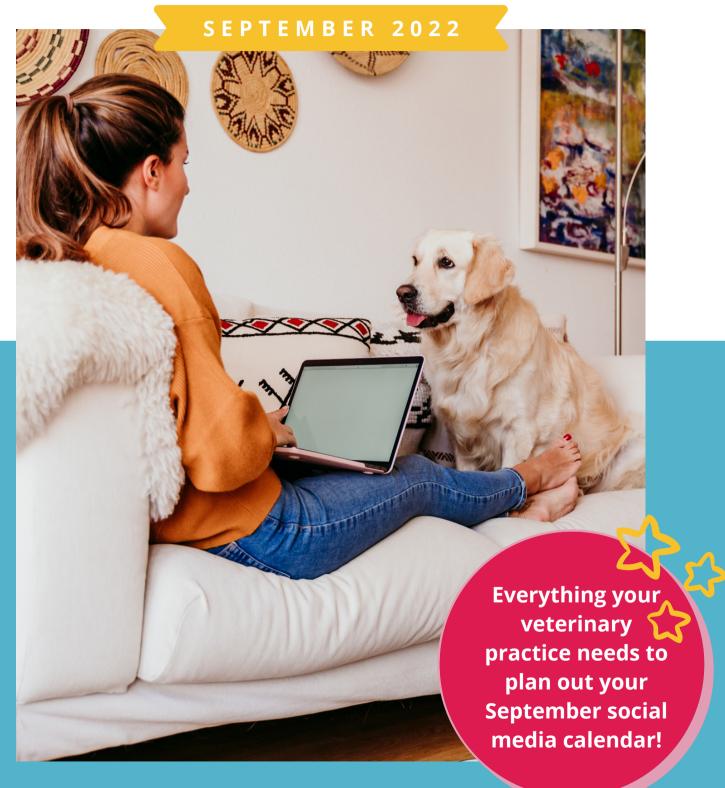
# **GeniusVets**Social Media Toolkit





# 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:
Animal Pain Awareness Month
Happy Cat Month
National Disaster Preparedness Month
National Pet Insurance Month
National Service Dog Month
Pet Sitter Education Month
Responsible Dog Ownership Month

Week-Long Events: 18-24: Adopt a Less-Adoptable Pet Week 18-24: National Dog Week 18-24: Deaf Pet Awareness Week



				Ginger Cat Appreciation Day	2	3
4	<b>5</b> Labor Day	6	7	Dog Walker Appreciation Day	9	10
Patriot Day  National Pet Memorial Day	<b>12</b> National Day of Encouragement	Pet Birth Defect Awareness Day	14	15	16	Pet Bird Day Responsible Dog Ownership Day
18 National Cheeseburger Day	<b>19</b> Talk Like a Pirate Day	20	<b>21</b> World Gratitude Day	22	National Dogs in Politics Day	International Rabbit Day
Rosh Hashanah Begins World's Largest Pet Walk	26	27	World Rabies Day	29	30	



- Video Idea 1: What does chronic pain look like?
   Show pet owners chronic pain symptoms, such as footage of a pet avoiding the stairs or their dinner. Include text to highlight these signs.
- **Video Idea 2:** Show your clients a creative video with some methods for relieving animal pain, such as acupuncture and physical rehabilitation.

#### **PHOTO**

- Share a picture of a cat pushing their food away, and point out how disinterest in food can signify chronic pain.
- Share a photo of a sleepy puppy, captioning it:
   "Is your pup sleeping more than usual? Maybe they're experiencing pain. Make an appointment to check in on their well-being today!"

#### INFOGRAPHICS

 What's the difference between acute and chronic pain? Create an infographic showing clients how to recognize the signs of pain in a pet and how to identify what type of pain it might be.

#### GIFS + MEMES

- Medication can help a dog with chronic pain. Show a pic of a drowsy pet with the caption:
   "My dog on pain meds"
- Search sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like sleepy pet, pet pain, sad dog.

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

#### INTERACTIVE

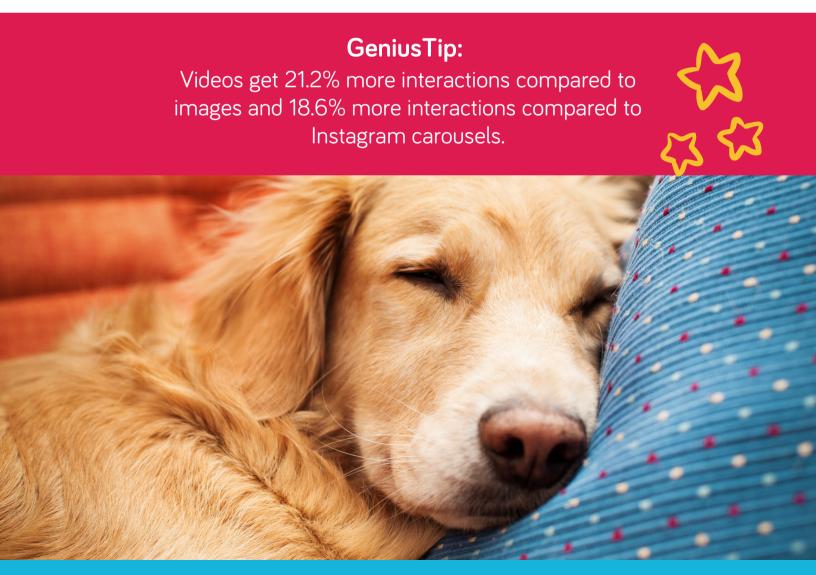
 Take submissions for a photo contest, where pet owners can share photos of their pet looking most comfortable. Share the winner with your followers!

# Hashtags + Tagging

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

#### **HASHTAGS**

#animalpainawarenessmonth #petpain #animalpainawareness #animalpainrelief #petpainrelief



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

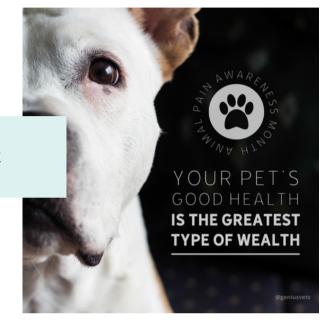
# **Graphics to Share**

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.



Formatted for Instagram and Facebook

DOWNLOAD



9x16

Formatted for Instagram and Facebook Stories

Encourage engagement by quizzing your followers.

DOWNLOAD

**HOW TO GUIDE** 



AWARENESS

16x9

Formatted for Twitter, Facebook and LinkedIn

**DOWNLOAD** 



#### 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: Service dogs require care too!
 Create a video that lays out the facts service dogs are not pets, but trained
 companions meant to care for a human.
 Show a service dog at your practice
 receiving care, and point out that while they
 still need regular care, the reward of their
 support is worth the hard work.

#### **PHOTO**

- Share a photo with a dog in their service vest. Include information about the type of help service dogs provide, like assistance with medical conditions or mobility.
- Share a picture of a service dog in public, emphasizing that service dogs should never be interrupted when on the job.

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

content.

#### INFOGRAPHICS

• How do you acquire an assistance dog? Create an infographic that lists the steps to acquiring one, including applications and interviews.

#### GIFS + MEMES

- Caption a photo of a service dog on the job with: "Working 9 to 5!"
- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like service dog, service animals, assistance dog, and working dog.

#### INTERACTIVE

- Quiz to see if your followers know what breeds of dogs are best at being service dogs.
- Survey your followers: what's the difference between service dogs, emotional support animals (ESA), and therapy dogs?

# Hashtags

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

#### **HASHTAGS**

#nationalservicedogmonth #servicedogs #servicedogmonth #servicedoglove

## GeniusTip:

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

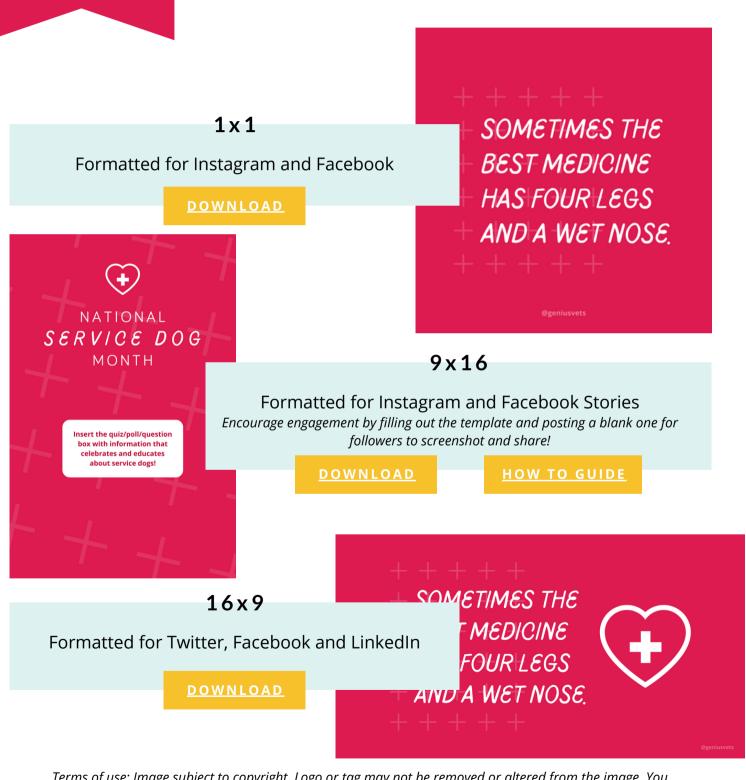




Posts with a location receive 79% more engagement.

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# International Rabbit Day

#### VIDEO

- Video Idea 1: Create a video sharing footage of all the cute bunnies that visit your practice!
- **Video Idea 2:** Create a video sharing the best snacks for pet rabbits.

#### **PHOTO**

 Share a photo of a pet rabbit's home or enclosure. Highlight what these homes should include, such as a comfortable pen or a breed-appropriate hutch. These enclosures will depend on breed and fur type.

#### INFOGRAPHIC

 Create an infographic that walks through the diet of a pet rabbit.
 Prospective bunny owners must know exactly what their pet will require.
 Highlight foods such as timothy hay grass or alfalfa hay.

#### GIFS + MEMES

- Post a photo of a new bunny owner and caption it: "I thought you said we were getting a dog!"
- Share a photo of a rabbit in its cage and caption it: "Hey, MTV, welcome to my crib."

#### INTERACTIVE

• Ask your followers if they have a pet rabbit.





- **Video Idea 1:** Make your dog's week extra special! Create a video that shares footage of different doctors giving pets a yummy treat.
- Video Idea 2: Create a video that shares ways pet owners can get involved in the lives of dogs in shelters or rescues. This can include shots of food that will be donated or dedicated cuddle times.

#### **PHOTO**

- Post a series of photos of unique or cute pups that visit your practice. Encourage your followers to share more pics in the comments!
- Post a photo of a dog cuddling up to a technician.

#### GeniusTip:

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

#### INFOGRAPHICS

 Create a checklist of ways pet owners can treat their pups this week. Share ideas like going for a long walk, playing in the park, sharing a yummy snack, or taking a nap.

#### GIFS + MEMES

- Post a photo of a dog relaxing on the couch with the caption: "It's my week. I'm not lifting a paw!"
- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like playful dog, happy dog, cuddly dog, or sleepy dog.

#### INTERACTIVE

 Poll your followers: do they have more than one dog? If not, would they ever consider adopting another?

# Hashtags

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

#### **HASHTAGS**

#nationaldogweek #dogweek #doglove #celebratedogs

## GeniusTip:

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





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

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1 x 1

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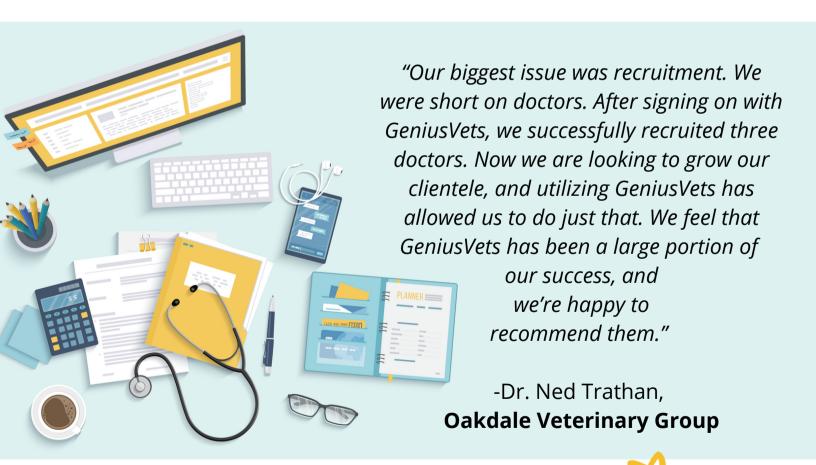


## At Genius Vets, WE HELP veterinary practices:

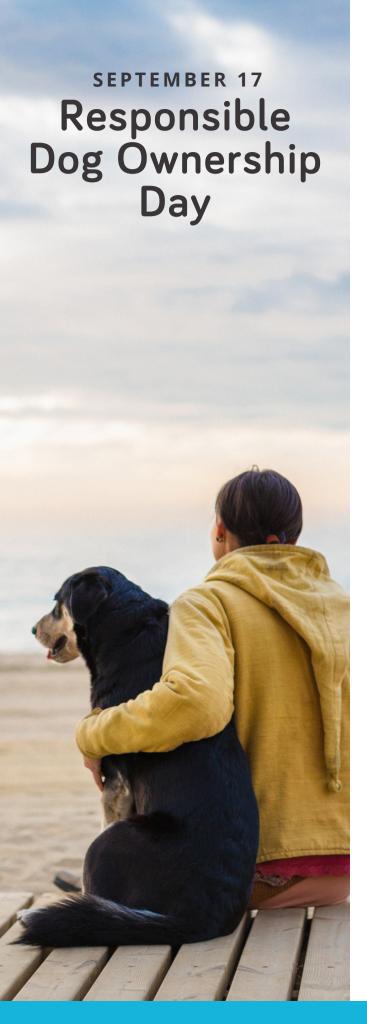
- Improve workplace satisfaction
- Attract high-quality doctors and staff
- Deliver great customer service
- Increase profitability

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: Have a doctor explain why routine preventive care is part of responsible pet ownership and how it can help dogs stay happy and healthy.
- Video Idea 2: Create a montage video of staff and clients giving brief statements of what responsible dog ownership means to them.

#### **PHOTO**

- Post photos of (clean, unused) poop bags and use the caption to explain that poop-scooping is part of responsible pet ownership.
- Post photos of puppy or dog training classes, emphasizing the importance of proper behavioral training.
- Post photos of owners walking their dogs!

#### GIFS + MEMES

- Caption photos of dogs with their "thoughts" about being a good dog owner.
- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like walking dogs, dog cuddles, dogs playing.

#### INFOGRAPHICS

 Create an infographic highlighting simple ways to be a responsible dog owner (regular exercise, good nutrition, regular veterinary care, obedience training, etc.)

#### GeniusTip:

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

#### INTERACTIVE

 Host a drawing contest for kids where they can create posters or graphics explaining what it means or how to be a responsible dog owner.

# Hashtags

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

#### **HASHTAGS**

#responsibledogownershipday #responsibledogowner #dogmom #dogdad #dogparent #dogownership

## 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.

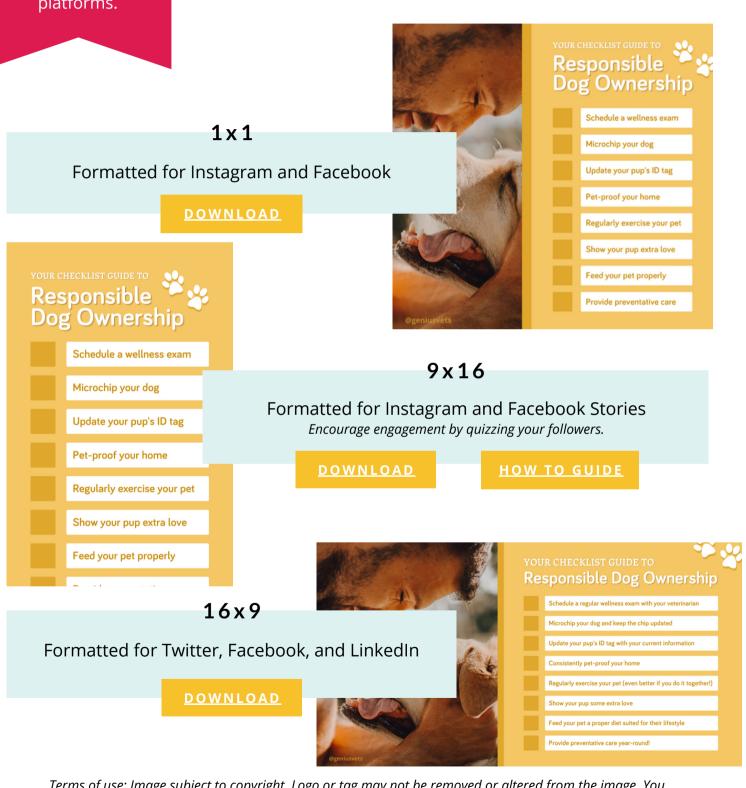
### **JOIN GROUP**



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

# **Graphics to Share**

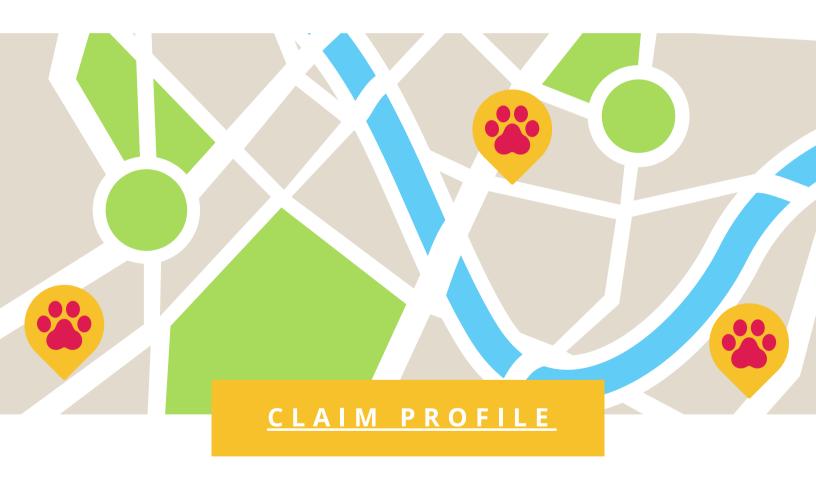
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# Claim your FREE Profile

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!

