



# Social Media Toolkit

JANUARY 2023



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

[www.geniusvets.com](http://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:

Winter Safety

Adopt a Rescued Bird Month

National Train Your Dog Month

Unchain a Dog Month

Walk Your Pet Month



# January

## 2023 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 Martin Luther King Jr. Day	17	18	19	20	21
 22 National Answer Your Cat's Questions Day	23	 24 Change a Pet's Life Day National Peanut Butter Day	25	26	27 National Have Fun at Work Day	28
 29 Seeing-Eye Guide Dog Anniversary	30	31				





# JANUARY Winter Safety

## VIDEO

- **Video Idea 1:** Create a video about the top winter hazards you see in your practice. Talk through the warning signs for frostbite, the danger of walking on frozen ponds, avoiding chemicals such as antifreeze, and icy conditions on roads and sidewalks. Share clips of these issues in your patients (with permission!)

## PHOTO

- Icy conditions, salt, and debris under snow can harm paws. Share photos of dogs suffering with paw irritation and include your recommendations for paw care.
- Dry, cold conditions can cause skin irritation. Post photos of pets in the snow with your tips for keeping pets dry and cared for in the winter.

## INFOGRAPHICS

- Create an infographic with your tips for keeping pets warm in winter months. This can include a safe sleeping spot, proper outdoor gear, limited time spent outside, and plenty of cuddles!

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: Winter dog, Winter cat, Snow dog, Snow cat
- Caption a photo of a dog looking at snow through a window: "No way, I'm not going out there!"

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

## INTERACTIVE

- Survey your followers: do they know how to safely walk their pet in the winter?
- Poll your followers: do their pets like the snow?



## HASHTAGS

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

**#winterpetsafety #winterweathertips**  
**#winterweatherpetsafety #winterpets #safetytips**  
**#coldweathersafety**

### GeniusTip:

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



## GeniusTip:

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

# 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](#)



9x16

Formatted for Instagram and Facebook Stories

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

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16x9

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# The Best Post Timing

The overall best days and times to post on social media are **Tuesdays through Thursdays at 9 a.m. or 10 a.m.**, and the worst day to post is Sunday. Remember: choose quality and consistency over quantity.



INSTAGRAM

**Best Times:** Mondays at 11 am, Tuesdays & Wednesdays from 10 am to 1 pm, and Thursdays & Fridays 10 am and 11 am.

**GENIUS TIP:** Sunday sees the least amount of engagement.



FACEBOOK

**Best Times:** Mondays through Fridays at 3 am, Tuesdays at 10 am and noon.

**GENIUS TIP:** Saturday sees the least amount of engagement.



TWITTER

**Best Times:** Mondays, Tuesdays, Wednesdays, Fridays and Saturdays at 9 am.

**GENIUS TIP:** Sunday sees the least amount of engagement.



TIKTOK

**Best Times:** Tuesdays at 2 pm to 3 pm, and Wednesdays & Thursdays at 1 pm to 3 pm.

**GENIUS TIP:** Sunday sees the least amount of engagement.



LINKEDIN

**Best Times:** Tuesdays 10 a.m. to noon, and Wednesdays & Thursdays at 9 am to 1 pm.

**GENIUS TIP:** The weekend sees the least amount of engagement.



# JANUARY 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 harnesses and Gentle Leaders. This is particularly good if you sell any of these products in your office.

## PHOTO

- Post an album or collage of favorite places to walk pets in your community.
- Share fun photos of unusual pets to walk: cats, ferrets, goats, etc.
- If you live in a cold area, post pictures of icy conditions and share tips for winter walks.

### 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.

## INFOGRAPHICS

- Create a graphic or series of graphics outlining the health benefits of regular walking (for pets and people).

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: Dog Walking, Walk the Dog, Pet Walking
- Use photos of pets who don't want to go out for a walk in bad weather, captioned with what they're “thinking.”

## INTERACTIVE

- Survey your social followers: Where are your favorite local trails and parks for walking?
- Survey your social followers: How far do you walk with your dogs each day?



## HASHTAGS

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

**#nationalwalkyourdogmonth**  
**#nationalwalkyourpetmonth #walkyourdogmonth**  
**#walkyourpetmonth #walkies**

### GeniusTip:

65% of TikTok users agree that professional-looking videos from brands are out of place. Less-polished videos tend to perform best!



## GeniusTip:

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

# Graphics to Share

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**1x1**

Formatted for Instagram and Facebook

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*National*  
**WALK YOUR PET**  
*Month*

Insert the quiz/poll/question box with safety tips for walking your pet in cold weather and winter outdoor activity ideas!

**9x16**

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

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**16x9**

Formatted for Twitter, Facebook and LinkedIn

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# Best Hashtag Practices

Hashtags can help boost your content to your niche audience. 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 **2 - 3 hashtags** in your post or in the comments when interacting with your audience.



**Twitter:** Include **1 - 2 hashtags** in your Tweets, in a comment when you Retweet, in your replies, or your Twitter bio.



**TikTok:** Include **3 - 5 hashtags** in your TikToks after writing a creative caption. Include trending and personalized hashtags!



**LinkedIn:** Include **1 - 5 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 6TH

# National Cuddle Up Day

BONUS

## VIDEO

- **Video Idea 1:** What is your pet's favorite way to cuddle? Show footage from patients or your staff featuring their animals snuggling up to them in a video montage.

## PHOTO

- Post a carousel of adorable photos from your clients with their pets cuddling up to them!
- Share photos of snuggly animals that visit your practice. Branch out and try including more than just cats and dogs!

## INFOGRAPHIC

- Create a graphic that explains different body language behaviors in cats and dogs. Use images and descriptions to teach your followers how to know when their pet wants physical affection and when they might need personal space.

## GIFS + MEMES

- Post a photo of a dog looking sad in bed and caption it: "You can't go to work, we still have to snuggle!"
- Caption a photo of a cat sleeping in a pile of blankets with: "It's cuddle o'clock!"

## INTERACTIVE

- Poll your followers: is their pet cuddly or standoffish? Do they need space or constant contact?







JANUARY 24TH

# 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!

### GeniusTip:

Posts with a location receive 79% more engagement.

## INFOGRAPHICS

- Create an infographic about the way 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!

## GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: Dog adoption, Cat adoption, Happy dog or cat (that post-adoption feeling)
- Take a photo of a happy staff pet and add the text, "That feeling when you get adopted."

## INTERACTIVE

- Quiz your followers about various animal shelter statistics. GeniusTip: this is a great tie-in to promote the importance of spaying or neutering a pet!

## HASHTAGS

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

**#ChangeAPetsLifeDay #NationalChangeAPetsLifeDay  
#ThatJustAdoptedFeeling #FureverHome**

### GeniusTip:

The best times to post on Instagram are Mondays at 11 am, Tuesdays & Wednesdays from 10 am to 1 pm, and Thursdays & Fridays at 10 am and 11 am. Tuesdays and Wednesdays are the best days to post while Sundays see the least amount of engagement.





## GeniusTip:

85% of video on Facebook is watched without sound, so adding text and subtitles to your videos is essential.

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**CHANGE A PET'S LIFE DAY**

MY PET'S NAME IS:

THEY JOINED MY FAMILY ON:

OUR FAVORITE ACTIVITY IS:

THEY CHANGED MY LIFE BY:

TODAY WE'LL CELEBRATE BY:

**16x9**

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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**



JANUARY 29TH

# Seeing-Eye Guide Dog Anniversary

## VIDEO

- **Video Idea 1:** Create a video about the seeing-eye dogs your practice sees. Highlight them in an “Employee of the Week” video with text that lists their favorite helpful activities.
- **Video Idea 2:** What breeds are most commonly seeing-eye dogs? Create a video highlighting these breeds as they visit your practice for care.

## PHOTO

- Share a photo of a guide dog during a practice session, and use the post as an opportunity to talk about what a seeing-eye dog’s training looks like.
- Take a photo of a dog with its handler and caption it with the proper etiquette for seeing a guide dog in public, hard at work.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: Guide dog, Seeing-eye dog, Assistance dog, Working dog
- Post a photo of a guide dog sniffing toward a treat and caption it: “We need to go this way!”

## INFOGRAPHICS

- How do seeing-eye dogs benefit their handlers? List how these animals enhance the quality of life for vision-impaired people, like increasing mobility and independence.

### GeniusTip:

Viewers want authentic content. Almost 50% of the best-performing ads on TikTok tell their stories in emotionally appealing ways.

## INTERACTIVE

- Survey: Ask your clients if they have seen a guide dog working in public.
- Quiz: Ask your clients if they know how long a seeing-eye dog needs to train.



## HASHTAGS

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

**#SeeingEyeDog #seeingeyedoganniversary  
#assistancedogs #workingdogs #servicedogs**



**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:

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

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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](https://www.geniusvets.com), you are getting a glimpse into our commitment to doing everything we possibly can to help your veterinary practice succeed.

**CLAIM PROFILE**

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!

