



Equine Social Toolkit

INSPIRATION & CONTENT



Everything your
veterinary
practice needs to
post about your
equine care
services!

www.geniusvets.com



ABOUT GENIUSVETS

GeniusVets is the premier platform to improve animal health – connecting equine owners with quality veterinarians and proven care advice from DVMs. Our mission is to create better animal health by providing a platform that educates and unites equine owners and veterinarians.

Connect with us!





2023

EQUINE SPECIFIC HOLIDAYS

JANUARY



International Hoof Care Week

Third Week of January

FEBRUARY

International Hoof Care Month

Month of February

MARCH



National Horse Protection Day

March 1st



APRIL

National Help a Horse Day

April 26th



JULY

I Love Horses Day

April 26th

National Farriers Week

April 26th



DECEMBER

National Horse Day

December 13th



DECEMBER 13TH

National Horse Day



VIDEO

- **Video Idea 1:** How often should a horse see a veterinarian? Create a video with the best times to make equine wellness appointments and how often these should occur.
- **Video Idea 2:** Create a video with vaccinations required for horses. Use footage of a doctor interacting with a horse and add vaccines as text overlaid onto the video.

PHOTO

- Post a photo of a horse receiving care from your team.
- Post a photo of a horse spending time with another animal and caption it: "Best friends come in all shapes and sizes."

GeniusTip:

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

INFOGRAPHICS

- How can your followers celebrate National Horse Day? Create an infographic with ideas such as donating to an equine charity or spending time with a horse they love.

GIFS + MEMES

- Create a meme with a photo of a horse looking happy and caption it: "A treat, for me? Aren't you sweet!"
- Post a photo of a horse eating an apple and caption it: "An apple a day keeps the farrier away!"

INTERACTIVE

- Quiz your followers on what vaccines their horses should get within their first year of life.
- Poll your followers—have they ever been horseback riding?

HASHTAGS

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

**#nationalhorseday #horseday #horselove
#welovehorses #horsemom #horsedad
#ilovehorses**

GeniusTip:

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



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 + animals/horses, or your practice name + animals/horses. You can also use the practice short name as well.

Examples would be #vetvillagelomira, #thedrakecenter, #lomiraequine, #encinitasanimals, etc...

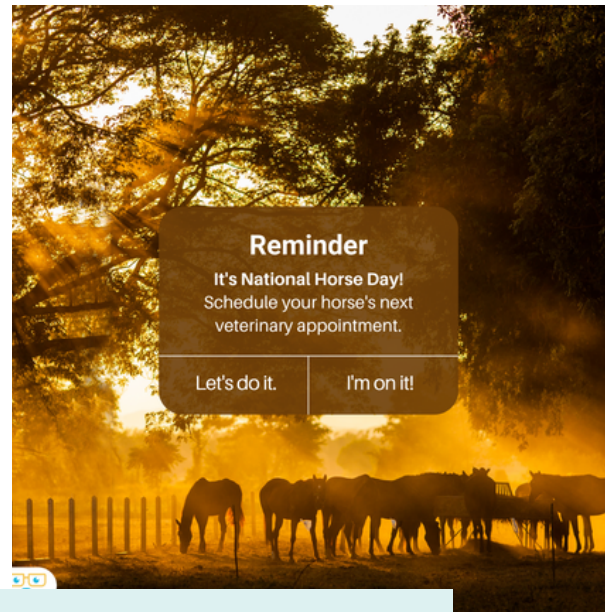
GeniusTip:

Stories stickers enhance video performance 83% of the time.

NATIONAL HORSE DAY

Social Library Graphics

We offer a variety of ready-to-post graphics, ranging from holiday and event posts, reminders, tip lists, and infographics.



1 x 1

Formatted for Instagram and Facebook



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.

GeniusTip:

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

HOLIDAYS & AWARENESS Social Library Graphics

We offer a variety of ready-to-post graphics, ranging from holiday and event posts, reminders, tip lists, and infographics.



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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

GeniusTip:

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

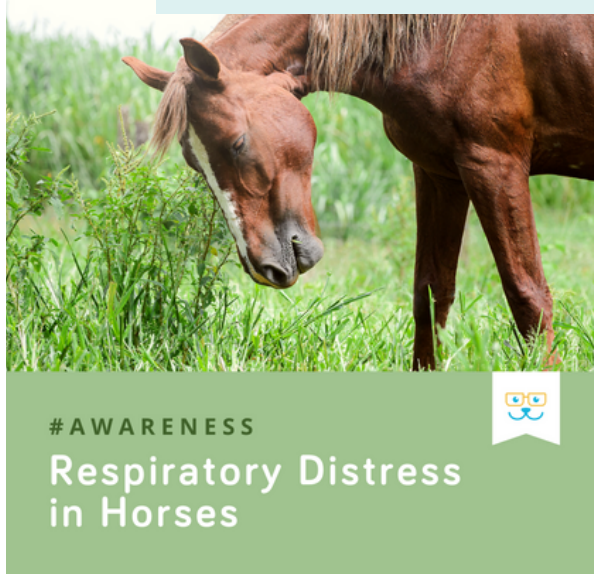
MEMES, QUOTES, CARE Social Library Graphics

We offer a variety of ready-to-post graphics, ranging from fun memes, relatable quotes, health services, awareness, and overall veterinary care.



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Formatted for Instagram and Facebook



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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.

GeniusTip:

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

Custom 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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[DOWNLOAD](#)



Which of these scenarios requires a veterinarian to be contacted immediately?

Insert the poll or quiz box to interact with your followers about equine health.



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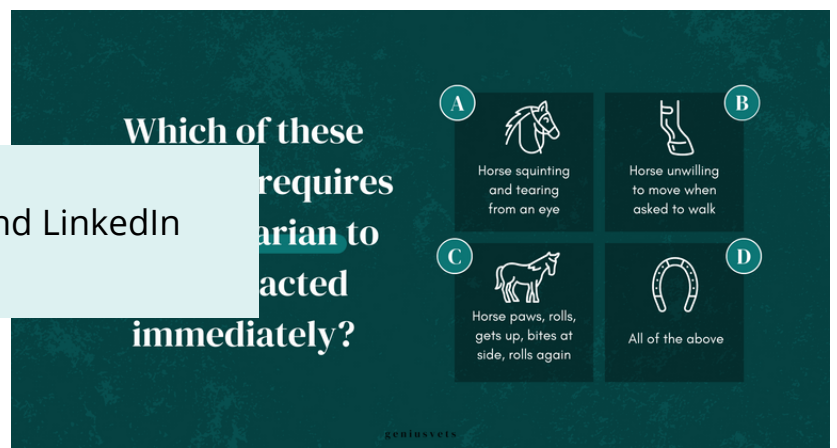
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Formatted for Instagram and Facebook Stories

Encourage engagement by quizzing your followers about equine health.

[DOWNLOAD](#)

[HOW TO GUIDE](#)



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[DOWNLOAD](#)

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Market like a Genius with GeniusVets

Our core philosophy is that the DVM must be at the center of the animal care conversation, working closely with the animal owner. We've seen DVMs become increasingly sidelined in the online discussion as people turn to disreputable sources to get answers about equine care. To keep your animals 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!](#)

