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:

Adopt-A-Dog Month (American Humane Association) Adopt a Shelter Dog Month (ASPCA) **National Animal Safety and Protection Month** National Pet Wellness Month National Pit Bull Awareness Month **National Pet Obesity Month**

Week-Long Events: 1-7: National Walk Your Dog Week 2-8: Animal Welfare Week 17-23: National Veterinary Technician Week

> National Fire Pup Day



						National Black Dog Day
2	3	World Animal Day Yom Kippur Begins	5	6	7 World Smile Day	8
9	Columbus Day/ Indigenous Peoples' Day	Pet Obesity Awareness Day	12	13	14	National Fetch Day
National Feral Cat Day	17	18	19	20	National Pets for Veterans Day Reptile Awareness Day	22
23	24	25	National Pit Bull Awareness Day	National Black Cat Day (UK)*	Plush Animal Lovers' Day	National Cat Day
30	31 Halloween					



- Video Idea 1: Team up with your favorite animal shelter and film a segment featuring some adoptable dogs. Interview someone at the shelter about the dogs. This would make a great live!
- Video Idea 2: Create a video discussing the importance of spaying/neutering to prevent overcrowding at animal shelters.

PHOTO

- Feature an adoptable dog (or a carousel of different dogs) at your local animal shelter.
- Feature a patient who was adopted at the shelter. Include their name and some fun facts in the caption!
- Does anyone in your practice volunteer at a shelter? Show them giving back to the pets.

INFOGRAPHICS

 Create an infographic about the homeless dog population in the United States. Add statistics about how many pets are euthanized every year because of overpopulation in the shelters.

GIFS + MEMES

- Use headshots of adoptable dogs in your area and turn them into memes on their search for a home.
- Search Giphy or Tenor for applicable Gif videos. We suggest terms like shelter dogs, rescue dogs, and adopt.

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

INTERACTIVE

 Take submissions for a caption contest and have your followers fill in the blank: "I knew they were the one for me when____."

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

#adoptashelterdogmonth #adoptashelterdog #shelterdogs #rescuedogs

GeniusTip:

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





GeniusTip:

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

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

DOWNLOAD



9x16

Formatted for Instagram and Facebook Stories

Encourage engagement by quizzing your followers.

DOWNLOAD

HOW TO GUIDE

16x9

Insert the quiz/poll/question box with adoption tips and information about local

Formatted for Twitter, Facebook and LinkedIn

DOWNLOAD



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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.



- Video Idea 1: Use footage of a staff member walking a pet outside your practice. Highlight the importance of regular walks and share your favorite leash and collar accessories.
- Video Idea 2: Are any of your clients professional dog walkers? Interview them in your practice.

PHOTO

- Take a pic of a doctor walking their dog. In the caption, suggest your dog walking best practices.
- Create a carousel of client pets on walks - share on your social channels.
- Share a pic of dog walking accessories you sell in your practice.

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

platforms.

INFOGRAPHICS

 Create an infographic about how much daily exercise dogs need according to their breed and size.

GIFS + MEMES

- Take a pic of a happy dog waiting to go on a walk and turn it into a meme with a caption about feeling excited.
- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like walking dogs, playful dog, dog walk.

INTERACTIVE

- Ask for photo submissions of client dogs out on a walk in the fall weather.
- Host a caption contest for a photo of an excited dog holding its leash.

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

#nationalwalkyourdogweek #walkyourdog #walkyourdogweek #dogwalking

GeniusTip:

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



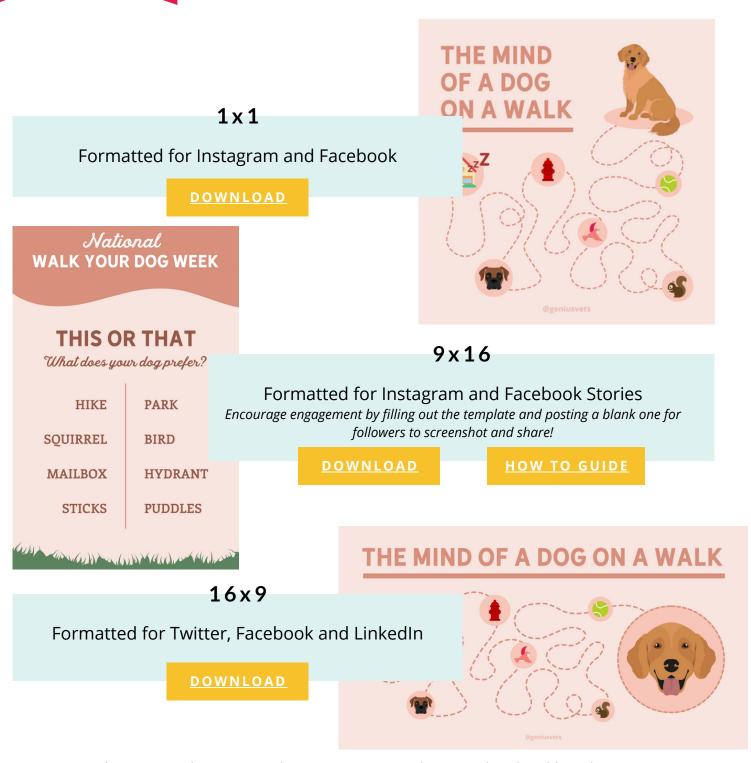


GeniusTip:

Instagram posts with faces get 38% more likes.

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- **Video Idea 1:** Talk about an optimal pet diet and how owners should measure correct portions, give healthy treats, etc.
- Video Idea 2: Talk about pet obesity/ overweight pets, including health risks associated with being overweight and what pet owners should do if they believe their pet may be overweight.

PHOTO

- Share before/after pics of a pet patient weight loss success story.
- Take a pic of a cute pet besides a bowl of healthy food - highlight ingredients.
- Feature a doctor examining an overweight pet.

GeniusTip:

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

INFOGRAPHICS

 Create an infographic about dog and cat weight statistics in the U.S. Include the health risks associated with being overweight and your tips for staying healthy.

GIFS + MEMES

- Use an actual patient's before and after image to create an inspiring meme. Keep it positive and encourage your clients to be healthy examples!
- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like dog exercise, cat exercise, big dog.

INTERACTIVE

- Create a poll on Facebook and ask followers if they think their pet is overweight.
- Quiz followers about pet obesity facts.

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

#nationalpetobesityawarenessday #petobesity #petnutrition #petobesityawareness

GeniusTip:

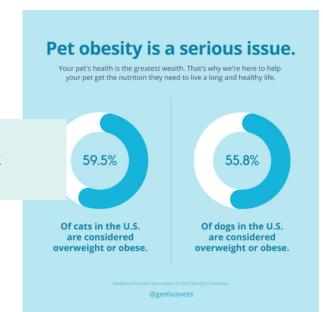
A good CTA (call-to-action) motivates your followers to take action after viewing your post. This will help you reach your marketing goals.



GeniusTip: Posts with a location receive 79% more engagement.

Graphics to Share

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1 x 1

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Pet Obesity Awareness Day

sert the quiz/poll/question box with informative tips about keeping pets at a healthy weight!

9 x 16

Formatted for Instagram and Facebook Stories Encourage engagement by quizzing your followers.

DOWNLOAD

HOW TO GUIDE

16x9

Pet obesity is a serious

and healthy life.

Formatted for Twitter, Facebook, and LinkedIn

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59.5% Of cats in the U.S. are considered overweight or obese.

55.8% Of dogs in the U.S. are considered

overweight or obese.

@geniusvets

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National Reptile Awareness Day

VIDEO

 Video Idea 1: Reptiles face a high abandonment rate due to a lack of education among pet owners. Create a video with the main facts a new reptile owner should know before adopting.

PHOTO

- Share a photo of a happy lizard preparing to be fed, with facts about its diet in the caption.
- Share a photo of a turtle sunning itself under a bright light, emphasizing the habitat needs of different reptile pets.

INFOGRAPHIC

- Create an infographic about the lifespans of reptilian pets. Some lizards can live up to 30 years!
- Create an infographic about specific reptile illnesses and their causes or treatments, such as Ranavirus.

GIFS + MEMES

- Caption a photo of a lizard in a cage with: "I love what you've done with the place!"
- Caption a photo of a snake with its tongue sticking out with: "Pssst...I have a sssecret."

INTERACTIVE

• Survey: Do you own a reptilian pet?

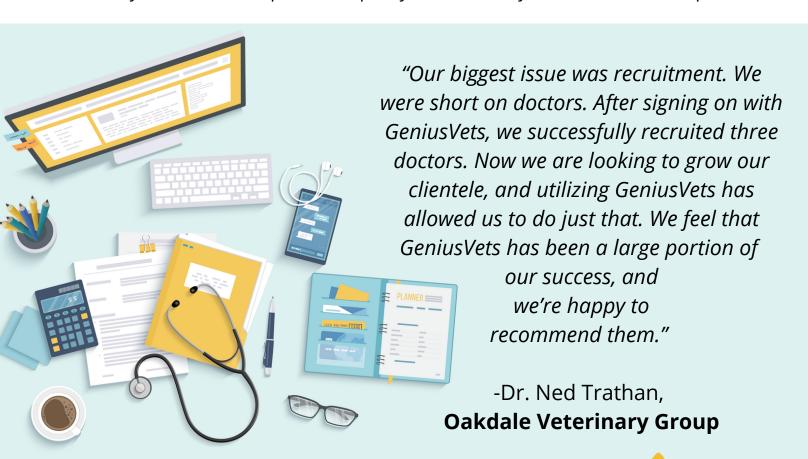


At Genius Vets, WE HELP veterinary practices:

- 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.



SCHEDULE A CONSULTATION



- **Video Idea 1:** Record the do's and don'ts tour a kitchen to show potentially safe and unsafe places to store Halloween candy and highlight the most dangerous treats.
- Video Idea 2: Show off matching employee and pet costumes! (bonus if you can highlight why certain costumes are safe and others are not).

PHOTO

- Is your practice (inside or out) decorated for the holiday? Post photos!
- Post examples of pets with body language that shows they're comfortable in their costumes.
- Show how cats can climb high and reach areas where candy may be stored.

GIFS + MEMES

- Share photos with pun captions: can you make classic horror movie titles pet-themed by changing a word or two?
- Caption photos of pet-themed Jack-o-lanterns with some purrr-fect puns.

INFOGRAPHICS

 Create a graphic highlighting the dangers of candy and explain possible emergency treatments for ingesting different toxic Halloween treats.

GeniusTip:

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

INTERACTIVE

 Have a pet costume photo contest and post the entries on social media. Let your followers vote for their favorite!

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

#halloween #happyhalloween #howloween #spooktacular #halloweensafety #halloweenpets #petsafety

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:

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

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HAVE A HAPPY

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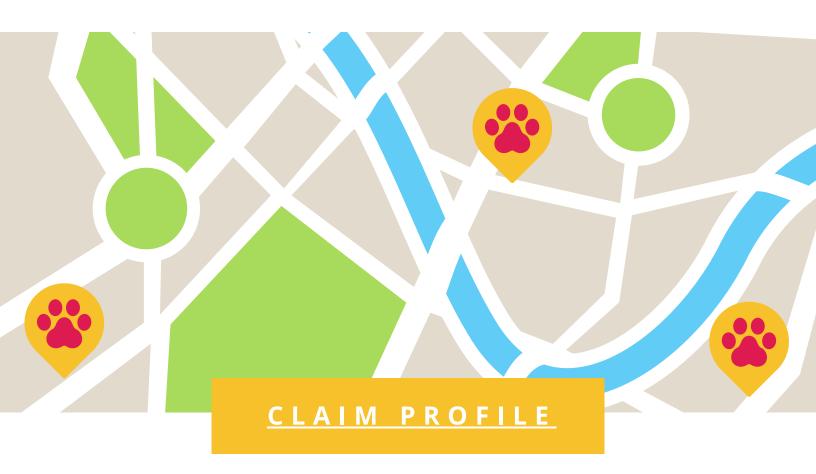


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Claim your FREE Profile

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.

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, 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!

