



# Social Media Toolkit

APRIL 2023



Everything your  
veterinary  
practice needs to  
plan out your  
April social media  
calendar!

[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!



Key:

 Pet Specific Holiday

Month-Long Events:

Canine Fitness Month

Prevent Lyme Disease in Dogs Month

Heartworm Awareness Month

Pet First Aid Awareness Month

Week-Long Events:

April 1st-7th: International Pooper

Scooper Week

April 9th-15th: National Dog Bite

Prevention Week

April 17th-23rd: National Pet ID Week

April 23rd-29th: Veterinary Receptionist  
Week



# April

## 2023 CONTENT CALENDAR

						1 April Fool's Day
2 National Ferret Day	3	4	5	6 National Siamese Cat Day	7	8
9 Easter	10	11 Dog Therapy Appreciation Day National Pet Day	12 World Hamster Day	13	14	15
16	17	18	19 National Cat Lady Day	20	21	22 Earth Day
23 National Lost Dog Awareness Day	24	25	26 National Help a Horse Day National Kids and Pets Day	27	28 Hairball Awareness Day	29
30 National Pet Parent Day National Adopt a Shelter Pet Day						



APRIL

# Heartworm Awareness Month



## VIDEO

- **Video Idea 1:** Explain that, while Heartworm Awareness Month happens in the spring, prevention should be a year-round concern.
- **Video Idea 2:** Have a doctor explain how heartworms are transmitted between animals or through the environment. Don't forget to alert pet owners about the risks to indoor pets!

## PHOTO

- Post example calendars to keep track of when heartworm prevention is due.
- Use photos of happy dogs playing outside with information about the peace of mind that heartworm prevention can give!
- Post photos of oral heartworm prevention with different sorts of treats.

## INFOGRAPHICS

- Create a graphic explaining heartworm-associated respiratory disease (HARD). Talk about the risks this disease poses for cats and what kind of damage it can cause.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: mosquito, dog playing outside, cat playing outside, & heart
- Post pet owners hugging their pets with quotes about love and protecting their hearts.

### GeniusTip:

Posting high-quality content 2-5 times a week on Instagram is ideal.

## INTERACTIVE

- Caption Contest: Using a photo of a heartworm model (not too gross), have your social followers caption the photo, fill-in-the-blank style. For example, "heartworms are as gross as \_\_\_\_." Your staff can choose their favorite.



## HASHTAGS

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

**#heartwormawarenessmonth**  
**#heartwormawareness #heartwormnegative**  
**#heartwormtreatment #heartwormdisease**

### GeniusTip:

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



## GeniusTip:

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

1 x 1

Formatted for Instagram and Facebook

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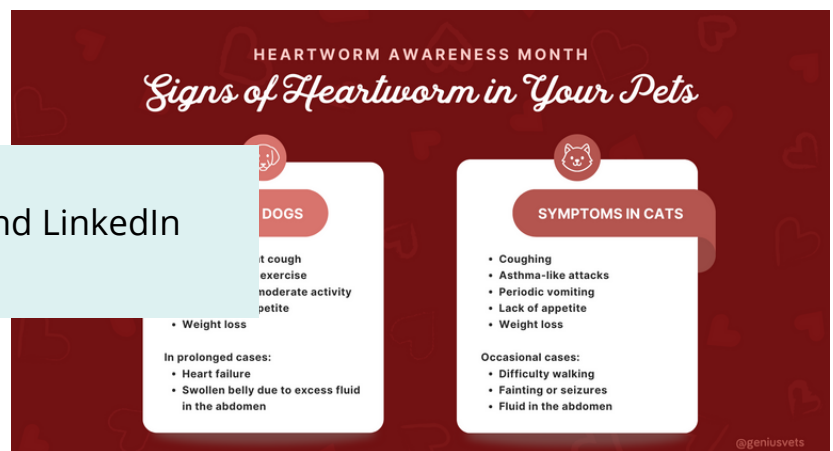
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Formatted for Instagram and Facebook Stories

*Encourage engagement by quizzing your followers or sharing helpful facts.*

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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.





APRIL 11

# National Pet Day

## VIDEO

- **Video Idea 1:** Create a slideshow or montage video to celebrate your staff members' pets. You can include their names, breeds, and different things they like to do for fun!
- **Video Idea 2:** Talk to clients and staff members about why they love their pets and why they deserve a National Pet Day. Share these heartwarming interview clips!

## PHOTO

- Post photos throughout the day celebrating the pets who have appointments on this particular day! You can even set up an area in your waiting room with plenty of props and a fun photo background.
- Post adorable photos of your staff members with their pets.

### 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.

## INFOGRAPHICS

- Create a graphic showing the most popular pets and breeds within your patient base. Include any photos from your practice!

## MEMES

- Why do pets think they deserve a national day of recognition? Caption funny photos with their "thoughts."
- How would pets want to celebrate today? With an extra long walk? A new toy? A delicious treat? Caption photos with their "ideas."

## INTERACTIVE

- Survey: why do you think pets deserve a national "holiday"?
- Poll: is your pet excited to celebrate National Pet Day?

## HASHTAGS

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

**#nationalpetday #petday #pets #petpeople  
#dogsofinstagram #catsofinstagram**

### GeniusTip:

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



## GeniusTip:

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

# 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

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NATIONAL  
PET DAY

\*\*\*\*\*

MY PET'S NAME IS:

THEIR FAVORITE SNACK IS:

OUR FAVORITE ACTIVITY IS:

IF THEY COULD TALK, THEY'D SAY:

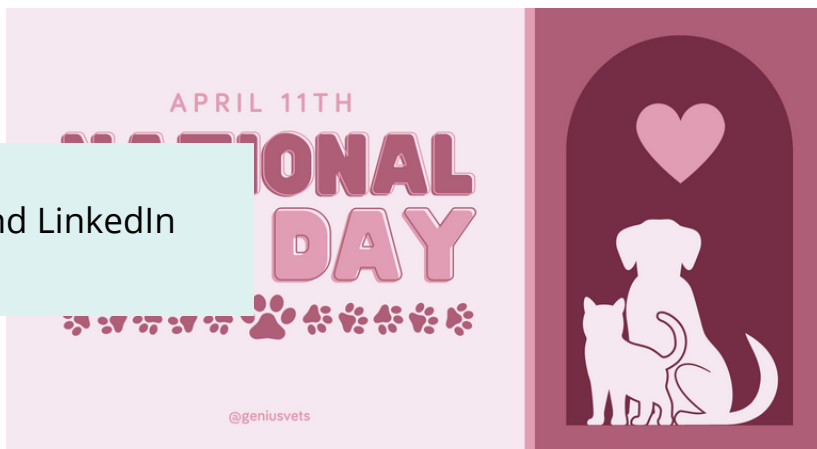
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Formatted for Instagram and Facebook Stories

*Encourage engagement by filling out the template with your answers and post a blank one for followers to screenshot and share!*

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# 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...*

APRIL 17 - APRIL 23

# National Pet ID Week



## VIDEO

- **Video Idea 1:** Have a staff member show all the different forms of ID that you recommend: microchip, ID tag, rabies tag, local/county/state registration, etc.
- **Video Idea 2:** Interview a client who lost their pet, but was happily reunited due to proper pet ID. Encourage your followers to prepare the same methods of identification.

## PHOTO

- Post photos of pets posing and modeling their collars with ID tags.
- Post a photo of a microchip next to a grain of rice or another small object to demonstrate its small size and the ease of the procedure.

### GeniusTip:

Posts with a location receive 79% more engagement.

## INFOGRAPHICS

- Create a graphic explaining local ID, registration, and rabies tag ordinances in your practice's area.

## MEMES

- Why would pets never leave the house without their IDs? Caption photos with those "thoughts."
- What are some imaginary needs for pet ID? Do they need ID to rent a car or vote? Create funny memes from those ideas.

## INTERACTIVE

- Survey: when is the last time you made sure your pet's microchip info was up-to-date? Remind your clients to update that microchip info...or to have their pets microchipped if they aren't yet!

## HASHTAGS

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

**#nationalpetidweek #petidweek #petid  
#microchipyourpets #petidtag**

### GeniusTip:

The best times to post on Instagram are Mondays at 11 am, Tuesdays & Wednesdays from 10 am to 1 pm, and Thursdays & Fridays at 10 am and 11 am. Tuesdays and Wednesdays are the best days to post while Sundays see the least amount of engagement.





## GeniusTip:

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

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Formatted for Instagram and Facebook

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NATIONAL  
**Pet ID Week**

APRIL 17 - 23



Using text and gifs,  
design an I.D. tag  
for your pet!

**9x16**

Formatted for Instagram and Facebook Stories  
*Encourage engagement by filling out the template with your design  
and post a blank one for followers to screenshot and share!*

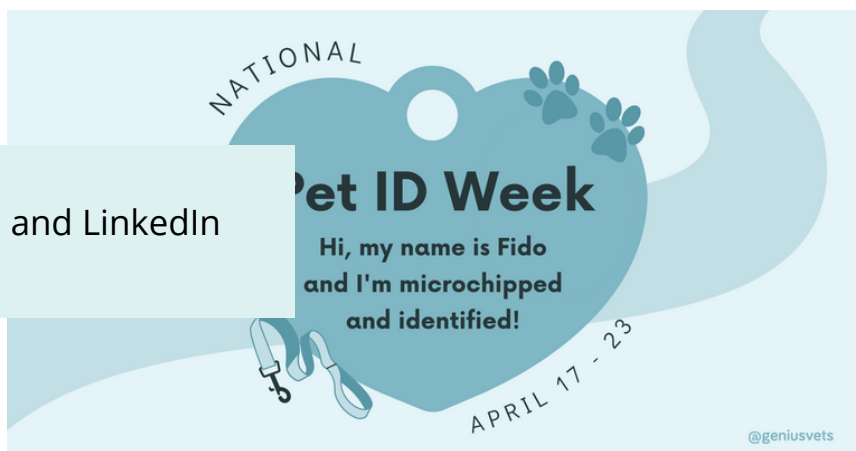
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APRIL 26

# National Kids and Pets Day

BONUS

## VIDEO

- **Video Idea:** Talk about the amazing benefits of pet ownership for children. But also talk about safety tips that parents should implement as they grow their family.

## PHOTO

- Create a collage of your staff's kids with their pets. Show how your practice is a family!
- Create a collage of kids that come into your practice with their pet (with permission of course)!

## INFOGRAPHIC

- Create an infographic about the child development benefits of pet ownership.
- Create an infographic that discusses how to teach children respectful ways to play with and pet animals.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: kids and dogs, kids and cats, kids and pets
- Post a picture of a sad kid with the caption: "Can I have a fur sibling?"

## INTERACTIVE

- Create a poll and ask if followers think that having a pet helped their child's development.



# 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**





APRIL 30

# National Adopt a Shelter Pet Day

## VIDEO

- **Video Idea 1:** Team up with your local shelter. Film some cute videos at the shelter and show off adoptable pets to your followers.
- **Video Idea 2:** Create a video talking about the importance of spaying/neutering to prioritize pets already in shelters. Promote the services your practice provides.

## PHOTO

- Post a photo collage of adoptable pets at your local shelter, along with their names and some fun facts about them.
- Share photos of staff pets that were adopted at a shelter or rescue. Interview your staff members about the adoption story and include these in the captions.

## MEMES

- "Went to the shelter to just 'look'" (Comes home with a carload of dogs and cats).
- Post a photo of a cuddle with a shelter dog: "I don't always get a new pet, but when I do I adopt from the shelter."

## INFOGRAPHICS

- Create a graphic about adopting a "less-adoptable" pet. Highlight how all animals deserve a loving family.
- Create a graphic with shelter statistics in your area, and direct followers to resources.

### GeniusTip:

Viewers want authentic content. Almost 50% of the best-performing ads on TikTok tell their stories in emotionally appealing ways.

## INTERACTIVE

- Host a photo contest and have followers and clients submit photos of their adopted pets.
- Caption contest: "I knew my pet was the one for me when\_\_\_\_\_."

## HASHTAGS

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

**#adoptashelterpet #nationaladoptashelterpetday  
#shelterpets #adoptapet**



**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:

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

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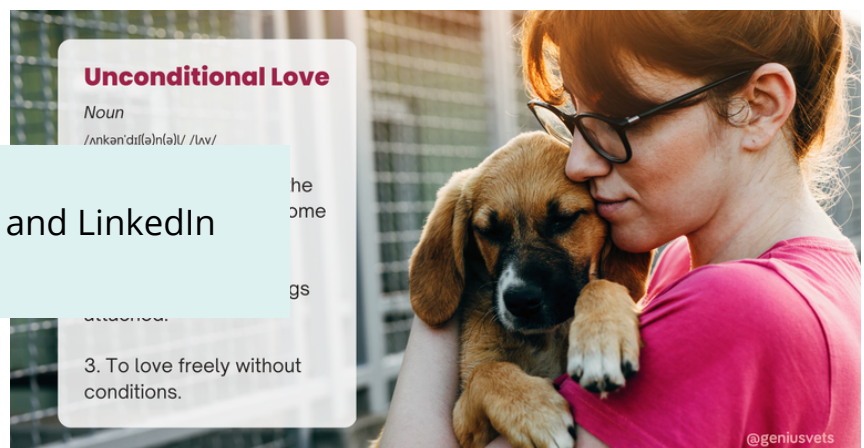
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# Claim Your Profile

(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](http://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!

