



Social Media Toolkit






JANUARY 2025



Everything your
veterinary
practice needs to
plan out your
January 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:

Unchain a Dog Month

Adopt a Rescued Bird Month

National Train Your Dog Month

National Walk Your Pet Month

Week-Long Events:

Jan 21-24: International

Hoof Care Week



January

2025 CONTENT CALENDAR

			1 New Year's Day	 2 National Pet Travel Safety Day	3	4
 5 National Bird Day	6 National Cuddle Up Day	7	8	9	10	11
12	13	 14 National Dress Up Your Pet Day	15	16	17	18
19	20 Martin Luther King Jr. Day	21	 22 National Answer Your Cat's Questions Day	23	 24 Change a Pet's Life Day National Peanut Butter Day	25
26	27	28	 29 Seeing-Eye Guide Dog Anniversary	30	31 National Have Fun at Work Day	



JANUARY
**Winter:
Safety**

VIDEO

- **Video Idea 1:** Showcase creative and cozy winter setups for pets indoors. Offer ideas for comfortable sleeping areas, warm blankets, and safe heating options.
- **Video Idea 2:** Capture delightful moments of pets playing in the snow while emphasizing safety considerations.

PHOTO

- Share various paw protection options such as booties and paw balms, emphasizing the importance of safeguarding pets from cold surfaces, snow, and ice.
- Illustrate safe outdoor play in winter by sharing photos of pets engaging in winter activities while adhering to safety guidelines.

INFOGRAPHICS

- Create an infographic that educates pet owners about common cold weather hazards. Include information on the dangers of antifreeze and the importance of providing shelter during extreme cold.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: winter dog, winter cat, winter pet
- "The Cozy vs. the Cold Shoulder": Create a split-image meme with a pet enjoying a cozy indoor space versus one facing discomfort in the cold outdoors.

GeniusTip:

Posts with a location receive 79% more engagement.

INTERACTIVE

- Host a poll to gauge the community's level of preparedness for winter pet safety.

HASHTAGS

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

Here are our recommendations:

**#WinterSafety #PetSafety #PetCare
#ColdWeatherSafety #WinterTips**



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!

- **[Winter Wellness: Keeping Your Pets Healthy in Cold Weather](#)**
- **[2024 Pet Wellness: A Pawsitive Start](#)**



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](#)



Pet Winter Safety

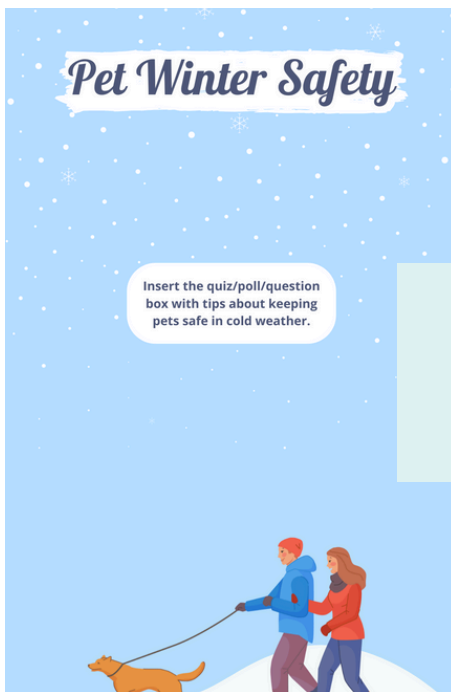
Insert the quiz/poll/question box with tips about keeping pets safe in cold weather.

9 x 16

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Encourage engagement by quizzing your followers or sharing fun facts.

[DOWNLOAD](#)

[HOW TO GUIDE](#)



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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!](#)

JANUARY

National Walk Your Pet Month



VIDEO

- **Video Idea 1:** Demonstrate a dog walking calmly on a leash. You may want to compare it to a dog who pulls, but be careful not to label anyone a “bad owner” or a “bad dog.”
- **Video Idea 2:** Discuss/demonstrate products like no-pull harnesses and Gentle Leaders. This is particularly good if you sell any of these products in your office.

PHOTO

- What’s in your retail section? No-pull harnesses, Gentle Leaders, booties, regular harnesses, collapsible water dishes... all of these are useful on walks!
- Share photos of unusual pets to walk: cats, ferrets, goats...

GeniusTip:
Repost content that is relevant to your brand and practice.

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 walk, pet walk, walking the dog
- In areas with cold weather, use photos of pets who are dressed up for winter with captions about how adorable they are or how grumpy they are to step outside.

INTERACTIVE

- Survey your social followers: Where are your favorite local trails and parks for walking?



HASHTAGS

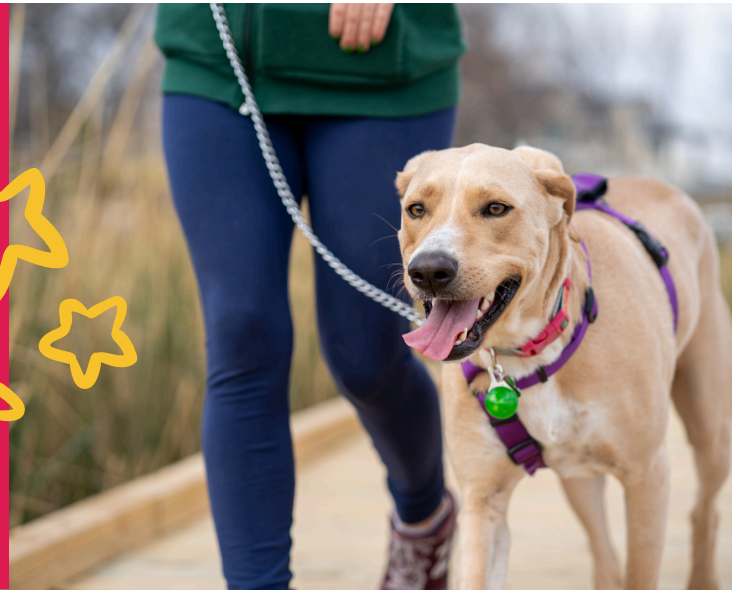
Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

**#WalkYourPetMonth #DogWalk
#PetWalk #WalkYourPet**

GeniusTip:

Short-form entertainment rules on TikTok—keep videos short, focused, and engaging.



BLOGS

Looking for more inspiration?
Check out this blog!

- **Winter Walks That Will Make Their Tails Wag**

GeniusTip:

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

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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NATIONAL
*Walk Your
Pet Month*

Insert the quiz/poll/question box with tips for getting active with pets and going for walks.

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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...

JANUARY 2

National Pet Travel Safety Day



VIDEO

- **Video Idea 1:** Create a video that follows a typical check-up before a trip where you evaluate a pet's vaccination status and provide any required flea, tick, or deworming treatments.
- **Video Idea 2:** Car travel can be dangerous if a pet is unleashed and free to walk around the vehicle. Show a carrier or seatbelt clip you would recommend.

GeniusTip:

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

PHOTO

- Share a photo of a dog visiting your practice for a microchip, and caption it with: "Check your pet's microchip status before that big holiday trip!"
- Share a photo of a cat in a carrier and emphasize the importance of aiming for a direct flight whenever possible for a pet's comfort.

INFOGRAPHICS

- What should a pet owner know before taking a flight with their pet? Create an infographic that points out the key things to be aware of, like flying in the cabin, going through security, and having proper identification.

MEMES

- Share a photo of a dog looking out a car window dreaming of their travels.
- Caption a photo of a grumpy cat in a carrier with: "I thought you said there would be treats in here..."

INTERACTIVE

- Poll: Where will you and your pet travel next?

HASHTAGS

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

Here are our recommendations:

**#PetTravelSafetyDay #PetTravel
#DogTravel #CatTravel**



GeniusTip:

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

BLOGS

Looking for more inspiration?
Check out these blogs!

- **5 Holiday (and Everyday) Tips for Traveling With Pets**
- **A Traveling Pet Owner's Guide to Dog Road Trip Essentials**



GeniusTip:

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

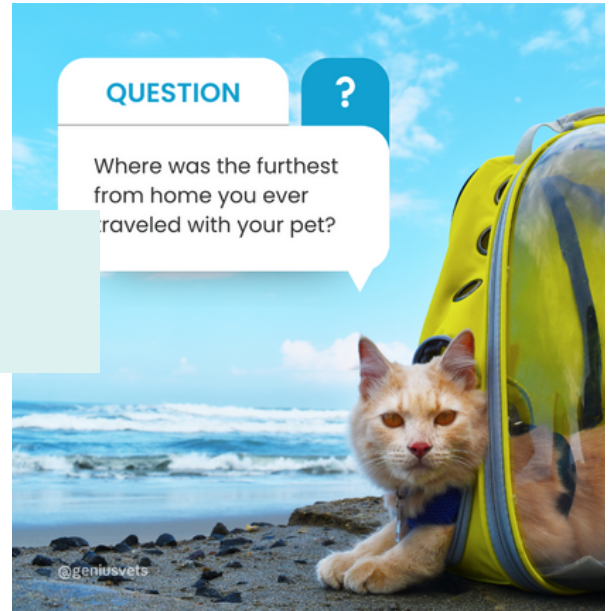
Graphics to Share

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Where was the furthest from home you ever traveled with your pet?

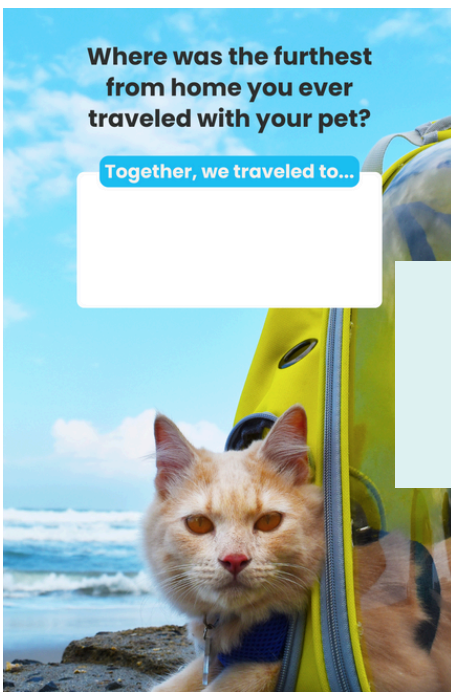
Together, we traveled to...

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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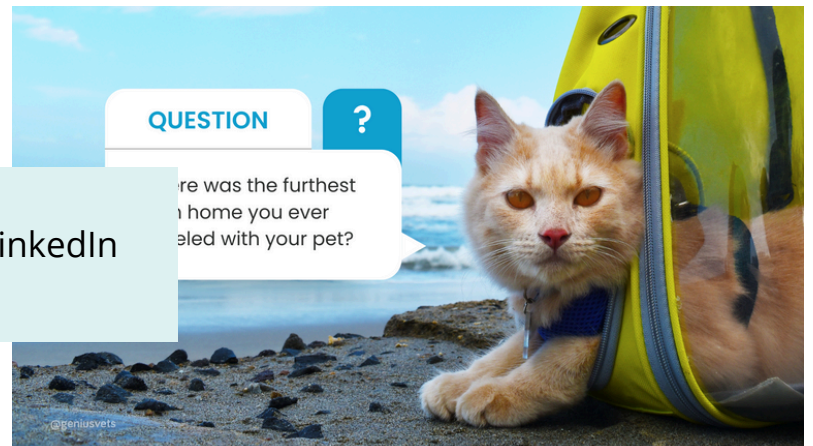
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BONUS

JANUARY 5TH National Bird Day

VIDEO

- **Video Idea:** Macaws, parrots, etc. are unusual and fun! Particularly if they can talk, they can make good “interviewees” in videos if they’re willing to pleasantly “show off.”

PHOTO

- Create an album or collage of colorful birds that visit your practice.
- Share an album or collage of local wild birds you spot near your practice.

INFOGRAPHIC

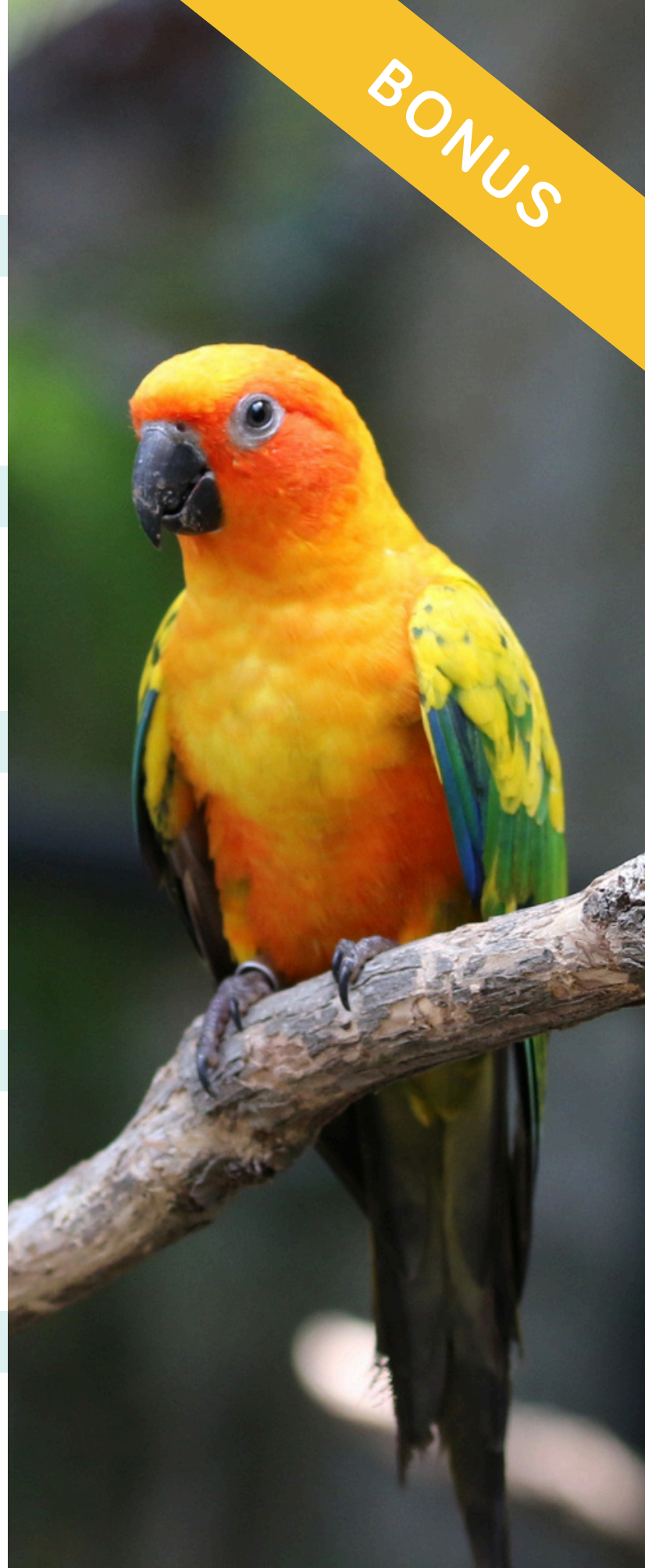
- Are you ready to be a pet parent to a bird? Create an infographic that talks about what a prospective bird owner should know before welcoming their new animals, such as how often they should see their veterinarian or any prevention their pet might need.

MEMES

- Birds can be very expressive. Catch them in mid-flight or mid-hop and caption them with statements about their moods or dance moves.
- For colorful birds, caption photos with comments on their fancy “outfits.”

INTERACTIVE

- Host a photo contest for the neatest, unique bird feeders or birdhouses that your social followers have at home.



JANUARY 24

Change a Pet's Life Day



VIDEO

- **Video Idea 1:** Film a "dating show" with animals at your local shelter. Feature adoptable animals wearing bows or bow ties and call them "eligible bachelor/ettes"!
- **Video Idea 2:** Share an inspiring adoption story from one of your patients or staff members! How did they change their pet's life, and how did their pet change theirs?

PHOTO

- Share any photos you have from the local animal shelter. Or share one of their posts about current adoptable pets!
- Feature rescued staff pets with before and after images of the animals in the shelters versus their "forever" homes!

MEMES

- Take a photo of a happy staff pet and add the text, "That feeling when you get adopted." Or something similar!
- Post a photo of a dog looking dressed up and handsome with the caption: "Eligible adoption bachelor."

INFOGRAPHICS

- Create an infographic about how adopting an animal can improve the mental health of pet owners. Emphasize the power of rescuing a pet and how that can help a pet owner, too!

GeniusTip:

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

INTERACTIVE

- Create a contest for clients and followers who have adopted or rescued their pets. Ask them to submit a photo with the moment they knew their dog or cat was the one for them.



HASHTAGS

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

Here are our recommendations:

**#ChangeAPetsLifeDay #Adopt
#PetAdoption #DogAdoption**

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!

- **[Adopting? How to Choose the Right Furry Family Member for Your Family](#)**
- **[Why a "Less Adoptable Pet" May Be Your Perfect Match](#)**

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.

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Change a Pet's Life Day

Insert the quiz/poll/question box with facts about local pet adoptions.

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Encourage engagement by quizzing your followers.

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- 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

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to learn more!](#)

