



# Exotic Social Toolkit

INSPIRATION & CONTENT



Everything your  
veterinary  
practice needs to  
post about your  
exotic pet care  
services!

[www.geniusvets.com](http://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!





# 2023

## EXOTIC PET HOLIDAY CALENDAR

### JANUARY

**Adopt a Rescued  
Bird Month**

Month of January

**National Bird Day**  
January 5th

### FEBRUARY

**Adopt a Rescued  
Rabbit Month**

Month of February

### MARCH

**Adopt a Rescued  
Guinea Pig Month**

Month of March

### APRIL

**National Ferret Day**  
April 2nd

**World Hamster Day**  
April 12th

### MAY

**World Turtle Day**  
May 23rd

### JULY

**World Snake Day**  
July 16th

**Guinea Pig  
Appreciation Day**  
July 16th

### AUGUST

**World Lizard Day**  
Aug 14th

### SEPTEMBER

**National Iguana Awareness Day**  
September 8th

**National Pet Bird Day**  
September 17th

**International Rabbit Day**  
Fourth Saturday in September

### OCTOBER

**National Reptile  
Awareness Day**  
October 21st

### NOVEMBER

**Fancy Rat and  
Mouse Day**  
November 12th



JULY 16TH

# Guinea Pig Appreciation Day



## VIDEO

- **Video Idea 1:** Create a video of one of your doctors showing the best way to handle guinea pig, including slow, gentle movements and allowing your guinea pig to come to you.
- **Video Idea 2:** Share ways to celebrate Guinea Pig Appreciation Day! You can pamper them with gentle combing or veggie treats.

## PHOTO

- Share a photo of two guinea pigs snuggling up together and use the caption to explain the social habits of these furry animals.
- Encourage your followers to have a photoshoot with their guinea pigs! Dress them up with some fun accessories like a mini hat or cute bows. Share these photos with your followers!

## INFOGRAPHICS

- Create an infographic about everything that a guinea pig enclosure needs. This can include a proper wire cage, clean bedding, and a temperate climate.

## MEMES

- Post a photo of a guinea pig looking surprised and caption it: "Did you make a sound? Does that mean it's food time???"
- Share a photo of a guinea pig sprawled out in its cage and caption it: "I haven't eaten in five minutes...I'm wasting away!"

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

## INTERACTIVE

- Take submissions for eating photos of guinea pigs. Show the range of their favorite snacks, such as special treats, shaved carrots, or timothy hay!



## HASHTAGS

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

**#guineapigappreciationday #guineapigs  
#guineapigday #appreciateguineapigs  
#guineapiglove**

### GeniusTip:

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



# 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:

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

## GUINEA PIG APPRECIATION 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



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# 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:

Posts with a location receive 79% more engagement.

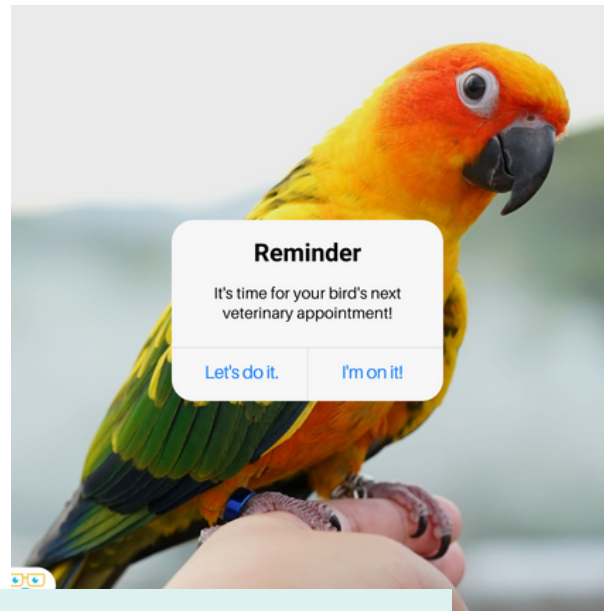
## AWARENESS & CARE

# 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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### Did You Know? Facts about Your Bearded Dragon

- Bearded dragons are easy-going reptiles. You can easily leash train them or even dress them up!
- Bearded dragons are typically sedentary, but can run up to nine miles per hour.
- Their diet is a variety of greens, leaves, fruit, flowers, and small pieces of meat, including insects, small rodents, and small lizards.

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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:

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

## AWARENESS & HOLIDAYS

# Social Library Graphics

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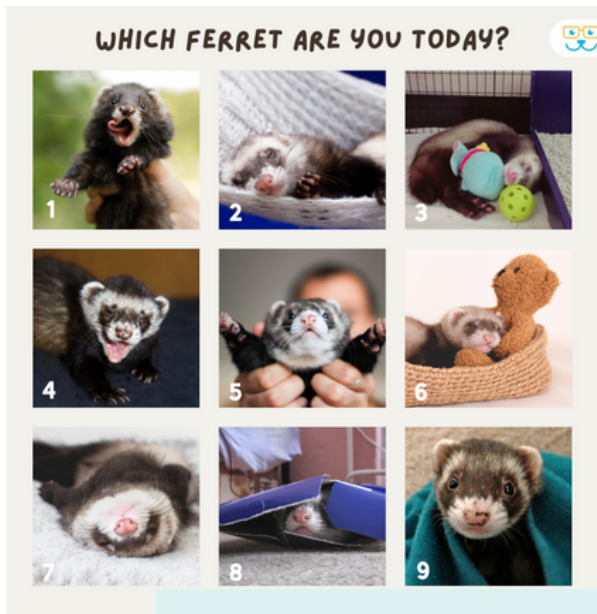
Terms of use: Image subject to copyright. Logo or tag may not be removed or altered from the image. You may add your company's logo to the image, so long as it is not obstructing GeniusVets logo or tag.

## GeniusTip:

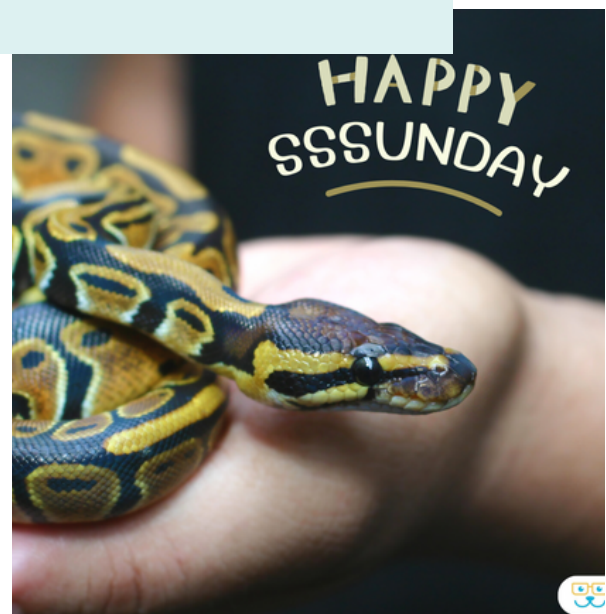
Statistics show that Instagram posts with hashtags tend to receive 12.6% more engagement.

# MEMES, QUOTES, & MORE FUN 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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# 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](https://www.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.

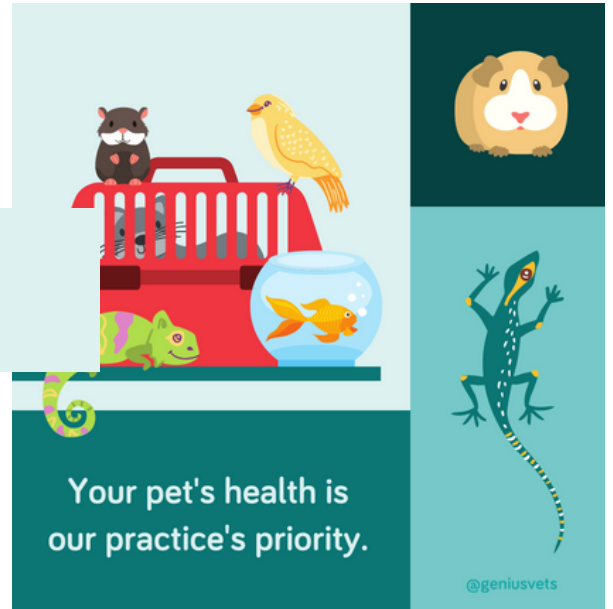
# Custom Graphics to Share

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.

**1 x 1**

Formatted for Instagram and Facebook

[DOWNLOAD](#)



Your pet's health is  
our practice's priority.

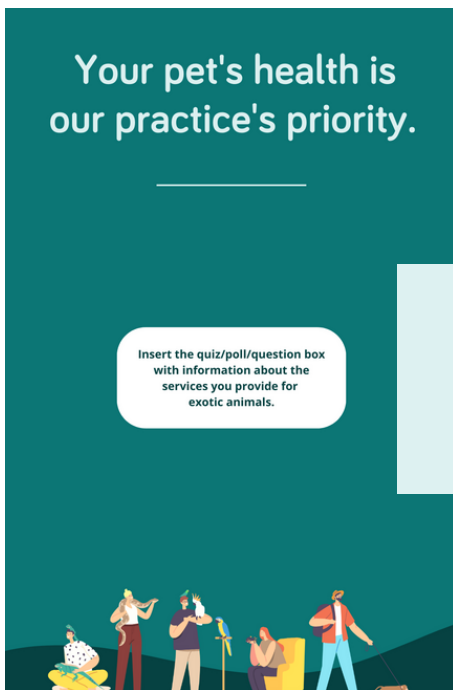
Insert the quiz/poll/question box  
with information about the  
services you provide for  
exotic animals.

**9 x 16**

Formatted for Instagram and Facebook Stories  
Encourage engagement by quizzing your followers or sharing  
fun facts about exotic pets.

[DOWNLOAD](#)

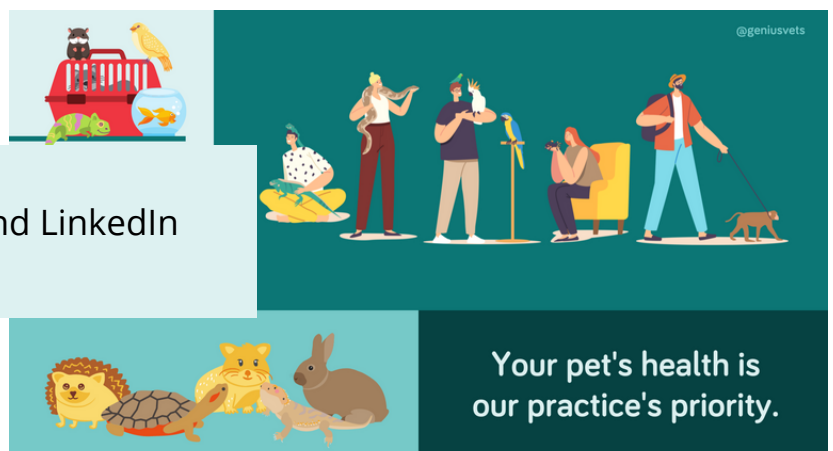
[HOW TO GUIDE](#)



**16 x 9**

Formatted for Twitter, Facebook and LinkedIn

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# 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!](#)

