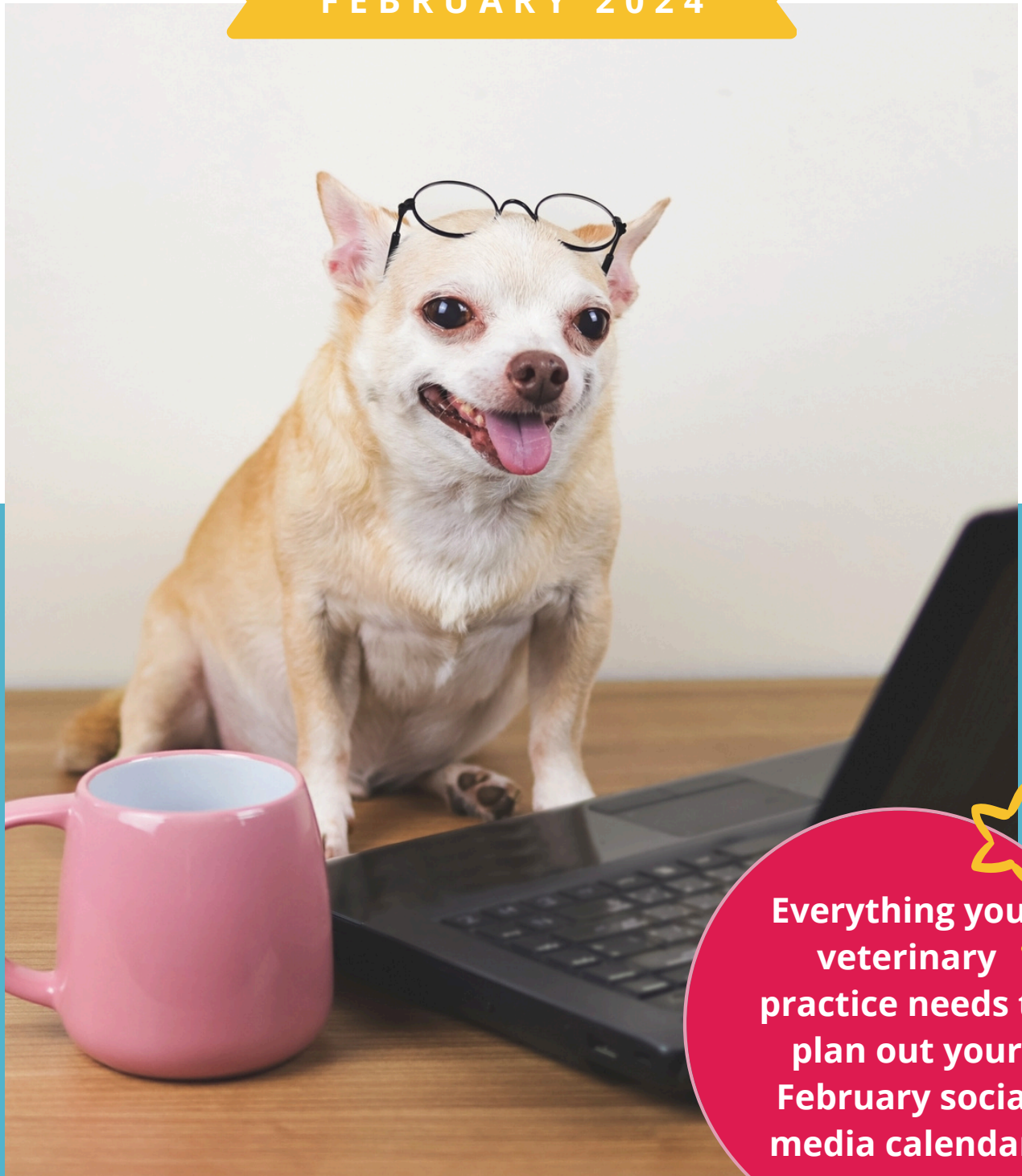




# Social Media Toolkit






FEBRUARY 2024



Everything your  
veterinary  
practice needs to  
plan out your  
February 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:

Adopt a Rescued Rabbit Month

Dog Training Education Month

National Cat Health Month

Pet Dental Health Month

Responsible Pet Owners Month

International Hoof Care Month

Week-Long Events:  
Feb 16-22: National Justice for  
Animals Week



# February

## 2025 CONTENT CALENDAR

							1
2 Groundhog Day	 3 National Golden Retriever Day	4	5	6	7		 8 Best Friends Day World Oceans Day
9 Super Bowl	10	11	12	13	 14 Valentine's Day National Pet Theft Awareness Day	15	
16	17 Presidents' Day	18	19 International Tug of War Day	 20 National Love Your Pet Day	21	 22 Walking the Dog Day	
 23 National Dog Biscuit Day	24	 25 World Spay Day/Spay Day USA	26	27	28		

FEBRUARY

# Pet Dental Health Month



## VIDEO

- **Video Idea 1:** Go through an oral examination on a dog and/or cat and explain the things that you are looking for. Follow up by discussing the importance of pet oral health.
- **Video Idea 2:** Create a how-to video and demonstrate how to brush your pet's teeth at home.

## PHOTO

- Post before and after dental cleaning photos (just not too "gross"!).
- You can share radiographs (with proper client consent) to demonstrate dental disease, fractures, etc.
- Share a photo of dental care products that you recommend.

## INFOGRAPHICS

- Create a graphic or series of graphics comparing standard professional dental cleanings and anesthesia-free dentals.

## MEMES

- If you've caught any pets with "funny expressions" on their faces, you can caption them with quips about bad dog breath.
- Use photos of dogs with their tongues sticking out. Caption them with requests for kisses due to clean mouths.

### GeniusTip:

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

## INTERACTIVE

- Why does your pet make you smile? Accept votes for the stories/photos/videos that make your social followers smile!

## HASHTAGS

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

Here are our recommendations:

**#PetDentalHealth #CatDental  
#DogDental #DentalCare #PetHealth  
#PetDentalHealthMonth**



## GeniusTip:

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

## BLOGS

Looking for more inspiration?  
Check out these blogs!

- **Pet Dental Month**
- **Inside the Canine Tooth:  
Exploring Endodontic Care for  
Dogs**



## 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](#)

DID YOU  
KNOW?

80% of dogs and  
70% of cats show  
signs of dental  
disease by age 3.

@geniusvets



PET DENTAL  
HEALTH MONTH

Insert the quiz/poll/question box with facts and tips about caring for pet dental health.

9 x 16

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

[DOWNLOAD](#)

[HOW TO GUIDE](#)



DID YOU  
KNOW?

80% of dogs and  
70% of cats show  
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disease by age 3.

@geniusvets



16 x 9

Formatted for X, Facebook and LinkedIn

[DOWNLOAD](#)

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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.



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!](#)

Source: Sprout Social



FEBRUARY  
**Responsible  
Pet Owners  
Month**

## VIDEO

- **Video Idea 1:** Preventative care is the number one way to keep a pet healthy and happy. Make a video about the process of making an appointment for regular visits with your practice.
- **Video Idea 2:** Make a video about ways a pet owner can pet-proof their living space to welcome new animals safely.

## PHOTO

- Training a dog is a significant step in keeping them safe, and this responsibility falls on the pet owner or the professional they hire. Share some tips for training new pets and ensuring that they're ready to enter spaces with other people and pets.

**GeniusTip:**  
Use LinkedIn to ask thoughtful questions that encourage comments.

## INFOGRAPHICS

- Socializing a pet improves their confidence and overall happiness. Create an infographic about the benefits of a pet's social time with other people and animals.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: dog owner, cat owner, dog training
- Post a photo of a funny dog in the middle of training with the caption: "I'll keep sitting...you keep handing over the treats!"

## INTERACTIVE

- Quiz your clients to see if they know when a pet should be spayed or neutered.





## HASHTAGS

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

Here are our recommendations:

**#ResponsiblePetOwner #DogOwner  
#CatOwner #PetHealth #PetCare**

## GeniusTip:

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



## BLOGS

Looking for more inspiration?  
Check out these blogs!

- **[How to Keep Your Pets Safe Through Microchipping](#)**
- **[The Role of Spaying and Neutering in Preventative Care](#)**

## GeniusTip:

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

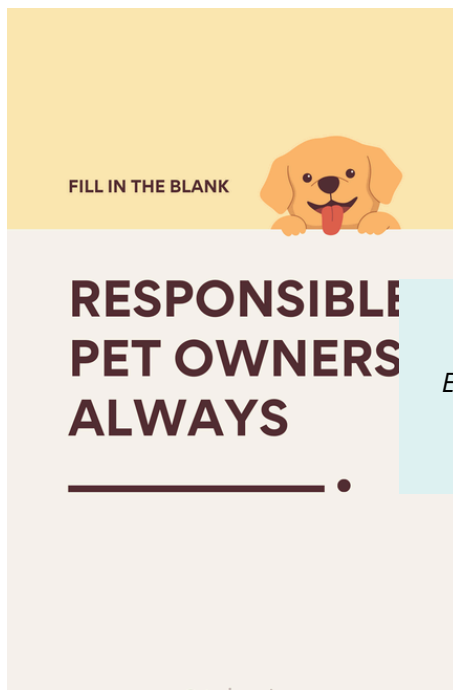
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**1x1**

Formatted for Instagram and Facebook

[DOWNLOAD](#)



**9x16**

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](#)

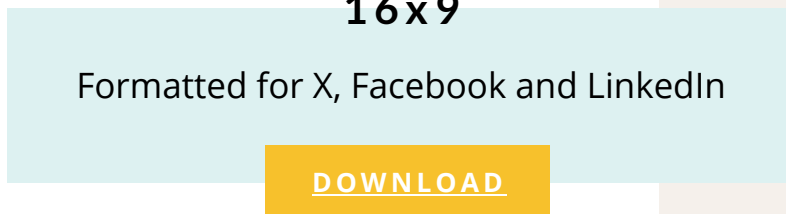
[HOW TO GUIDE](#)



**16x9**

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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.



**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...*

FEBRUARY 14

# Valentine's Day



## VIDEO

- **Video Idea 1:** Make a video about any Valentine's Day safety topics. i.e chocolate toxicity, candy consumption, dangerous decor, etc.
- **Video Idea 2:** What does love look like in your practice? Create a video montage of practice pets showing you love or patients giving plenty of kisses to their owners or your staff.

## PHOTO

- Take photos of what love "looks like" in a pet. This could include puppy dog eyes, or big kisses!
- Buy some cute Valentine's Day props and take pics of your staff pets, patients, and of course - your team!

### GeniusTip:

Instagram posts with faces get 38% more likes.

## INFOGRAPHICS

- Created a branded infographic about potential Valentine's Day hazards, such as lit candles, chocolate, perfumes, or candy.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: valentine's day, pet love, dog love, cat love
- Post a picture of a cute puppy with a bow on its head and caption it: "Girls just want a puppy for Valentine's Day (forget the diamonds!)"

## INTERACTIVE

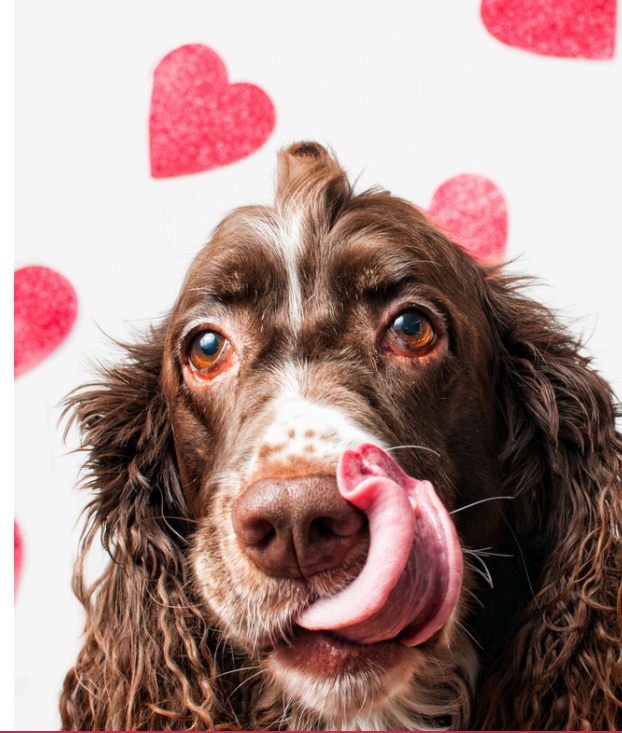
- Create a photo contest for Valentine's Day by asking followers to submit a photo of their pet and have them tell you "Why I Love My Pet".

## HASHTAGS

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

Here are our recommendations:

**#ValentinesDay #Valentine  
#PetLove #DogLove #CatLove**



### 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!

- **[Top 5 Valentine's Day Toxins!](#)**
- **[Love Languages of the Animal Kingdom: How Our Furry Friends Show Affection](#)**



## GeniusTip:

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

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**1x1**

Formatted for Instagram and Facebook

[DOWNLOAD](#)

I'm mutts about you!



HAPPY VALENTINE'S DAY

@geniusvets

HAPPY  
VALENTINE'S  
DAY!

Insert the quiz/poll/question box with tips for keeping pets safe on Valentine's Day.

**9x16**

Formatted for Instagram and Facebook Stories

*Encourage engagement by quizzing your followers.*

[DOWNLOAD](#)

[HOW TO GUIDE](#)



I'm mutts about you!



HAPPY VALENTINE'S DAY

@geniusvets

**16x9**

Formatted for X, Facebook, and LinkedIn

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FEBRUARY 20

# National Love Your Pet Day

## VIDEO

- **Video Idea:** Love Your Pet? See Your Vet! Have a veterinarian talk about the importance of regular wellness exams to catch health issues early, as well as preventative care measures.

## PHOTOS

- Take pics of your team loving on patients! Create a carousel with all of these sweet photos.
- Ask followers to tag you in photos of their pets showing affection to encourage organic engagement.

## INFOGRAPHICS

- What should a pet owner do to show their pet they love them? Create an infographic with fun tips, such as regular walks or homemade treats.
- Create an infographic with statistics about what kind of benefits being a pet owner can bring to mental and physical health.

## MEME

- Post a photo of a sad dog looking at an empty bag of treats and caption it: "I thought you loved me..."

## INTERACTIVE

- Ask your clients how they celebrate National Love Your Pet Day!



FEBRUARY 22

# Walking the Dog Day



## 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 harnesses vs. a no-pull harness, or a regular leash vs. a retractable leash. This is particularly good if you sell any of these products in your office.

## PHOTO

- Create an album or collage of favorite places to walk pets in your community. Include any good tips that pet owners should know before walking with their animals!

## GIFS + MEMES

- Search on sites like [Giphy](#) or [Tenor](#) for ideas. We suggest search terms like: dog walking, dog walk, walk the dog
- Use photos of happy pets on walks, captioned with the funny or cute things they’re “thinking.”
- How much do dogs love walks? Caption a few related photos with dogs who love walks as much as treats, tummy rubs, dinner time, etc.

## INFOGRAPHICS

- Create a graphic explaining what tests, vaccines, or preventives your practice would recommend for extended time outside during daily walks.

### Genius Tip:

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

## INTERACTIVE

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





## HASHTAGS

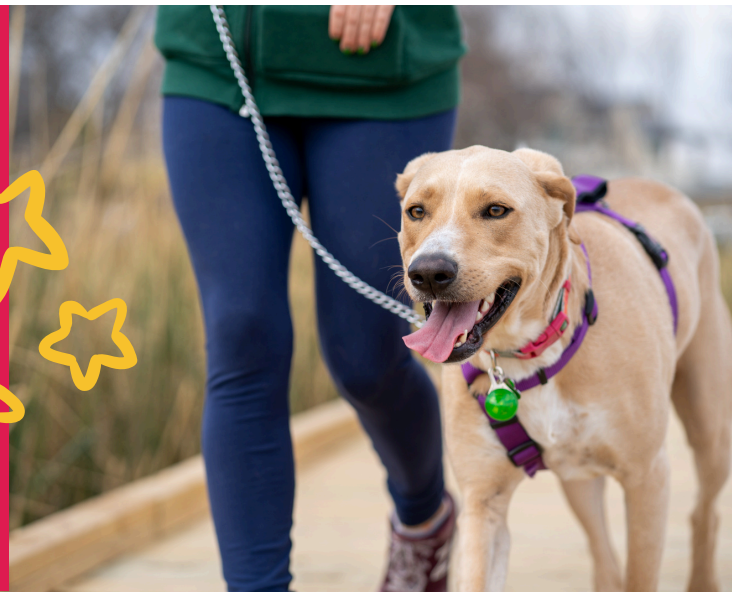
Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

**#WalkingTheDogDay #WalkTheDog  
#DogWalking #DogWalk**

## GeniusTip:

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



## BLOGS

Looking for more inspiration?  
Check out this blog!

- **[Tips for Walking Your Canine Companion](#)**

## GeniusTip:

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

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*Encourage engagement by telling your followers how to enter your contest.*

[DOWNLOAD](#)

[HOW TO GUIDE](#)

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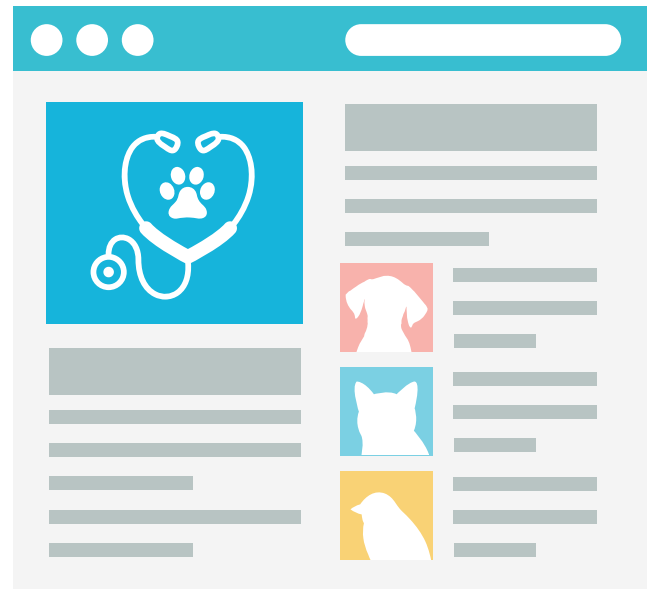
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# Claim Your Profile in Our Free Directory

- 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!](#)

