



# Social Media Toolkit






DECEMBER 2024



Everything your  
veterinary  
practice needs to  
plan out your  
December 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 Cat Lovers Month**

**Safe Toys and Gifts Month**



# December

## 2024 CONTENT CALENDAR

 National Twin With Your Dog Day	 National Mutt Day	3	4 National Cookie Day	 Celebrate Shelter Pets Day International Volunteer Day	6	7
8	 International Day of Veterinary Medicine	 International Animal Rights Day	11	12	 National Horse Day	 Monkey Day
 National Cat Herders Day	16	17	18	19	 Underdog Day Ugly Sweater Day	21 Winter Solstice
22	23	24 Christmas Eve	25 Christmas Hanukkah Begins	26 Kwanzaa Begins	27	28
29	30	31 New Year's Eve				



DECEMBER  
**Holiday  
Fun**

## VIDEO

- **Video Idea 1:** What winter holidays do your employees celebrate? Create a video where they share their holiday plans, and include how they will spend it with their pets.
- **Video Idea 2:** Are you throwing a holiday party at your practice? Share clips from any festive events (like a gingerbread decorating contest)!

## PHOTO

- Get photos of your staff wearing Santa hats, holiday scrubs, reindeer ears, etc. and share these throughout the month!
- Have fun costumes available for your patients to wear. Maybe even consider a Santa Paws photo-op area in your lobby with fun decorations up on the walls!

## INFOGRAPHICS

- Create a series of graphics with tips for how to celebrate each holiday, including Christmas, Hanukkah, Kwanzaa, or the New Year.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: Santa dog, Santa cat, Christmas pet
- Post a photo of a dog snuggling with its owner and caption it: "I asked Santa for you, and my wish came true!"

**GeniusTip:**  
The most successful TikToks use trending audios - start saving your favorites to use ASAP!

## INTERACTIVE

- Ask your followers to share their pet's Christmas stockings. Gift your favorite photos with a stocking stuffed with treats from your practice!

## HASHTAGS

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

Here are our recommendations:

**#HolidaySeason #HolidayPets**  
**#ChristmasPets #HanukkahPets**  
**#KwanzaaPets #HolidayFun**



## GeniusTip:

Repost content that is relevant to your brand and practice on platforms like X, LinkedIn, and TikTok.

## BLOGS

Looking for more inspiration?  
Check out these blogs!

- **[The Ultimate Gift Guide for Pet Lovers](#)**
- **[Creating Unforgettable Pet-Friendly Holiday Traditions](#)**



## 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](#)



# HAPPY HOLIDAYS

*from our practice  
to your family!*

@geniusvets



# HAPPY HOLIDAYS

Insert the quiz/poll/question box with ideas for how to celebrate the holiday season with 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

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# HAPPY HOLIDAYS

*from our practice to your family!*

@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!](#)

DECEMBER 2  
**National  
Mutt Day**



## VIDEO

- **Video Idea 1:** Create a slideshow of photos of adoptable mutts; team up with a local shelter or rescue group to get their photos and bios!
- **Video Idea 2:** Create a slideshow of photos of mutt patients and staff pets, celebrating all the individuality that makes these pets so special!

## PHOTO

- Create an album or collage of your patients or employee pets who are mutts.
- Ask for your social followers to submit photos of their mixed breed dogs. If they can, have them identify the breeds within the mix.

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

## INFOGRAPHICS

- Create a graphic or series of graphics highlighting local rescue groups and shelters where your social followers can adopt mixed breed dogs.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: mutts, mutt dog, mixed breed dog
- Use photos of mutt patients with quotes like, "I like big mutts, and I cannot lie!"
- Use photos of mutt patients and/or mutts with their owners with captions such as, "Fido the lab mix wishes you a Happy National Mutt Day!"

## INTERACTIVE

- Survey followers and ask what mix their dog is.





## HASHTAGS

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

Here are our recommendations:

**#NationalMuttDay**

**#MixedBreedDogDay #MuttDay**

**#MixedBreed #MyRescueDog**

### GeniusTip:

Short-form video is the most engaging type of in-feed social content.



## BLOGS

Looking for more inspiration?  
Check out this blog!

- **[Happy National Mutt Day! 5 Reasons Why Mutts Are What's Up](#)**

## GeniusTip:

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

# Graphics to Share

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**1 x 1**

Formatted for Instagram and Facebook

[DOWNLOAD](#)

## 5 Reasons You Should Consider Adopting a Mutt

Happy National Mutt Day!



- 1 You want to save a life
- 2 You want to avoid many health issues
- 3 You want to save money
- 4 You enjoy being surprised by your pet
- 5 The purebred instincts are tamped down

@geniusvets

Happy National Mutt Day!

Insert the quiz/poll/question box with facts about what makes mutts so very special.

**9 x 16**

Formatted for Instagram and Facebook Stories

*Encourage engagement by quizzing your followers.*

[DOWNLOAD](#)

[HOW TO GUIDE](#)

## 5 Reasons You Should Consider Adopting a Mutt

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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...*

DECEMBER 13

# National Horse Day



## VIDEO

- **Video Idea 1:** Create a video discussing what vaccinations are required for horses. Use footage of a doctor interacting with a horse and add the recommended vaccinations as text overlaid onto the video.
- **Video Idea 2:** Create a video that shares tips for keeping horses safe and healthy in the cold weather.

## PHOTO

- Post a photo of a horse receiving care from your team.
- Post a photo of a horse with another animal and caption it: "Best friends come in all shapes and sizes."
- Post a photo of a horse eating a special treat, such as an apple.

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

## INFOGRAPHICS

- How can your followers celebrate National Horse Day? Create an infographic with ideas such as donating to an equine charity or spending time with a horse they love.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: horse, horse care, horse love, beautiful horse
- Post a photo of a horse eating an apple and caption it: "A trot a day keeps the farrier at bay!"

## INTERACTIVE

- Poll your followers—have they ever been horseback riding?

## HASHTAGS

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

Here are our recommendations:

**#NationalHorseDay #HorseDay  
#HorseLove #HorseCare**



### GeniusTip:

Link clicks account for 92% of all user interaction with posts.

## BLOGS

Looking for more inspiration?  
Check out this blog!

- **[Equestrian First Aid: Be Prepared on National Horse Day and Beyond](#)**



## GeniusTip:

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

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9 x 16

Formatted for Instagram and Facebook Stories

*Encourage engagement by quizzing your followers.*

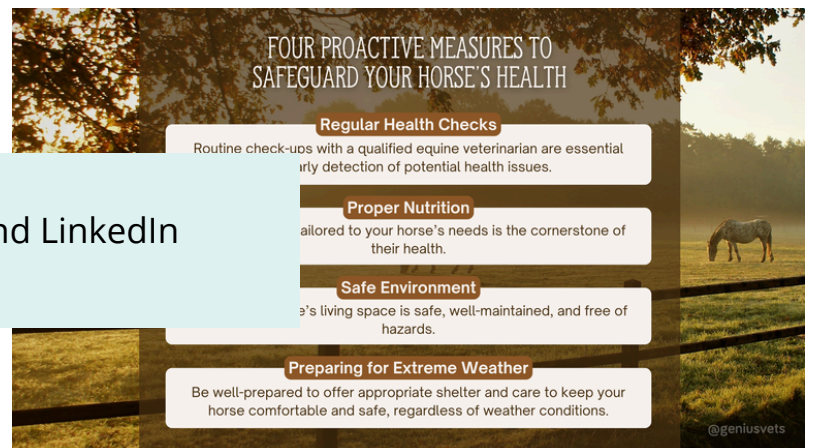
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DECEMBER 21

## First Day of Winter

BONUS

### VIDEO

- **Video Idea:** Create a video where you share cold weather safety tips for pet owners. Focus on the dangers of cold weather and antifreeze, and the importance of checking under the car hood for outdoor cats.

### PHOTO

- Post a photo, series of photos, or a collage of your pets and/or patients enjoying winter. Or if they hate it, it may make great meme material!
- If you live in a warmer climate, share photos of pets enjoying the sun and caption them with jokes about bright days and warm breezes.

### INFOGRAPHIC

- Create a graphic with warning signs for hypothermia or frostbite. Walk through the different breeds of dogs and how size and coat can affect how a pet reacts to cold weather.

### MEME

- Post a photo of a dog standing in the snow and caption it: "I should have peed on the rug while I still had the chance."

### INTERACTIVE

- Quiz your followers about various winter safety topics. Ask them to answer in the comments.
- Survey your social followers: do their pets like to take walks in the winter?



DECEMBER 31

# New Year's Eve



## VIDEO

- **Video Idea 1:** Have a doctor talk about New Year's health resolutions that owners could make for their pets. For example, exercising more, losing excess weight, keeping up with their annual exams and vaccinations, etc.
- **Video Idea 2:** Have a doctor talk about safety tips for pets during NYE festivities, i.e. alcohol, noise aversion, dangerous decor, etc.

## PHOTO

- Get a photo of a patient and/or clinic cat wearing a Happy New Year Hat etc.
- Take photos counting down the days after Christmas to the New Year with festive pets!
- Get a photo of your staff wearing Happy New Year's gear and toasting some sparkling water.

## MEMES

- Create a meme that shows a pet scared of the celebrations to emphasize how the holiday can impact them. This may be a good way to educate clients about noise aversion and creating a safe space for their pets and/or medicating them if necessary.

## INFOGRAPHICS

- Fireworks can pose a threat to your pet. Make an infographic about noise aversion in animals, and provide tips to help pet owners avoid the negative effects of loud sounds.

### GeniusTip:

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

## INTERACTIVE

- Survey pet owners and ask them if they plan to make resolutions for their pets and ask them to share their resolutions. Offer suggestions for those people who are unsure.





## HASHTAGS

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

Here are our recommendations:

**#NewYearsEve #HappyNewYear  
#NewYearNewMe #RinginIn2025**

### 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 these blogs!

- **[7 Fun Ways to Ring in the New Year With Your Pet](#)**
- **[Top New Year Resolutions for Your Pet!](#)**

## GeniusTip:

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

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What is your pet's New Year's Resolution?

My pet's resolution is...



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!

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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!](#)

