GeniusVets Social Media Toolkit

DECEMBER 2022

Everything your veterinary practice needs to plan out your December 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.



Month-Long Events: National Cat Lovers' Month Safe Toys and Gifts Month

December 2022 CONTENT CALENDAR

				National Twin With Your Dog Day	National Mutt Day	3
4 National Cookie Day	5 International Volunteer Day Celebrate Shelter Pets Day	6	7	8	International Day of Veterinary Medicine	International Animal Rights Day
11	12	National Horse Day	National Monkey Day	National Cat Herders Day	16 Underdog Day	17
18 Hanukkah Begins	19	20	21	22	23	24 Christmas Eve
25 Christmas Day	26 Kwanzaa Begins Hanukkah Ends	27	28	29	30	31 New Year's Eve

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.
- Video Idea 3: Have any of your mutt patients gotten a DNA test? Share the results!

ΡΗΟΤΟ

- Share photos of adoptable mixed breeds from local shelters and rescues.
- Ask for your social followers to submit photos of their mixed-breed dogs. If they can, have them identify the breeds within the mix.
- Share a photo of a mutt playing and ask your followers to share their best "mutt memory"!

INFOGRAPHICS

- Create a graphic explaining the truth and myths behind the statement, "Mutts are healthier than purebreds."
- State your "Top 5 Reasons to Adopt a Mutt"!

GIFS + MEMES

- 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!"
- Search on sites like Giphy or Tenor for terms like: mutts, cute mutts, mixed breed dogs

GeniusTip:

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

INTERACTIVE

 Mutt photo contests: have your social followers submit photos and vote in categories such as "best puppy dog eyes" or "coolest coat/markings"!

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

#nationalmuttday #mixedbreeddogday #muttday #mixedbreed #myrescuedog

GeniusTip:

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



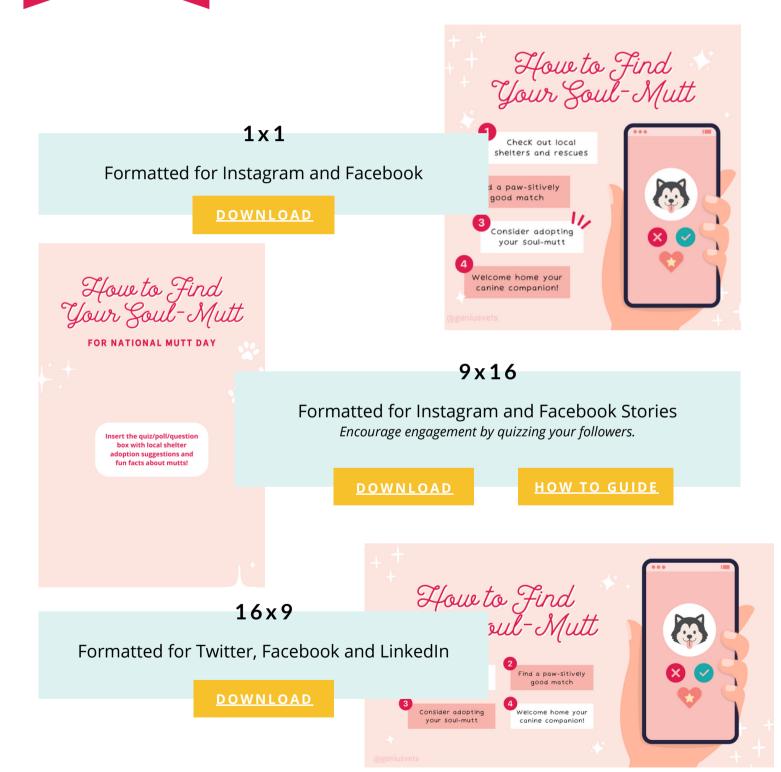


GeniusTip:

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.



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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.



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.



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.

DECEMBER 13TH National Horse Day

VIDEO

- Video Idea 1: Do you have any staff members that enjoy horseback riding? Share why they love to connect with horses in a video.
- Video Idea 2: Create a video where your employees share horse facts. Some examples could include: horses can sleep standing up or lying down, or horses have the largest eyes of any land mammal.

ΡΗΟΤΟ

 Post a photo of horses interacting with other pets, such as dogs or cats! These loving animals have so many surprising and precious friends. GeniusTip: Stories stickers enhance video performance 83% of the time.

 Post a photo of one of your clients or staff members riding a horse or hugging one. Spread the love!

INFOGRAPHICS

• Create an infographic about horse body language. Include the ways they show affection, as well as when to respect its space!

GIFS + MEMES

- Post a photo of horses standing in a field and caption it: "Every day is National Horse Day when you spot one from the car."
- Share a photo of a horse eating a snack. The more ridiculous its facial expression is, the better! Caption: "This is way better than grass!"

INTERACTIVE

• Ask for photo submissions of your clients interacting with horses and spread the love across your social media.

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

#nationalhorseday #horseday #horselove #horsecare #celebratehorses

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.



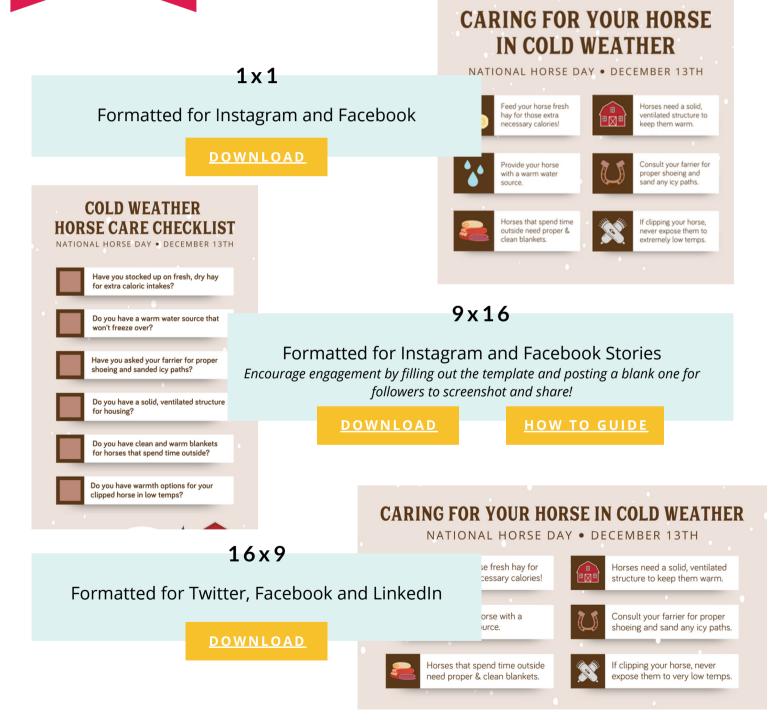


GeniusTip:

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

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DECEMBER Holiday Fun

VIDEO

- Video Idea 1: Show your pet opening their presents! Share the joy of a new toy or treat.
- Video Idea 2: 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 3: Show footage of pets meeting Santa in your practice!

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- Create a series of photos of your staff and/or patients and do your own version of the twelve days of Christmas.
- Have fun costumes available for your patients to wear.
 Maybe even consider a photo op area in your lobby!

GeniusTip:

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

INFOGRAPHICS

• Create an infographic with safe ways to have fun with pets over the holiday season! Include pet-friendly local activities and ways to spend time in the cold while staying warm.

GIFS + MEMES

- Create a meme featuring a dog sniffing at a plate of cookies, and caption it: "For Christmas, I want Santa to share!"
- Post photos of cats trying to catch ornaments!
- Search on sites like Giphy or Tenor for terms like: Christmas dog, Christmas cat, holiday pets

INTERACTIVE

- Create a poll and ask if their pet has been naughty or nice this year.
- Survey followers and ask what they are getting their pets for a holiday gift.

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

#petholidayfun #holidaypets #holidayseason #christmasfun #kwanzaafun #hanukkahfun #holidaydog #holidaycat

GeniusTip:

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



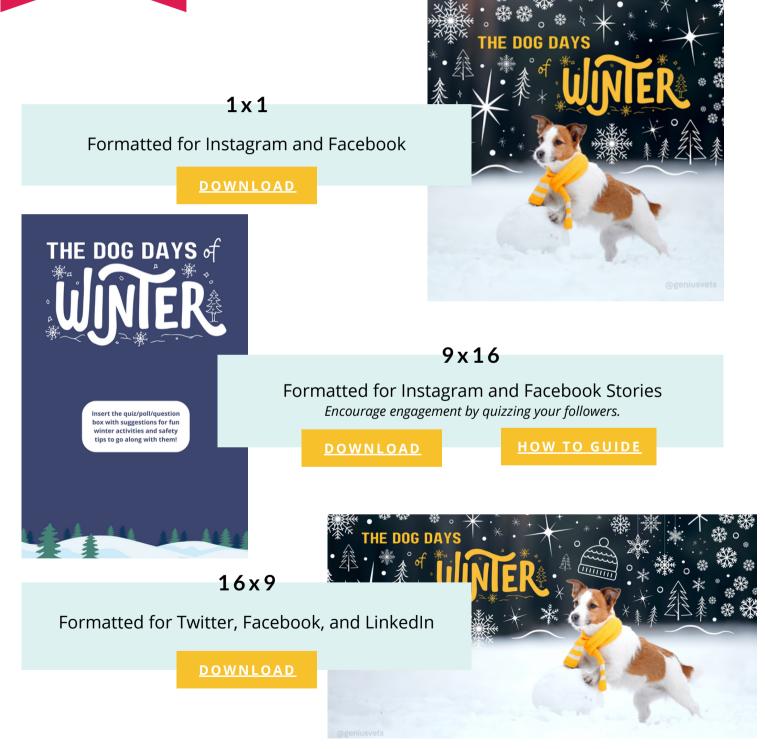
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GeniusTip:

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

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DECEMBER 1ST National Twin With Your Dog Day

VIDEO

- Video Idea 1: Show off matching outfits! Got a cute hat with the same pattern? Best friend t-shirts?
- Video Idea 2: Show off any accessories you sell in your practice on dog models.

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- Post your favorite twin pics on your social channels!
- Do you sell dog clothing, collars, or other accessories in your practice? Show off what you provide along with ideas for pet owners to match.

INFOGRAPHIC

 Create an infographic about safely dressing up your dog. Encourage your followers to seek out clothing and accessories that is well-fitting, comfortable, and free of any small pieces that can be swallowed.

GIFS + MEMES

- Post a picture of a dog all dressed up and caption it: "Well...one of us is going to have to change."
- Share a picture of a dog and cat dressed the same and caption it: "Mom, where's your matching outfit?"

INTERACTIVE

• Host a twin contest! Ask your followers for submissions and reward your favorites with a free accessory.



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

DECEMBER 31ST New Year's

VIDEO

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

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- Post photos of pets next to chalkboards with their New Year's resolutions written down.
- Get a photo of a patient and/or clinic pet wearing a Happy New Year hat or glasses.
- Get a photo of all of your staff wearing Happy New Year gear, and use to caption to ask your followers about their resolutions.

GIFS + MEMES

- Post a photo of a cat looking lazy and caption it: "My resolution? To take more naps!"
- Search on sites like Giphy or Tenor for terms like: New Year's dog, New Year's cat, holiday pets, confetti pet

INFOGRAPHICS

 Create an infographic that walks through resolution substances (such as caffeine or weight loss supplements) that can be dangerous for pets when consumed.

GeniusTip:

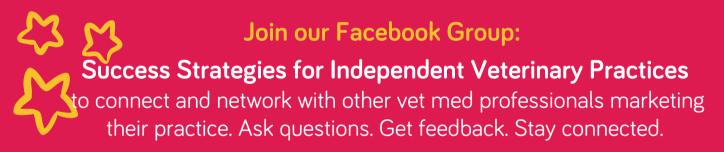
85% of videos are watched with the sound off. Make sure to add captions to increase watch time.

INTERACTIVE

 Ask clients to submit a photo of their pet, as well as what their pet's New Year's resolution is. Add text describing their goals on the image and share!

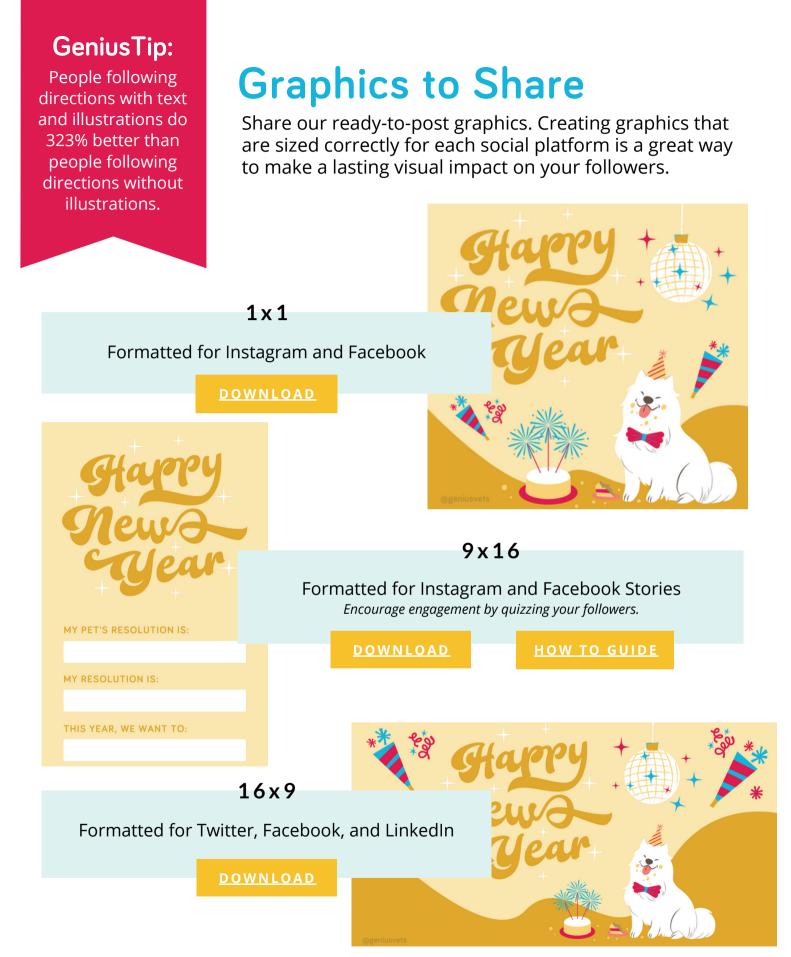
Using relevant hashtags can help your social posts reach more of your target audience. Here are our recommendations:

#newyearseve #newyearsfun #happynewyear #ringingin2023 #newyearsday #resolutions #newyearsresolutions #newyearspets



JOIN GROUP



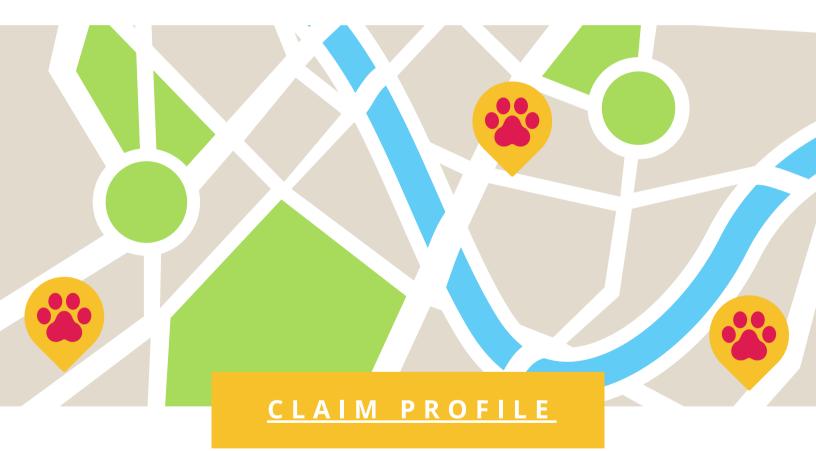


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Claim your FREE Profile

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.

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, which 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!

