouraging and thankful comments for your staff.





## HASHTAGS

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

Here are our recommendations:

**#VetTechWeek #HappyVetTechWeek**

**#NationalVetTechWeek**

**#ILoveMyVetTech**

## 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!

- **4 Reasons to Show a Vet Tech Some Love (and How to Do It)**
- **Veterinary Practice Culture And Staff Training: Aligning Your Team To Provide Great Client Service**





## GeniusTip:

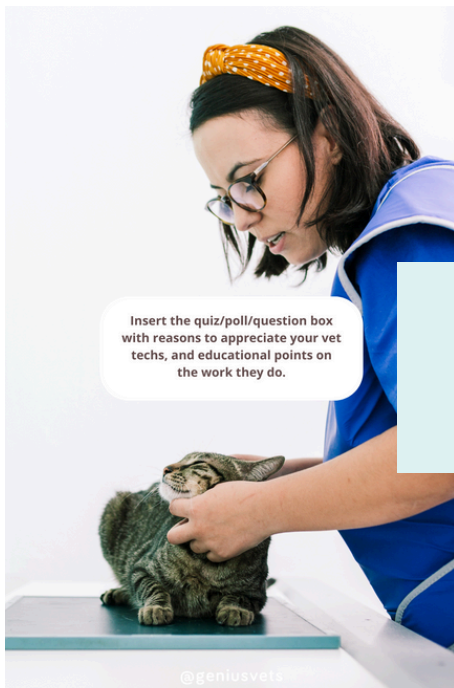
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# OCTOBER 31

# Halloween

BONUS

## VIDEO

- **Video Idea:** Show off matching employee and pet costumes! (bonus if you can highlight why certain costumes are safe and others are not).

## PHOTO

- Is your practice (inside or out) decorated for the holiday? Post photos!
- Post examples of pets with body language that shows they're comfortable in their costumes.

## GIFS + MEMES

- Share photos with pun captions: can you make classic horror movie titles pet-themed by changing a word or two?

## INFOGRAPHICS

- Create a graphic highlighting the dangers of candy and explain possible emergency treatments for ingesting different toxic Halloween treats.

## INTERACTIVE

- Have a pet costume photo contest and post the entries on social media. Let your followers vote for their favorite!

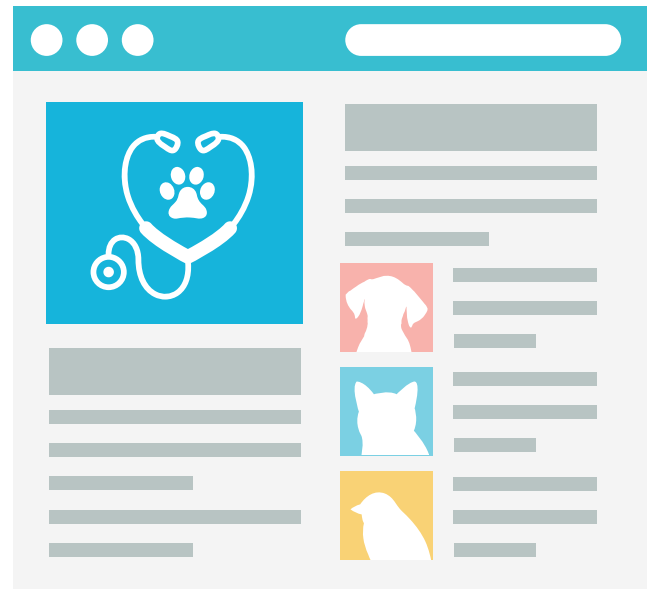
## BLOGS

- [8 Howl-o-ween Costumes That Will Make Your Dog the Bark of the Town](#)
- [4 Spooktacular Ways to Keep Your Pets Safe on Halloween](#)



# 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!](#)

