



# Social Media Toolkit






NOVEMBER 2024



Everything your  
veterinary  
practice needs to  
plan out your  
November 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 Diabetes Month

Adopt A Senior Pet Month

National Senior Pet Month

National Pet Cancer Awareness Month









Week-Long Events:

November 3-9: National Shelter Pet  
Appreciation Week



# November

## 2024 CONTENT CALENDAR

						 National Cook for Your Pets Day Pet Groomer Appreciation Day	2
3	4	5	6	 National Canine Lymphoma Awareness Day	8	9	
10	11 Veterans Day	 Fancy Rat and Mouse Day World Animal Enrichment Day	13	14	15	 National Slobber Appreciation Day	
17 Take a Hike Day	18	 National Get a Pal for Your Pet Day	20	21	22	 National Adoption Day Thankful for My Dog Day	
 National Border Collie Day	25	26	27	 Thanksgiving National Dog Show Broadcast	29 Black Friday	30	

NOVEMBER

# National Senior Pet Month



## VIDEO

- **Video Idea 1:** Interview a pet owner who has been with your practice since their senior pet was young.
- **Video Idea 2:** The tough conversations - have a doctor talk about rating quality of life, palliative care, and other things to consider when making decisions during a pet's senior years.

## PHOTO

- **Then and Now:** Post photos of old pets who are just as cute and loveable as they were when they were young.
- Try a series such as #SeniorSaturdays or #SuperSeniors, and post photos of senior pets - your staff pets or patients- throughout the month.

## INFOGRAPHICS

- Create a checklist for senior pets with regular checkups, dental care, & joint health. Each item on the checklist could be accompanied by tips for keeping senior pets healthy.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: old dog, old cat, senior dog, senior cat
- Caption a photo of a happy older pet playing or enjoying some cuddles with: "Age is just a number!"

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

## INTERACTIVE

- Encourage pet owners to share photos of their senior pets on social media with a specific hashtag. Choose the most heartwarming photos and award the winners with a care package.



## HASHTAGS

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

Here are our recommendations:

**#SeniorPetMonth #SeniorPets  
#GoldenYears #SeniorPetCare**



## GeniusTip:

TikToks shot vertically have an average 25% higher 6-second watch-through rate.

## BLOGS

Looking for more inspiration?  
Check out these blogs!

- **[Unwrapping the Joy: 7 Reasons to Adopt a Senior Pet During the Holidays](#)**
- **[How to Best Care For Your Cat As They Enter Their Senior Years](#)**



## GeniusTip:

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

# 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 Senior  
Pet Month

Insert the quiz/poll/question box  
with facts about caring for and  
adopting senior pets!

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](#)



*Terms of use: Image subject to copyright. Logo or tag may not be removed or altered from the image. You may add your company's logo to the image, so long as it is not obstructing GeniusVets logo or tag.*



# 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!](#)



NOVEMBER  
**National  
Pet Cancer  
Awareness  
Month**

## VIDEO

- **Video Idea 1:** Have a doctor talk about the importance of annual and/or bi-annual exams in order to detect signs of cancer as early as possible.
- **Video Idea 2:** Tell the story of a pet that has survived cancer. This could be a heartwarming story that inspires pet owners to have hope if their pet is diagnosed with cancer.

## PHOTO

- Take a photo of a pet wearing a cancer ribbon or bandana, and include information about the importance of early detection.
- Show a healthy meal for pets that is rich in cancer-fighting nutrients, such as fresh fruits and vegetables, lean protein, and healthy fats.

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

## 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: dog at the vet, cat at the vet, dog cancer, cat cancer, cancer awareness
- Feature a confused or worried-looking pet, with the text "When in doubt, check it out!"

## INTERACTIVE

- Create a quiz that tests pet owners' knowledge about the causes, symptoms, and treatment options of various types of pet cancer.





## HASHTAGS

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

Here are our recommendations:

**#PetCancer #PetCancerAwareness  
#CancerSucks #PetHealth**

### GeniusTip:

Use LinkedIn to ask thoughtful questions that encourage comments.



## BLOGS

Looking for more inspiration?  
Check out these blogs!

- **[Help! My pet was diagnosed with Canine lymphoma, now what?](#)**
- **[How to Spot Early Cancer Signs in Your Dog](#)**

## GeniusTip:

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

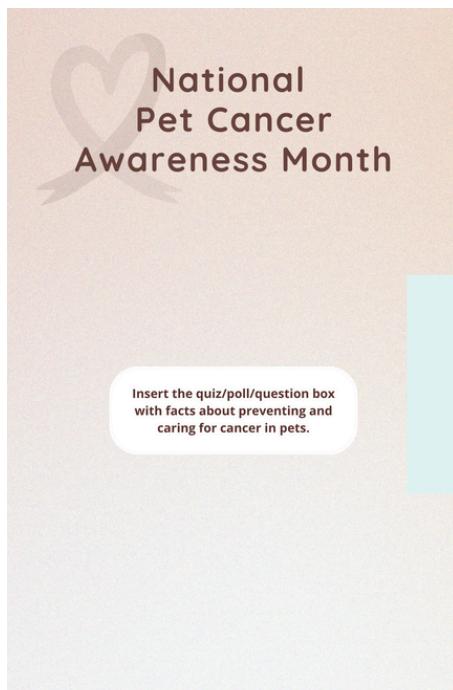
# Graphics to Share

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  
*Encourage engagement by quizzing your followers or sharing fun facts.*

[DOWNLOAD](#)

[HOW TO GUIDE](#)

**16x9**

Formatted for X, Facebook and LinkedIn

[DOWNLOAD](#)



*Terms of use: Image subject to copyright. Logo or tag may not be removed or altered from the image. You may add your company's logo to the image, so long as it is not obstructing GeniusVets logo or tag.*



# 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...*

NOVEMBER 17

# Take a Hike Day



## VIDEO

- **Video Idea 1:** Share the National Park Service's recommendations under the B.A.R.K. rule: bag your pet's waste, always leash your pet, respect wildlife, and know where you can go.
- **Video Idea 2:** Talk about dog packs, and show footage of what they should include.

### GeniusTip:

The best length for a TikTok video is 7-15 seconds.

## PHOTO

- Feature a carousel of photos of dogs on hikes with their owners. Show off those sunrise pics!
- Feature a photo of a dog at the summit of a hike.
- Post photo submissions of what different pet owners bring with them on hikes to supply themselves and their animals.

## INFOGRAPHICS

- What kind of equipment is needed on a hike with a pet? Encourage your followers to consider items such as poop bags, updated ID tags, a portable water supply, dog food and/or snacks, a first aid kit, pet-safe insect repellent, and booties for rough terrain.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: dog hike, pet hike, hiking day
- Post a photo of a dog with its head poking in a backpack and caption it: "Where's the trail mix?"

## INTERACTIVE

- Survey your followers—do they hike with their dogs?
- Quiz followers on the health benefits hiking can provide to both humans and pets.



## HASHTAGS

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

Here are our recommendations:

**#TakeAHikeDay #HikeWithPets  
#DogHike #HikingSafety #PetHiking**



## 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!

- **[How to Hike With Your Hound](#)**
- **[The Ultimate Guide to Dog Walking Gear](#)**



## GeniusTip:

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

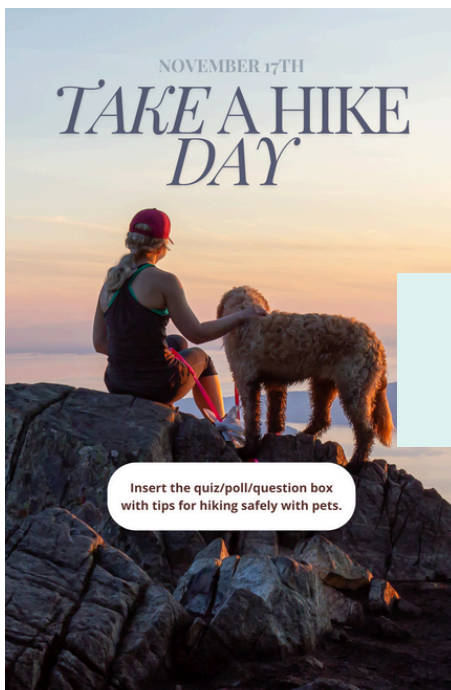
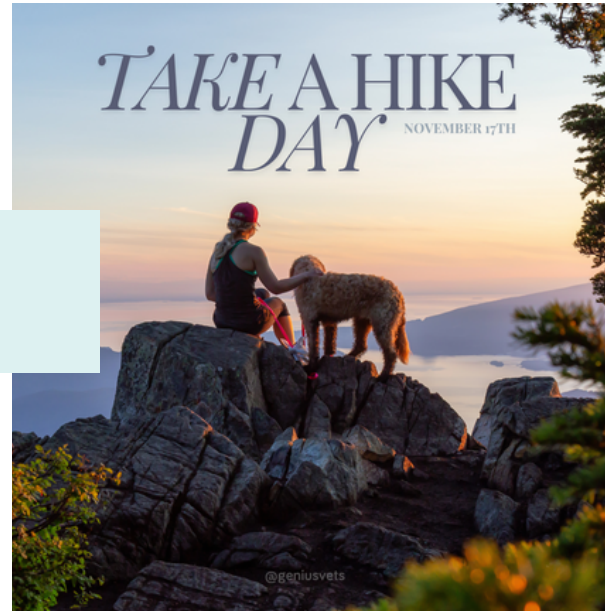
# Graphics to Share

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](#)



**9 x 16**

Formatted for Instagram and Facebook Stories

*Encourage engagement by quizzing your followers.*

[DOWNLOAD](#)

[HOW TO GUIDE](#)

**16 x 9**

Formatted for X, Facebook, and LinkedIn

[DOWNLOAD](#)



*Terms of use: Image subject to copyright. Logo or tag may not be removed or altered from the image. You may add your company's logo to the image, so long as it is not obstructing GeniusVets logo or tag.*



# NOVEMBER 23 Thankful for My Dog Day

BONUS

## VIDEO

- Create a short video asking staff members why they are thankful for their dogs. Share footage of their answers as well as cute clips of their pets!

## PHOTOS

- Post a photo of a dog among all the Thanksgiving festivities and caption it, "I'm the most thankful for you!"
- Post a photo of a senior dog. Use the caption to list a reason you're thankful for them for each holiday season you've spent together—for example, if a dog is 10 years old, list your 10 reasons!

## INFOGRAPHIC

- Create a branded infographic about showing your dog you care by providing them with the best resources for your health. These key points can include wellness exams, microchipping, and parasite prevention.

## MEME

- Create a meme with a photo of a dog looking at a Thanksgiving turkey. Caption it: "I'm thankful for turkey—I mean, you!"

## INTERACTIVE

- Host a pop quiz - how can being a dog owner benefit your mental health? Promote the answers on your social media.





NOVEMBER 28

# Thanksgiving



## VIDEO

- **Video Idea 1:** Set up a Thanksgiving-themed photo booth with props like turkey hats and pumpkin toys for pets to pose with. Capture the cute and funny moments of pets posing and playing with the props.
- **Video Idea 2:** Ask your staff why they're thankful - this could be a compilation video or a series of shorter videos.

## PHOTO

- Do you sell pet treats in the clinic? Post a photo of your displays to let pet owners know about safe treat alternatives to table scraps.
- Get sentimental! Think staff reflecting on great clients, clients and their pets, friendly staff members: show all the relationships within your practice that make you all thankful!

## MEMES

- Do you have pets or patients that are Macy's Parade float lookalikes? Create memes comparing them to Snoopy, Clifford, Blue from Blue's Clues, or other fun floats!
- Tie in your services: create memes showing pets "being thankful" for wellness exams, parasite preventives, and more.

## INFOGRAPHICS

- Decorate the pet-proof way! Create an infographic that walks through how pet owners can decorate and dress up their pets in a safe but festive way.

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

## INTERACTIVE

- Survey to ask what local pet owners are thankful for.





## HASHTAGS

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

Here are our recommendations:

**#Thanksgiving #Thankful  
#ThankfulForMyPets #GiveThanks  
#ThanksgivingFun**

## 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!

- **[Paws & Pies: Tips for a Pet-Safe Thanksgiving Celebration](#)**
- **[9 Human Foods That Are Toxic to Pets \(And Their Healthy Alternatives!\)](#)**



## GeniusTip:

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

# 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](#)



FILL IN THE BLANK!  
This Thanksgiving,  
my pet is grateful for:

&

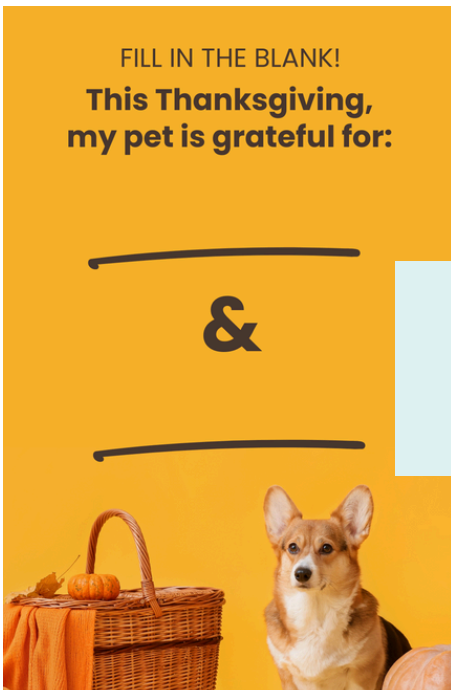
9 x 16

Formatted for Instagram and Facebook Stories

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

[DOWNLOAD](#)

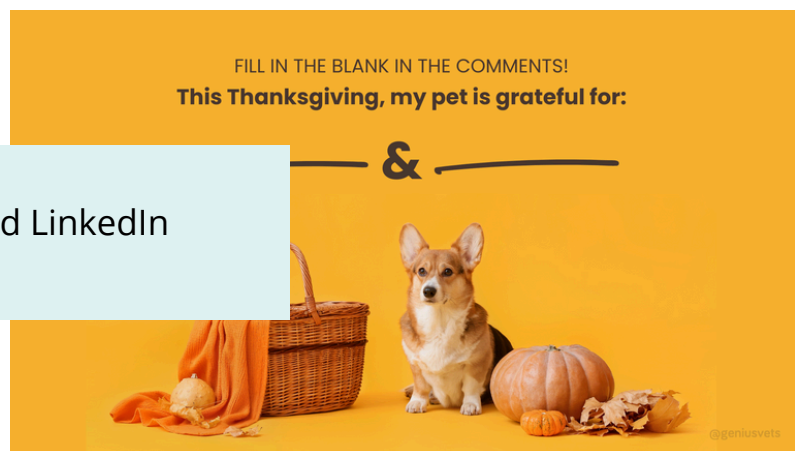
[HOW TO GUIDE](#)



16 x 9

Formatted for X, Facebook, and LinkedIn

[DOWNLOAD](#)



Terms of use: Image subject to copyright. Logo or tag may not be removed or altered from the image. You may add your company's logo to the image, so long as it is not obstructing GeniusVets logo or tag.



# 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!](#)

