



Social Media Toolkit

MARCH 2023



Everything your
veterinary
practice needs to
plan out your
March 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.

Connect with us!



Key:

 Pet Specific Holiday

Month-Long Events:

Adopt a Rescued Guinea Pig Month

National Guinea Pig Month

Week-Long Events:

March 5-11: National Professional

Pet Sitters Week

March 19 - 25: National Pet Poison

Prevention Week



March

2023 CONTENT CALENDAR

			 1 National Horse Protection Day	2	 3 World Wildlife Day If Pets Had Thumbs Day	4
5	6	7	8	9	10	11
12	 13 National K9 Veterans Day	14	15	16	17 St. Patrick's Day	18
19	20 First Day of Spring	21	22	 23 Cuddly Kitten Day National Puppy Day	24	25
26	27	28	29	30 Take a Walk in the Park Day National Doctor Day	 31 Manatee Appreciation Day	

MARCH 1ST
**National Horse
Protection Day**
(Wild Horse Day)



VIDEO

- **Video Idea 1:** If you see large animal patients, take video of them in beautiful settings, in the care of your staff, etc.
- **Video Idea 2:** Do any of your staff members have nostalgic stories about growing up with horses or good stories about treating them in veterinary school? Let them reminisce on video!

PHOTO

- If you see large animals in your practice, take photos of your patients, particularly if their barns and pastures make for good backdrops.
- For Throwback Thursday or Flashback Friday, post photos of any of your staff members who grew up with horses or took riding lessons as children.

INFOGRAPHICS

- It's no secret that horse ownership is pricey. Create an infographic about these expenses.
- Create a graphic explaining some of the veterinary care needs of horses.

GIFS + MEMES

- Play on words like "hay" or "whoa" to create funny captions.
- Compare horses to more "standard" pets like dogs and cats with funny captions, such as a horse laying down with its feet in the air like it wants belly scratches!

GeniusTip:

Instagram posts with faces get 38% more likes.

INTERACTIVE

- Create a "name rules" meme (if your birth month is January, then this word; if your favorite color is blue, then this word, etc.). Have your followers play to create their "horse name."

HASHTAGS

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

**#nationalhorseprotectionday #horseprotection
#horselove #horselife #wildhorses**

GeniusTip:

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



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.

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.

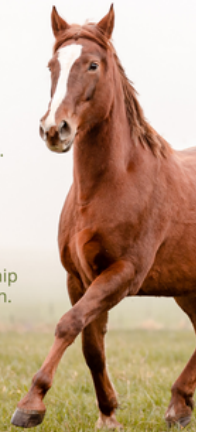
1 x 1

Formatted for Instagram and Facebook

[DOWNLOAD](#)

Your Checklist for Observing HORSE PROTECTION DAY

- Foster or sponsor a horse at your local shelter.
- Feed, bathe, ride, or walk a horse that may need some extra attention.
- Collect and donate supplies for horses in need in your community.
- Plan an adoption event in partnership with your local humane organization.



@geniusvets

Your Checklist for Observing HORSE PROTECTION DAY

- Plan an adoption event in partnership with your local humane organization.
- Feed, bathe, ride, or walk a horse that may need some extra attention.
- Collect and donate supplies for horses in need in your community.

○ Foster or sponsor a horse at

9 x 16

Formatted for Instagram and Facebook Stories
Encourage engagement by providing opportunities for your followers to check off and share.

[DOWNLOAD](#)

[HOW TO GUIDE](#)

Your Checklist for Observing HORSE PROTECTION DAY

- horse at your local shelter.
- walk a horse that may attention.
- supplies for horses in need

○ Plan an adoption event in partnership with your local humane organization.



@geniusvets

16 x 9

Formatted for Twitter, Facebook and LinkedIn

[DOWNLOAD](#)

Terms of use: Image subject to copyright. Logo or tag may not be removed or altered from the image. You may add your company's logo to the image, so long as it is not obstructing GeniusVets logo or tag.

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.

MARCH 17

St. Patrick's Day



VIDEO

- **Video Idea 1:** Have a doctor explain St. Patrick's Day pet safety tips, including unsafe foods, alcohol, decorations, and noise.
- **Video Idea 2:** Does your staff dress up in fun green attire for the day? During a calm part of the day, you may be able to go Live and do a brief tour of your facility and your staff, just to say hi.

PHOTO

- Set up a photo booth area in your practice so that anyone who visits can snap a St. Patrick's themed pet photo. They can share on their own social -- be sure they check in to your practice and use your hashtag! You should share those photos, too.

GeniusTip:

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

INFOGRAPHICS

- List the different dangerous foods or drinks that might be present on St. Patrick's Day and create an infographic with images.

GIFS + MEMES

- Use photos of pets wearing green items, and caption them with the pets' thoughts about how good they look in green, how it's their favorite color, etc.
- Use "Kiss me, I'm Irish" on cute photos of pet faces.

INTERACTIVE

- Use your photo booth as the backdrop for a photo contest. Entries should include a check-in and your hashtag.
- Survey or poll: Does your pet enjoy dressing up for holidays?

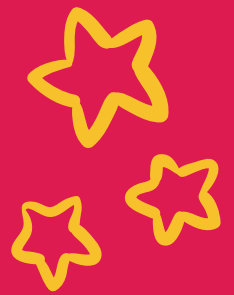
HASHTAGS

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

**#HappyStPatricksDay #stpatricksday #stpattysday
#luckoftheirish #stpaddysday #PleaseDontPinchMe**

GeniusTip:

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



GeniusTip:

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

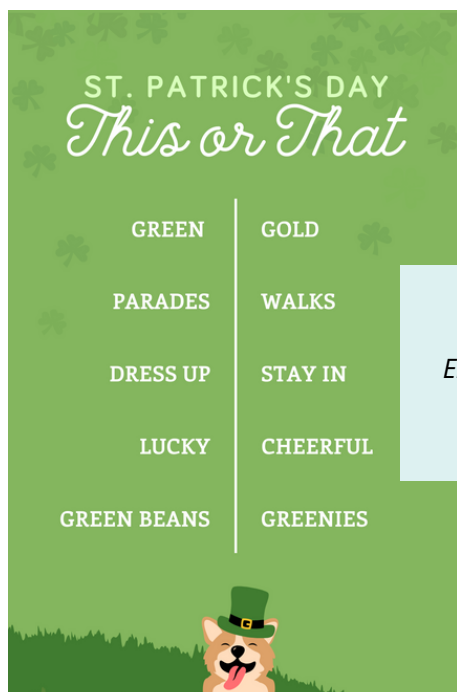
Graphics to Share

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 with stickers or GIFs and post a blank one for followers to screenshot and share!

[DOWNLOAD](#)

[HOW TO GUIDE](#)



16x9

Formatted for Twitter, Facebook and LinkedIn

[DOWNLOAD](#)

Terms of use: Image subject to copyright. Logo or tag may not be removed or altered from the image. You may add your company's logo to the image, so long as it is not obstructing GeniusVets logo or tag.

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...

MARCH 23

National Puppy Day



VIDEO

- **Video Idea 1:** Shoot a video about puppy care. Use a timeline that walks through the first year of a dog's life, with footage from pets at different stages of growth.
- **Video Idea 2:** What should someone know before adopting a puppy? Discuss the needs of different breeds, including the costs and veterinary care a pet owner should expect.

PHOTO

- Share pics of different puppies having exams.
- Ask your followers to drop a picture of their puppy in the comments of a post. Encourage adult dog owners to post a photo of when their dog was just a pup.

GeniusTip:

200 million Instagrammers visit a business profile every day.

INFOGRAPHICS

- Create a graphic with the top five questions a prospective pet owner should answer before adopting a puppy, such as: is your home pet-proof? Will they get along with other animals?

GIFS + MEMES

- Make a meme about adorable puppy dog eyes, puppy adoption, or any other cute puppy topics you can think of.
- Make a meme with a sleepy-looking adult dog surrounded by puppies and caption it: "This is what motherhood looks like."

INTERACTIVE

- Survey your followers about when and where they adopted their puppy.
- Poll your followers: do they miss the puppy days?

HASHTAGS

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

**#NationalPuppyDay #PuppyDay #PuppyLove
#HappyPuppyDay**

GeniusTip:

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



GeniusTip:

Include a call-to-action in your TikToks, and keep it short and snappy with personal, direct language.

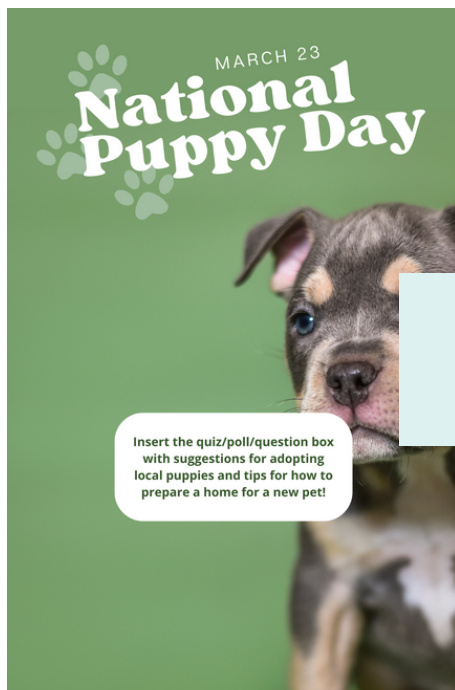
Graphics to Share

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 quizzing your followers.

[DOWNLOAD](#)

[HOW TO GUIDE](#)

16x9

Formatted for Twitter, Facebook, and LinkedIn

[DOWNLOAD](#)



Terms of use: Image subject to copyright. Logo or tag may not be removed or altered from the image. You may add your company's logo to the image, so long as it is not obstructing GeniusVets logo or tag.

MARCH 20

First Day of Spring

BONUS

VIDEO

- **Video Idea:** Have a doctor talk about spring hazards topics for pets. Think gardening, spring cleaning, bee stings, rat poison, etc. Or create a series of videos to make them easier to watch!

PHOTO

- Post a photo of a dog or cat enjoying the sunshine in the garden.
- Gather some common springtime hazards, such as flowers or pesticides, and take a photo of them to spread awareness.

INFOGRAPHIC

- Create an infographic featuring key spring health topics, such as parasite prevention or pet allergies.
- Create an infographic about outdoor hazards in the springtime, like bees, certain flowers, or parasites.

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: Dog bee, Bees, Dog Spring, Cat Spring, Dog flowers, Lilies, Dog cleaning
- Create a meme with a happy cat or dog and post about that “spring feeling”!

INTERACTIVE

- Survey your followers about what activities they do with their dogs once winter is over. Plug in info on ticks, bees, rattlesnake vaccines, etc.



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

MARCH 19-25

National Pet Poison Prevention Week



VIDEO

- **Video Idea 1:** Post a quick video featuring a different toxin each day throughout the week. I.e. xylitol awareness day, household cleaner safety day, chocolate awareness day. Share stories from your practice or tips for how you store toxins.
- **Video Idea 2:** Create a video featuring spring pet hazards outside of the home.

PHOTO

- Post a picture of a dog with peanut butter and point out how some brands may include xylitol. Encourage your followers to only shop for safe brands.
- Post a photo of a cat near lily flowers and emphasize how dangerous it is to bring these plants into the house.

GIFS + MEMES

- Make a meme with a photo of a cat turning away from a bouquet and caption it: "Flowers? I think I'd rather have catnip."
- Caption a photo of a dog eating peanut butter: "There's no xylitol in this, right?"

INFOGRAPHICS

- Highlight the tops 3 springtime toxins you see in your practice.
- Create an infographic with tips for safely storing medication or household products that harm pets.

GeniusTip:

Businesses who blog receive on average 55% more web traffic than those who don't!

INTERACTIVE

- Host a photo contest for pets in trouble. Your followers can share pics such as pets who were stung by bees or dug up a flowerbed, and you can share your favorites with safety tips in the captions.

HASHTAGS

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

**#petpoisonprevention #petpoisonhelpline
#petpoisonhotline #petpoisonawareness**



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:

Sharing your Reels to your Instagram feed is one of the best ways to boost their views and increase their chances of going viral.

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 quizzing your followers.

[DOWNLOAD](#)

[HOW TO GUIDE](#)



16x9

Formatted for Twitter, Facebook, and LinkedIn

[DOWNLOAD](#)



Terms of use: Image subject to copyright. Logo or tag may not be removed or altered from the image. You may add your company's logo to the image, so long as it is not obstructing GeniusVets logo or tag.

Claim Your Profile

(It's already live!)



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.

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!

