GeniusVets Social Media Toolkit

JULY 2022

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



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.



Key: 🍟 Pet Specific Holiday

Month-Long Events: National Lost Pet Prevention Month National Pet Hydration Awareness Month National Ice Cream Month Dog House Repair Month Week-Long Events: July 26–Aug 3: National Feed a Rescue Pet Week



					ID Your Pet Day	2
3	4 Independence Day	Pet Remembrance Day	6	7	8	9
National Kitten Day	National Swimming Pool Day All-American Pet Photo Day	Cow Appreciation Day	13	Shark Awareness Day	I Love Horses Day National Pet Fire Safety Day	World Snake Day Guinea Pig Appreciation Day
17 National Ice Cream Day	18	19	20	National Craft for Your Local Shelters Day	AAHA Accredited Hospital Day	23
24 National Parents Day	25	National Dog Photography Day	27	28	29	30 International Friendship Day
3						

National Mutt Day

JULY 1-31 National Pet Hydration Awareness Month

VIDEO

- Video Idea 1: Keeping a pet hydrated is easy when you know the signs of dehydration. Create a video where you teach your followers about these signs, such as lethargy, loss of appetite, dry eyes, depression, and sunken eyes.
- Video Idea 2: Create a video reminding clients to have fresh water available for their pets!

ΡΗΟΤΟ

- Share a photo of different options for providing a pet with water that your practice offers. These items could include portable water bowls or pet drinking fountains.
- Post of a photo of a dog having fun out in the sun. Use the caption to warn your followers about heat exhaustion and its dangers!

INFOGRAPHICS

• Create an infographic that walks through what to do when a pet appears to be dehydrated.

GIFS + MEMES

- Post a photo of a dog drinking from a hose. Caption it: "Nothing beats a cold drink!"
- Search on sites like Giphy or Tenor for applicable Gif videos.
 We suggest search terms like dog drinking, cat drinking, pet hydration.

GeniusTip:

Instagram posts with faces get 38% more likes.

- Take submissions for photos of dogs swimming under the summer sun. Share your favorites and include pet hydration tips in the caption!
- Host a caption contest for a photo of a panting dog. Share the funniest options!

Hashtags + Tagging

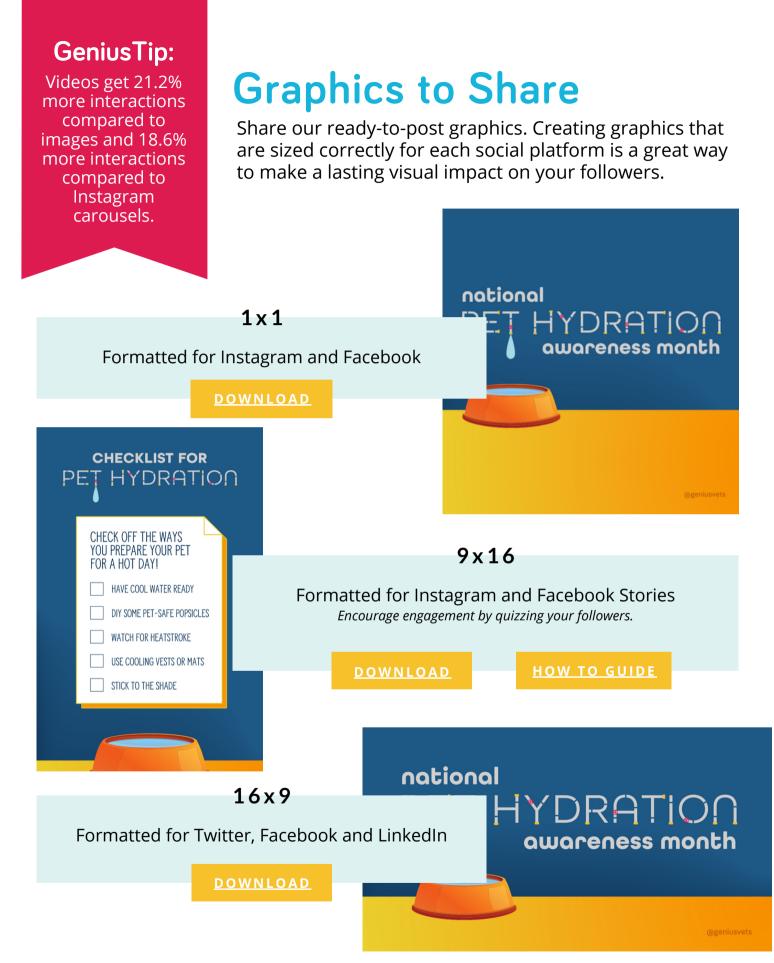
Using relevant hashtags can help your social posts reach more of your target audience. Here are our recommendations:

HASHTAGS

#pethydration #hydrationawareness
#pethydrationawareness #hydrationawarenessmonth

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.



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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.

JULY 4 Independence Day



VIDEO

• Video Idea 1: The fourth of July is a fun day for everyone, but it can also pose a threat to pets. Make a video that shares your holiday safety tips, such as ensuring a pet's ID tags are up to date, keeping alcoholic beverages out of reach, ensuring you have a safe environment where anxious pets can't get out and protecting their delicate ears from fireworks!

> GeniusTip: 77% of users feel more

positive about

a brand if they respond

directly to

tweets.

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- Post a carousel of photos with a variety of decked-out pets! These photos can include plenty of red, white, and blue memorabilia.
- Post a photo of colorful fireworks going off behind a pet as their owner holds them, and share your tips for comforting anxious animals on this noisy holiday.

INFOGRAPHICS

• Create an infographic that follows a day in the life of a dog on Independence Day. Emphasize tips for their comfort!

GIFS + MEMES

- Post a photo dog leaping high in the air with the caption: "There's nothing sweeter than freedom!"
- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like fourth of July pets, Independence Day pets, patriotic dog, patriotic cat.

- Poll your followers: do they celebrate Independence Day with their pets?
- Survey your followers: how many have anxious animals that hate fireworks?

Hashtags

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

HASHTAGS

#fourthofjuly #independenceday #independencedog #fourthofjulydog #julyfourthdog #julyfourth

GeniusTip:

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



GeniusTip:

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



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JULY 17 National Ice Cream Day

VIDEO

• Video Idea 1: Dog-friendly ice cream is the best! Create a video with a collection of shots of different pups eating ice cream. Make sure you show those dog biscuit toppings!

ΡΗΟΤΟ

- Share photos of dogs with ice cream all over their noses. Hashtag these photos with #NationallceCreamDay.
- Dog-friendly ice cream has no xylitol, chocolate, nuts, or coffee beans. Share a photo of your favorite brand!

INFOGRAPHIC

 Create an infographic that teaches how to make your own dog-safe ice cream. Include pictures of safe and dangerous ingredients - make sure your followers know that they can't just give their pup any sweet treat!

GIFS + MEMES

- Post a photo of a surprised dog and caption it: "When you try ice cream for the first time."
- Share a photo of a pet owner holding an ice cream cone and a dog looking at it. Caption it: "Can I have a bite?"

INTERACTIVE

• Ask your followers if they have ever given their pet ice cream.



JULY 11 National Swimming Pool Day

VIDEO

- Video Idea 1: It's called the doggy paddle for a reason! Share footage of different dogs swimming in pools and having fun in the sun.
- Video Idea 2: While swimming is fun for the whole family, it's important to know how dogs can swim safely. Create a video with tips such as familiarizing a pet with the pool and teaching them how to exit safely.

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 Post a photo of a dog swimming with a life jacket on. In the caption, share that life jackets aren't always required, but can help a dog who is just starting to swim by teaching them how to float comfortably!

GeniusTip:

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

INFOGRAPHICS

• Create a safety tip checklist for pet owners to refer to before getting in the water with their animals. Tips can include always watching pets and taking restful breaks.

GIFS + MEMES

- Post a photo of a dog swimming with their owner with the caption: "Marco! Polo! Marco! Polo!"
- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like swimming dog, pool dog, beach dog, dog in a swimming pool.

- Poll followers and ask if their pet likes to swim.
- Quiz followers about when they should leave their pets alone in the pool. (Trick question: never!)

Hashtags

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

HASHTAGS

#nationalswimmingpoolday #swimmingpoolday
#dogswimming #swimmingpool

GeniusTip:

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

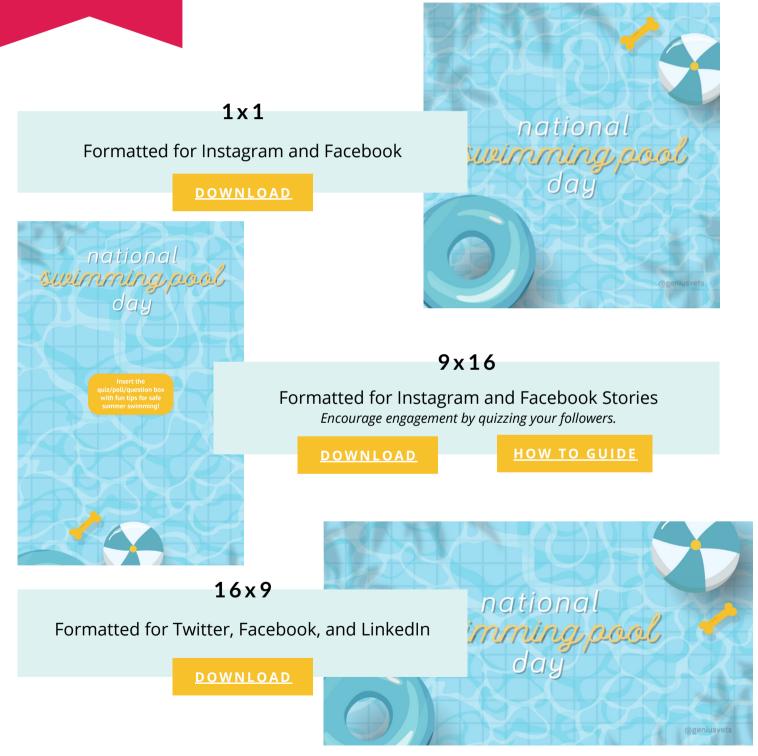


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At GeniusVets, WE HELP veterinary practices:

- 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

JULY 26-AUG 3 National Feed a Rescue Pet Week



VIDEO

- Video Idea 1: Team up with your local animal shelter or rescue group to find out how you can provide food to rescue pets. Make a video with the tips you learn!
- Video Idea 2: What types of food are best for donating to rescue shelters? Create a video showing some of your favorite brands for donations. Encourage your followers by sharing that \$10 can go a long way!

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- Feature a carousel of images of different shelter dogs that benefitted from a delicious meal. Use the caption to include some facts about these precious animals, and encourage your clients to donate whatever they can afford.
- Post a photo of a shelter kitty enjoying a meal!

GIFS + MEMES

- Caption a photo of a dog eating kibble with: "My compliments to the chef!"
- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like rescue dogs, shelter dogs, shelter cats.

INFOGRAPHICS

 Create a branded infographic full of statistics about how many shelter pets are in the US, and how much food is needed for them.

GeniusTip:

A good CTA (call-toaction) motivates your followers to take action after viewing your post.

- Quiz followers to see if they know how much food a \$10 donation can provide.
- Survey followers and ask them if they saved their pet from a rescue shelter.

Hashtags

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

HASHTAGS

#rescuedog #feedarescuedogweek #feedarescuedog
#nationalfeedarescuedogweek #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

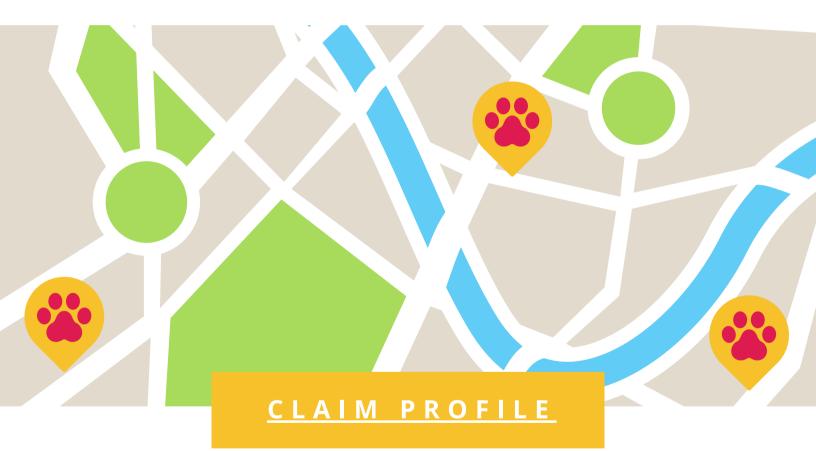




Claim your FREE Profile

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, 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!

