



Social Media Toolkit

JUNE 2022



Everything your
veterinary
practice needs to
plan out your June
social media
calendar!

www.geniusvets.com



ABOUT GENIUSVETS

GeniusVets is the premier platform to improve pet health – connecting pet parents with quality veterinarians and proven pet care advice from DVMs. Our mission is to create better pet health by providing a platform that educates and unites pet owners and veterinarians.

Connect with us!



Key:

 Pet Specific Holiday

Month-Long Events:

National Adopt a Cat Month
National Microchipping Month
National Pet Preparedness Month
National Foster a Pet Month
National Zoo and Aquarium Month
Professional Wellness Month
National Camping Month
National Hug Your Cat Month

Week-Long Events:

5-11: Pet Appreciation Week
20-24: Take your Pet to Work Week



June

2022 CONTENT CALENDAR

| | | | | | | |
|----------------------------------|--|--|---|----|---|---|
| | | |  1 World Reef Awareness Day | 2 | 3 National Doughnut Day |  4 Hug Your Cat Day International Corgi Day |
| 5 | 6 | 7 |  8 World Oceans Day National Best Friend Day | 9 | 10 | 11 |
| 12 | 13 | 14 Flag Day | 15 | 16 | 17 | 18 |
| 19 Father's Day Juneteenth |  20 Take Your Cat to Work Day | 21 First Day of Summer National Selfie Day | 22 | 23 |  24 National Take Your Dog to Work Day | 25 |
| 26 | 27 | 28 | 29 | 30 | | |



JUNE National Foster a Pet Month

VIDEO

- **Video Idea:** Create a video that shares ways to spread awareness about animals looking for a foster home. These methods can include social media shoutouts, shelter volunteering, distributing flyers, or spreading the word in your community.

PHOTO

- Create a carousel of photos that highlights some of the pets looking for a foster home in your community! Add their names and some fun facts about them to their photos.
- Share a success story! Feature a pet from your practice that was fostered and found their forever home.

INFOGRAPHICS

- Answer frequently asked questions about fostering in an infographic. These questions could include: can foster parents adopt their pets, or what do you do if a foster pet needs veterinary care?

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like Foster dog, Foster cat, Rescue dog, Rescue cat
- Post a photo of a dog looking up at its foster parent with the caption: "Are you my foster?"

GeniusTip:

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.

INTERACTIVE

- Take submissions for the most heartwarming foster story and share the best ones on your Instagram or Facebook accounts for your clientele to read and enjoy!
- Host a caption contest for a photo of an excited dog joining their new family. Share the best ones.

Hashtags + Tagging

Using relevant hashtags can help your social posts reach more of your target audience. Here are our recommendations:

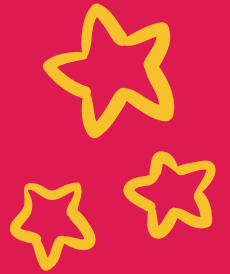
HASHTAGS

#nationalfosterpetmonth

#nationalfosterapetmonth #petfoster #fosterapet

GeniusTip:

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



GeniusTip:

Businesses who blog receive on average 55% more web traffic than those that don't!

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](#)



NATIONAL
FOSTER A PET
MONTH

Insert the poll, question, or quiz box to interact with your followers about fostering pets.



9x16

Formatted for Instagram and Facebook Stories

Encourage engagement by quizzing your followers.

[DOWNLOAD](#)

[HOW TO GUIDE](#)



16x9

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ARE
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NATIONAL FOSTER A PET MONTH

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GENIUS TIP

Post Timing

Choose quality and consistency over quantity.



INSTAGRAM

The best times to post on Instagram are Tuesdays from 11 a.m. to 2 p.m. and Monday through Friday at 11 a.m. Tuesday is the overall best day to post while Sunday sees the least amount of engagement.



FACEBOOK

The best time to post on Facebook is weekdays between 9 a.m. and 1 p.m. Tuesdays, Wednesdays and Fridays are the best days to post while Saturdays show the least traffic.



TWITTER

The best times to post on Twitter are Wednesdays from 9 a.m. to 3 p.m. and Tuesday through Thursday from 9 a.m. to 11 a.m. The best day to post is Wednesday, while Saturday sees the least engagement.



TIKTOK

The best times to post on TikTok are Monday - Friday from 6 a.m. to 10 a.m. and from 7 p.m. - 11 p.m.



JUNE National Camping Month

VIDEO

- **Video Idea:** Part of a camping trip is the preparation itself. Create a video that encourages pet owners to schedule an appointment with their veterinarian before embarking on any new journeys. At this appointment, they can check in on their pet's readiness for a physically demanding trip, while also updating their pet's ID information and preparing with tick and flea preventatives.

PHOTO

- Post a photo of a first aid kit with all its materials laid out. Point out what you would include in this kit when packing to camp with an animal to help your clients know exactly how to prepare.
- Share a carousel of cute sleeping pet photos from campsites, whether they're snoozing in a hammock or cozy in the tent.

GeniusTip:

Instagram posts with faces get 38% more likes.

INFOGRAPHICS

- What supplies are needed for a great camping trip with a pet? Create an infographic that lists the top items that every pet owner should pack when preparing for a camping trip.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like:
 - Camping dog, Hiking dog, Outdoor dog, Dog camp
- Post a photo of a hiking dog waiting on a high point of the trail. Caption it: "C'mon, slowpoke, I'm leading the way!"

INTERACTIVE

- Survey: Survey your followers—have they ever camped with a pet before?
- Quiz: Ask your followers if they know what accessories they need for a dog to hike safely.

Hashtags

Using relevant hashtags can help your social posts reach more of your target audience. Here are our recommendations:

HASHTAGS

#nationalcampingmonth #optoutside #campingmonth

GeniusTip:

A good CTA (call-to-action) motivates your followers to take action after viewing your post. This will help you reach your marketing goals.



GeniusTip:

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

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](#)

CHECKLIST

Camping with Pets

Make sure your dog's vaccinations and preventative medications are all up-to-date

Update ID information on collar tags and through your microchip registration

Pack a pet first-aid kit to take with you in case of an emergency

Make sure there's fresh drinking water available at all times

Be sure to bring bags, so you can clean up after your pet

@geniusvets



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Formatted for Instagram and Facebook Stories
Encourage engagement by posting a blank template for followers to screenshot and share!

[DOWNLOAD](#)

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16 x 9

Formatted for Twitter, Facebook and LinkedIn

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JUNE 21

First Day of Summer

VIDEO

- **Video Idea 1:** Warm weather safety: heatstroke, hot pavement, sunscreen, hot cars, etc.
- **Video Idea 2:** Water safety: pools, oceans, lakes. Precautions, teaching your dog to swim, and bacteria in contaminated sources.
- **Video Idea 3:** Parasites in warm weather: fleas, ticks, and heartworm. Talk preventatives.
- **Video Idea 4:** Walk, Exercise/Hiking Safety: Not only hydration, heat, not walking in the middle of the day. Also, things they may encounter: foxtails, snakes, etc.

PHOTO

- Pet in warm weather
- Dog on a walking trail
- Dog in a car
- Dog with booties (for hot pavement)
- Dog at pool or beach

GeniusTip:

Instagram Stories stickers enhance video performance 83% of the time.

INFOGRAPHICS

- Create a branded infographic about warm weather safety, water safety, flea and tick preventatives, etc. Or search for one that is already made online.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like:
 - Dog Summer, Cat Summer, Melting Dog, Dog Summer Bod, Cat Summer Bod
- Or use ones you find online as inspiration to create your own!

INTERACTIVE

- Create multiple quizzes about various summer safety topics
- Create a poll and ask pet parents if their pet is enjoying summer

Hashtags

Using relevant hashtags can help your social posts reach more of your target audience. Here are our recommendations:

HASHTAGS

#firstdayofsummer #summertime #summersafety

GeniusTip:

The number of hashtags you use in your post depends on which platform you're posting to:
Facebook – 1-2 hashtags; Twitter – 1-2 hashtags;
Instagram – up to 30 hashtags (we recommend 12);
LinkedIn – 2-3 hashtags



GeniusTip:

77% of users feel more positive about a brand if they respond directly to tweets.

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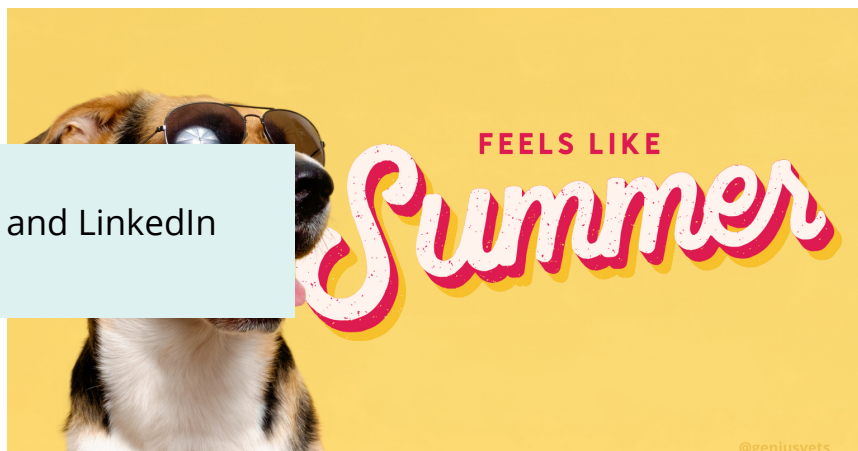
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[HOW TO GUIDE](#)

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JUNE 21-25 Take Your Pet to Work Week

VIDEO

- **Video Idea 1:** Tips for bringing a dog to work. Think: vaccines are up to date, temperament considerations, flea preventatives, and general safety.
- **Video Idea 2:** Create a video with staff bringing their cats to “work.” Have a doctor talk about tips for transporting cats and how to ease anxiety.
- **Video Idea 3:** Create a video of dogs or cats at the office during the week!

PHOTO

- Picture of a staff dog or hospital cat sleeping on the job or greeting clients
- Picture of dogs or cats “working”
- Picture of staff dogs or cats in the hospital with funny job profiles

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like:
 - Cat at work, Cat office, Dog at work, Dog office

INFOGRAPHICS

- Create your own infographic or find one online with safety tips of bringing pets to work or the many benefits to a workplace by allowing owners to bring their pets to work with them!

GeniusTip:

The optimal length of a Facebook video is between 3 and 5 minutes.

INTERACTIVE

- Poll your followers and ask them if they would ever take their dog or cat to work.
- Survey your followers and ask them if they brought their dog or cat to work. Have them comment with pictures of their pet “working.” You can even reward a commentator with a prize!

Hashtags

Using relevant hashtags can help your social posts reach more of your target audience. Here are our recommendations:

HASHTAGS

#takeyourpettoworkweek #petsatwork #dogsatwork
#catsatwork #workinglikeadog #workinglikeacat



Join our Facebook Group:

Success Strategies for Independent Veterinary Practices

to connect and network with other vet med professionals marketing their practice. Ask questions. Get feedback. Stay connected.

[JOIN GROUP](#)



GeniusTip:

Instagram Posts with a location receive 79% more engagement.

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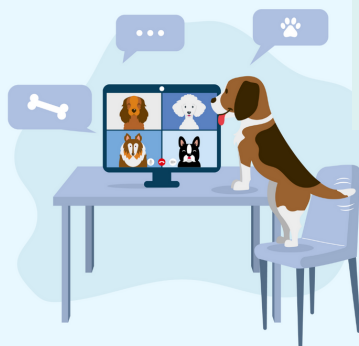
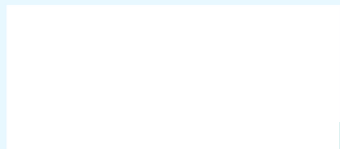
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"OUR CONNECTION SEEMS TO BE
A LITTLE RUFF..."



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IF MY PET HAD A
"HOOMAN" JOB THEIR
TITLE WOULD BE...



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At GeniusVets, WE HELP veterinary practices:

- Improve workplace satisfaction
- Attract high-quality doctors and staff
- Deliver great customer service
- Increase profitability

We achieve these results because we have invested the time, talent, and resources to develop programs based on the actual needs and behaviors of veterinary doctors, their staff, and clients.

GeniusVets is the highest-performing company of its kind in the veterinary industry. Our proven programs provide the strategies and support you need to take back control of your veterinary practice, get your team aligned, attract all of the doctors and staff you want, and improve the quality and value of your client relationships.



"Our biggest issue was recruitment. We were short on doctors. After signing on with GeniusVets, we successfully recruited three doctors. Now we are looking to grow our clientele, and utilizing GeniusVets has allowed us to do just that. We feel that GeniusVets has been a large portion of our success, and we're happy to recommend them."

**-Dr. Ned Trathan,
Oakdale Veterinary Group**

SCHEDULE A CONSULTATION



BONUS

JUNE Adopt-A-Cat Month

VIDEO

- **Video Idea 1:** Do you work closely with a shelter or rescue group? Visit their facility to highlight their adoptable cats.
- **Video Idea 2:** Use visual aids, such as stuffed animals, pens, toys, erasers...anything that you can have a large number of within one video frame/shot. Have a doctor use these to show how many kittens one unspayed cat can have in a year or whatever time frame you choose. This will highlight the importance of adoption and spay/neuter.

PHOTO

- Feature adoptable and foster cats from local shelters
- Feature recently adopted cats in your patient base
- Post photos of products and setups that you recommend people purchase or create before adopting a cat

INFOGRAPHIC

- Create a graphic to show how many kittens an unspayed cat can have over time.
- Create a graphic highlighting the locations of recommended shelter and rescue groups in your community.

INTERACTIVE

- Survey or poll: How many of your social followers have ever adopted a cat? (Bonus: this could open up a source of new client leads!)



Market like a Genius with GeniusVets

Our core philosophy is that the DVM must be at the center of the pet care conversation, working closely with the pet owner. We've seen DVMs become increasingly sidelined in the online discussion as people turn to disreputable sources to get answers about pet care. To keep your pets safe, DVMs must have an online voice, and that is what GeniusVets is working diligently to ensure.

Our unrivaled engagement platform has sought to return DVMs to their rightful place as the foremost authorities, but **we also provide a comprehensive set of marketing programs and solutions proven to deliver the highest performance in our industry.** The GeniusVets marketing approach has enabled our clients to consistently outperform national brands and corporate chains as well as their local competitors, all while growing their patient acquisition and retention.

[Get in touch with us!](#)

