Genius Vets Social Media Toolkit





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 Lyme Disease Awareness Month
National Pet Month
National Responsible Animal Guardian Month
Pet Cancer Awareness Month
Chip Your Pet Month

Week-Long Events: 1-7: Be Kind to Animals Week 1-7: National Pet Week



National Purebred Dog Day	International Harry Potter Day Mayday for Mutts	National Specially Abled Pets Day	Bird Day Star Wars Day	5	6	7
8 Mother's Day	9	10	National Receptionist Day	12	13	National Dog Mom Day National Animal Disaster Preparedness Day
15	16	17	18	19	National Rescue Dog Day	Endangered Species Day
22	World Turtle Day	24	25	26	27	28 National Heat Awareness Day
29	30 Memorial Day	31 National Smile Day				



VIDEO

 Video Idea 1: How do microchips work? Use footage of a happy pup and explain that if someone finds a patient's pet and they bring it to a shelter, a humane society, or a veterinary clinic, their chip will be scanned and that information will be used to contact an owner directly.

PHOTO

- Share a photo of a cat visiting your practice for a microchip appointment, and caption it: "Stay up to date with your cat's microchip information!"
- Take a photo of a dog without a collar on, and caption it: "Collars can come off, but microchips are forever."

INFOGRAPHICS

• Create an infographic that outlines the pet owner dos and don'ts for post microchip procedures.

GIFS + MEMES

- Post a photo of a dog sniffing a bag of chips and caption it: "Microchip? Is that a tiny snack?"
- Search on sites like Giphy or Tenor for applicable Gif videos.
 We suggest search terms like lost dog, stolen dog, lost cat.

GeniusTip:

85% of videos are watched with the sound off. Make sure to add captions to increase watch time.

INTERACTIVE

- Host a caption contest of a dog running through a field: "I'm off to ____! But don't worry - I'm chipped."
- Take submissions for the sweetest photo of a pet reunited with their owner after being lost or stolen!

Hashtags + Tagging

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

HASHTAGS

#chipyourpetmonth #microchipyourpet #microchipmonth #chipyourpet #petmicrochips

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.



Statistics show that Instagram posts with hashtags tend to receive 12.6% more 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.



Formatted for Instagram and Facebook

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9x16

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Encourage engagement by quizzing your followers.

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HOW TO GUIDE



The Chip Checklist

Is your pet microchipped?

Does your pet wear an ID tag?

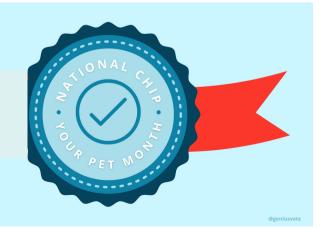
Is their information up to date?

Will you double check your chip?

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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

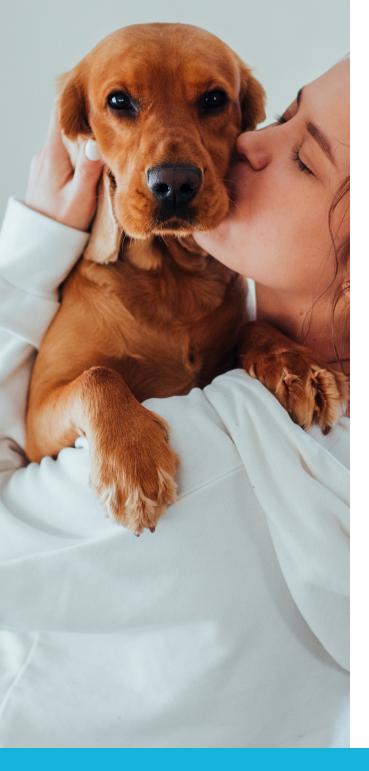
The best times to post on Twitter are Wednesdays from 9 a.m. to 3 p.m. and Tuesday through Thursday from 9 a.m. to 11 a.m. The best day to post is Wednesday, while Saturday sees the least engagement.



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.

National Pet Week



VIDEO

- Video Idea 1: Pets are always there for you that's why we all want to give them the best
 possible lives. Create a video that emphasizes
 the importance of preventative care in a pet's
 longevity and health.
- **Video Idea 2:** Celebrate your pet! Share footage of pets receiving some relaxing belly rubs or a delicious treat.

PHOTO

- National Pet Week celebrates a different theme for each day. Use the following themes to post a corresponding photo each day.
 - Sunday Choose Well: Commit for Life
 - Monday Socialize Now
 - Tuesday Nutrition and Exercise Matter
 - Wednesday Love Your Pet? See Your Vet!
 - Thursday Travel with Care
 - Friday Emergencies Happen: Be Prepared
 - Saturday Plan for Their Care

INFOGRAPHICS

 Create an infographic with tips on how pet owners can celebrate their animals according to the themed days of the week.

GIFS + MEMES

- Post a photo of a pet owner surrounded by dogs and cats and caption it: "You can never have too many pets!"
- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like pet week, dog cuddle, cat cuddle, pets.

INTERACTIVE

- Poll your followers: do they know the benefits of preventative care?
- Survey your followers: how many of them own more than one pet?

GeniusTip:

Videos get 21.2% more interactions compared to images and 18.6% more interactions compared to Instagram carousels.

Hashtags

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

HASHTAGS

#nationalpetweek #petweek #celebratepets #petweek2022 #avmapetweek

GeniusTip:

Tweets with only 1 hashtag in its content are 69% more likely to be retweeted.



Instagram posts with a location receive 79% more 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.

HAPPY NATIONAL PET WEEK

1 x 1

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HAPPY NATIONAL PET WEEK



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

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HOW TO GUIDE

OUR FAVORITE ACTIVITY IS:

THEIR FAVORITE SNACK IS:

MY PET'S NAME IS:

THIS WEEK, WE WANT TO:

HAPPY NATIONAL PET WEEK

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ou care for your pet this week?

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National Smile Day

VIDEO

 Video Idea 1: Smiles are the best part of spending time with pets. Create a video with footage of various pets snuggling up to veterinarians in your practice, with smiles all around.

PHOTO

- Reunited and it feels so good! Post a photo of a pet being reunited with their owner after being found or after a procedure in your practice.
- Puppies make everyone smile share a photo of a precious litter of puppies.

INFOGRAPHIC

 Pets are known to improve the mental health of their owners. Create an infographic that points out all the ways dogs and cats can help relieve stress, encourage good habits, and create lasting bonds.

GIFS + MEMES

- Post a photo of a goofy dog and caption it: "Come on, you know you want to smile when you see this face!"
- Share a photo of a pet owner smiling next to their dog and caption it: "We're starting to look a little too similar..."

INTERACTIVE

 Ask your followers if they think having a pet improves their mental health.





VIDEO

- Video Idea 1: Create a video demonstration of how to build a preparedness kit for pets.
 Show the items that should be included in the kit, such as first aid items and dry food.
- Video Idea 2: Create a video discussing the importance of microchips in case a pet may become displaced. Encourage your clients to regularly update these chips.

PHOTO

- Post a photo of a dog with an emergency preparedness kit.
- Share images of unfortunate pets in the aftermath of various disaster situations to encourage awareness, such as fires, floods, tornadoes, earthquakes, etc.

GeniusTip:
Link clicks
account for
92% of all user
interaction
with tweets.

INFOGRAPHICS

 Create a branded infographic about pet emergency preparedness. Include a checklist of items that a kit should include and where the kit should be kept for readiness.

GIFS + MEMES

- Post a photo of a smiling dog in the rain and caption it: "A smiling dog is a safe dog!"
- Share a gif of a dog in a raincoat.
- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like disaster prep, pet first aid, pets in storms.

INTERACTIVE

- Poll followers and ask if they have an emergency kit for their pet.
- Quiz followers about lost pet statistics during a disaster (plug ID tags and microchips).

Hashtags

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

HASHTAGS

#animaldisasterpreparedness #animaldisaster #disasterprep #animalpreparedness

GeniusTip:

People following directions with text and illustrations do 323% better than people following directions without illustrations.



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

> NATIONAL ANIMAL DISASTER PREPAREDNESS DAY

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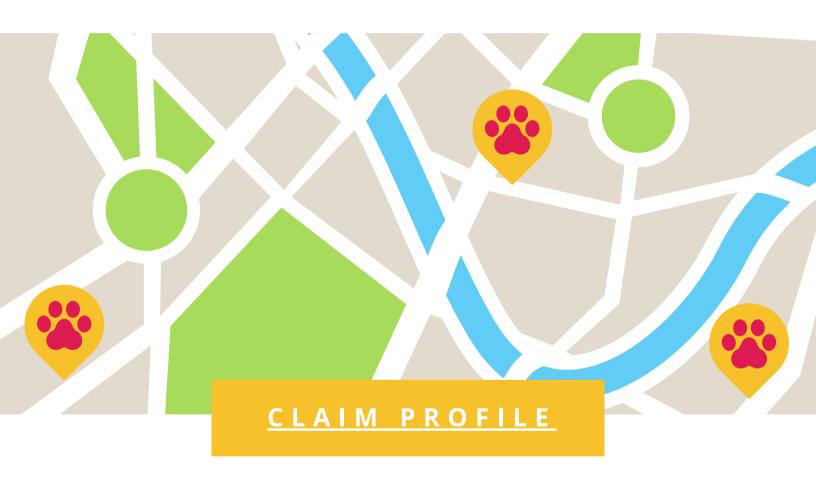


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Claim your FREE Profile

Our mission is to help independent veterinary practices thrive. We deliver on that mission by offering the most powerful, valuable, and easy-to-use marketing platform available to veterinarians today.

By claiming your free profile at GeniusVets.com, you are getting a glimpse into our commitment to doing everything we possibly can to help your veterinary practice succeed.



Once you've claimed your profile, our team will get to work, enhancing your profile to deliver a truly beautiful and engaging asset that will bolster your business for years to come. As soon as that work is done, we will contact you to show you how to log in and easily make any updates you see fit in the future.



VIDEO

- Video Idea 1: Team up with your local animal shelter or rescue group and feature adoptable dogs. To spice up your video, pretend these dogs are on a dating show and give them each a "profile"!
- **Video Idea 2:** Feature pet and owner pairings that were a "match made in the shelter"! Ask the owner to talk about the moment they knew their rescue pup was the one for them.

PHOTO

- Feature staff dogs that were rescued and include their story in the caption.
- Feature dogs in your local area waiting to be rescued, and encourage your clients to meet them!
- Older dogs need homes too! Share a photo of a pair of senior dogs cuddling at the shelter.

GIFS + MEMES

- Share a photo of a dog cuddling with their owner and caption it: "Found my furever home!"
- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms

INFOGRAPHICS

 Create a branded infographic about dog rescue stats, including the amount that enter shelters and how many are adopted.

GeniusTip:

1.6 billion Facebook users are connected to a small business on the platform.

INTERACTIVE

- Quiz followers to see if they know the number of dogs that enter the shelters every year.
- Survey followers and ask them to share a picture of their rescue dog and where they adopted them from.

Hashtags

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

HASHTAGS

#rescuedogday #nationalrescuedogday
#rescuedoglove #shelterdogs #rescuelove

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



Stories stickers enhance video performance 83% of the time.

Graphics to Share

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national RESCUE DOG DAY



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thing is replaceable. A dog is not. thing is disposable. A dog is not. thing doesn't have a heart. A dog's heart is bigger than any 'thing' you can ever own. - ELIZABETH PARKER

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HOW TO GUIDE

NATIONAL RESCUE DOG DAY OG IS NOT A THING.

ng is replaceable. A dog is not. ng is disposable. A dog is not. ing doesn't have a heart. og's heart is bigger than any 'thing' you can ever own.

- ELIZABETH PARKER

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Market like a Genius with Genius Vets

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!

