



# Social Media Toolkit

JUNE 2023



Everything your  
veterinary  
practice needs to  
plan out your June  
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:

- National Adopt a Cat Month
- National Microchipping Month
- National Pet Preparedness Month
- National Foster a Pet Month
- National Zoo and Aquarium Month
- Professional Wellness Month
- National Camping Month
- National Hug Your Cat Month

Week-Long Events:

- June 4-10: Pet Appreciation Week
- June 19-25: Animal Rights Awareness Week
- June 19-23: Take Your Pet to Work Week



# June

## 2023 CONTENT CALENDAR

					1	2	3
 4 Hug Your Cat Day International Corgi Day National Cancer Survivor's Day	5	6	7	 8 Best Friends Day World Oceans Day	9	10	
11	12	 13 World Pet Memorial Day National Call Your Doctor Day	14 Flag Day	 15 National Lobster Day	16	17	
18 Father's Day	 19 Juneteenth National Garfield the Cat Day Take Your Cat to Work Day	20	 21 National Dog Party Day First Day of Summer National Selfie Day	22	 23 Take Your Dog to Work Day	24 Cat World Domination Day	
25	26	27	28	29	30		





JUNE  
National  
Microchipping  
Month

## VIDEO

- **Video Idea 1:** Microchips are the only fail-safe option when it comes to reuniting pets with their families. Highlights how a name tag or a collar can easily be taken off or damaged to the point where it's beyond recognition.
- **Video Idea 2:** Shares success stories of reunited families with footage of happy pets and parents!

## PHOTO

- Take a photo of a cat with no collar, and caption it: "Roses are red, violets are blue, collars come off but microchips stay true!"
- Share a photo of a dog visiting your practice for a microchip appointment, and caption it with: "Stay up to date with your pup's microchip information!"

## INFOGRAPHICS

- Share some great statistics about how many pets are lost or stolen every year. Include information on how microchips reduce these numbers and help reunite families.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: Lost dog, lost cat, lost pet
- Post a photo of a cat sitting on top of their owner looking super cozy—caption the photo, "Reunited and it feels so good!"

**GeniusTip:**  
Video posts are 6 times more likely to be retweeted compared to text-only posts.

## INTERACTIVE

- Take caption submissions for a photo of a cat looking lost in the great outdoors. Prompt your followers to fill in the blank: "How did I end up \_\_\_\_\_? Somebody check my chip!"



## HASHTAGS

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

**#nationalmicrochippingmonth #microchippingmonth  
#chipyourpet #microchipmonth**

### GeniusTip:

67% of the best-performing videos on TikTok have their key message in the first three seconds.



## GeniusTip:

Make the most of the Instagram collab feature to promote content to an expanded audience.

# 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](#)



9 x 16

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

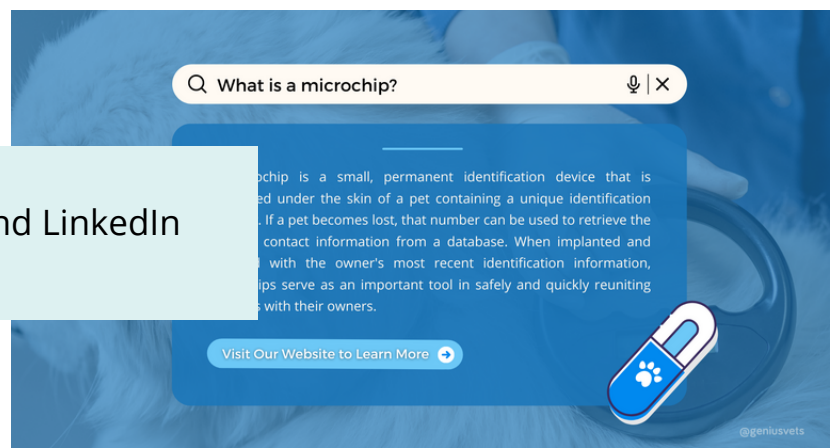
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# The Best Post Timing

The overall best days and times to post on social media are **Tuesdays through Thursdays slightly before or after 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 around 11 am, Tuesdays & Wednesdays between 10 am to 1 pm, and Thursdays & Fridays 10 am to 11 am.

**GENIUS TIP:** Sunday sees the least amount of engagement.



FACEBOOK

**Best Times:** Mondays through Fridays slightly before or after 3 am, Tuesdays between 10 am to noon.

**GENIUS TIP:** Saturday sees the least amount of engagement.



TWITTER

**Best Times:** Mondays, Tuesdays, Wednesdays, Fridays and Saturdays slightly before or after 9 am.

**GENIUS TIP:** Sunday sees the least amount of engagement.



TIKTOK

**Best Times:** Tuesdays around 2 pm to 3 pm, and Wednesdays & Thursdays between 1 pm to 3 pm.

**GENIUS TIP:** Sunday sees the least amount of engagement.



LINKEDIN

**Best Times:** Tuesdays between 10 am to noon, and Wednesdays & Thursdays between 9 am to 1 pm.

**GENIUS TIP:** The weekend sees the least amount of engagement.





JUNE  
**National  
Foster a Pet  
Month**

## VIDEO

- **Video Idea 1:** How does one become a foster parent? Create a video that educates your clients on how to get involved in their communities by fostering local animals.
- **Video Idea 2:** Create a video that shares ways to spread awareness about animals looking for a foster home, such as social media shoutouts or shelter volunteering.

## PHOTO

- Create a carousel of photos that highlights some of the pets looking for a foster home in your community!
- Share a success story! Feature a pet from your practice that was fostered and found their forever home.

**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

- Answer FAQs! These questions could include: can foster parents adopt their pets, or what do you do if a foster pet needs veterinary care?

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: Foster pets, foster dog, foster cat, adoptable pets, furever home
- Post a photo of a dog looking up at its foster parent with the caption: "Are you my foster?"

## INTERACTIVE

- Survey your followers—how many of them have fostered a pet before?
- Ask your followers if they would ever consider becoming a pet foster parent!

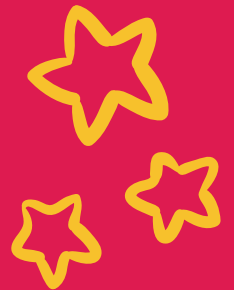
## HASHTAGS

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

**#nationalfosterpetmonth**  
**#nationalfosterapetmonth #petfoster**  
**#fosterapet**

### GeniusTip:

Short-form video is the most engaging type of in-feed social content.



## GeniusTip:

Include a question in your Facebook posts to encourage comments and engagement.

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Insert the quiz/poll/question box with facts, suggestions, and educational information about fostering pets.

**9x16**

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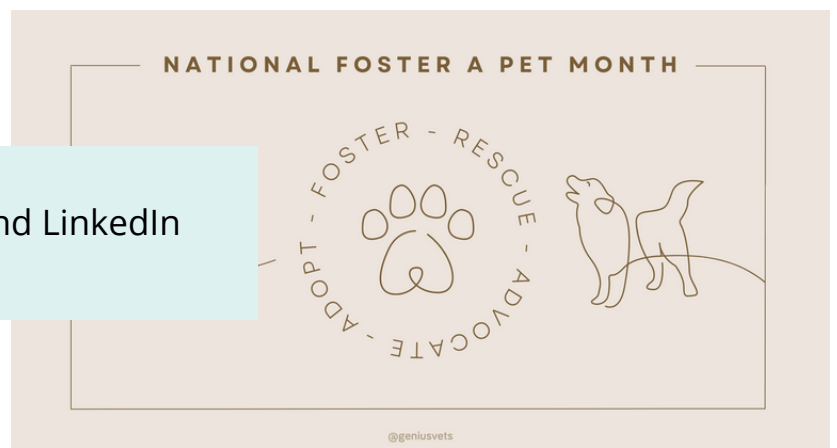
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# Best Hashtag Practices

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...*

JUNE 13TH

# National Call Your Doctor Day



## VIDEO

- **Video Idea 1:** Share tips on how to stay on top of a pet's health, such as how to recognize signs of illness, when to bring their pet to the vet, and how to keep their pet healthy.
- **Video Idea 2:** Talk to a receptionist about taking phone calls, highlighting the positives, of course. Motivate pet owners to call their pet's doctor's office and make an appointment!

## PHOTO

- Pose dogs and cats with phones in your practice.
- Feature photos of your reception staff, who will answer your clients' calls.
- Post photos of happy pets during their regular wellness visits!

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

## INFOGRAPHICS

- Create a graphic to show how many of your patients are up to date on their wellness exams. Don't shame anyone who is overdue, but instead celebrate those who are on the ball!

## MEMES

- Create an image with your phone number! Caption it to encourage your clients to call now.
- Use photos of pets with phones, including captions about why they think wellness care is so important.

## INTERACTIVE

- What is the average number of phone calls your clinic receives each day? Accept guesses for that number. The first to guess correctly wins!

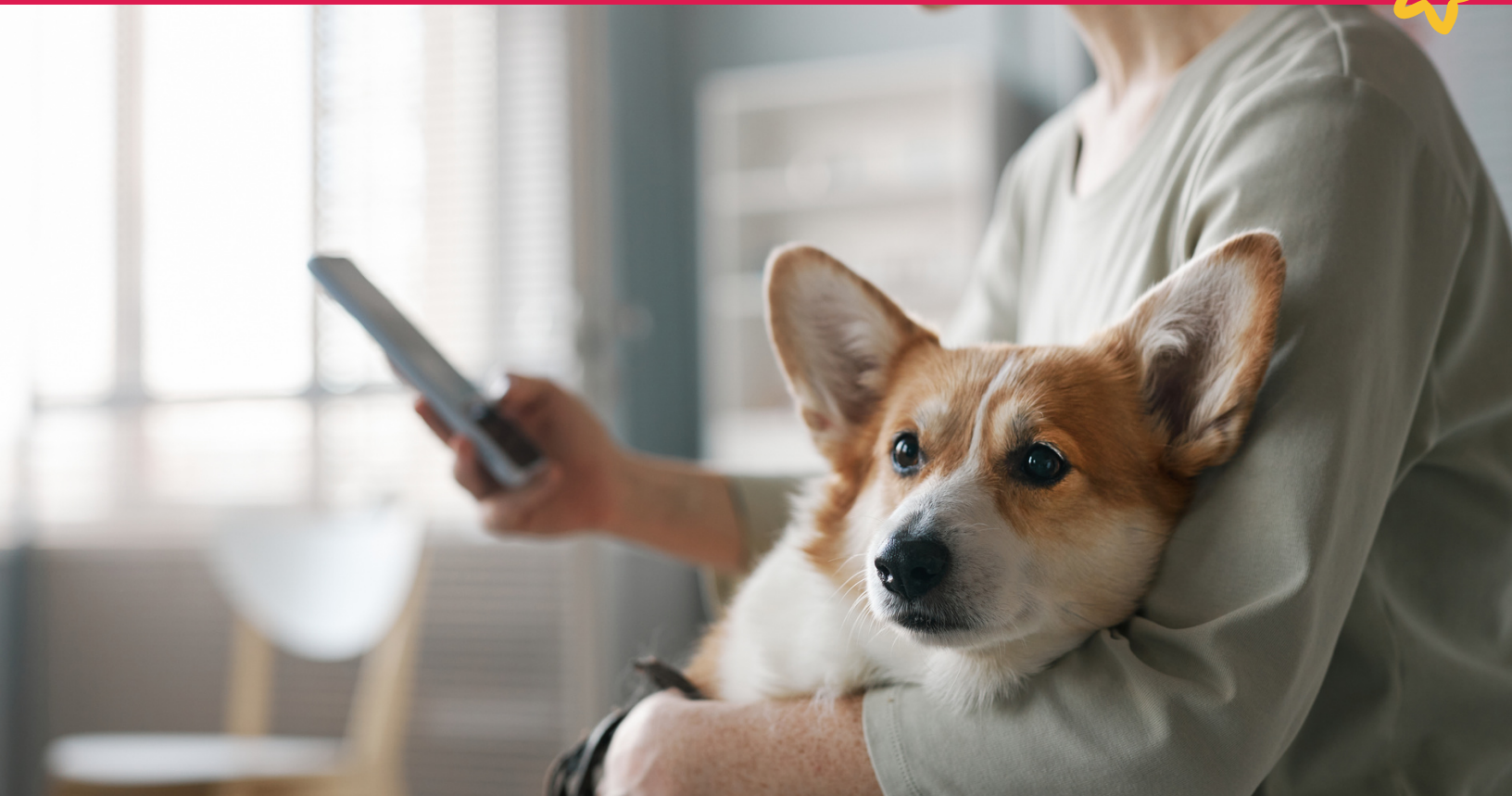
## HASHTAGS

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

**#nationalcallyourdoctorday**  
**#callyourdoctor #callyourveterinarian**

### GeniusTip:

Focus on bite-sized Facebook post types such as: quick questions or polls, quotes from a blog that require a click for more context, or educational statements paired with a picture.





## GeniusTip:

LinkedIn posts with links tend to see 45% higher engagement than those without.

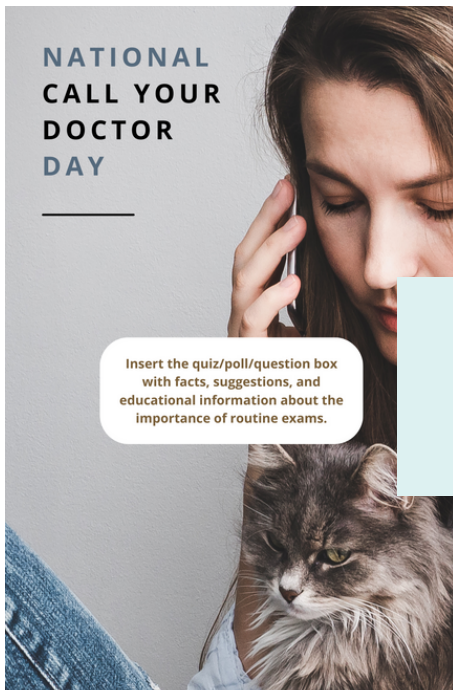
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BONUS

JUNE 8TH

## National Best Friends Day

### VIDEO

- **Video Idea:** Best Friends montage! Showcase the special bond between pets and their owners with footage of pets playing with their owners, snuggling, and enjoying special moments together.

### PHOTO

- Share a photo collage of adorable pet and owner duos that visit your veterinary practice.
- Post pets enjoying their best life, whether playing with toys or enjoying a good snuggle with their owner.

### INFOGRAPHIC

- Use statistics to illustrate how pets can reduce stress, anxiety, and depression. Include information on how pets provide companionship, social support, and a sense of purpose, and how they can help improve overall well-being.

### MEMES

- Post a picture of a pet sitting on a couch with the text "My best friend has four legs and a tail."
- Post a picture of a dog waiting at the door for their owner with the text "My best friend is always happy to see me."

### INTERACTIVE

- Ask your followers what their favorite activity to do with their pets is.



# 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**



JUNE 21

# First Day of Summer



## VIDEO

- **Video Idea 1:** Walk through warm weather safety. Share your expert input on topics such as heatstroke, hot pavement & cars, and more.
- **Video Idea 2:** Summer provides a great opportunity to get outside, but it's important to be educated on exercise and hiking safety. Emphasize hydration and heat safety tips, including not walking in the middle of the day.

## PHOTO

- Post a photo of a dog taking a hike on a trail.
- Share a photo of a dog in a car and use the caption to emphasize proper car safety in the summer.
- Post a photo of a dog with booties (for hot pavement). Share your favorite ways to protect paws from damage!

## GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: summer dog, summer cat, dog in pool, dog on beach
- Share a picture of a cat with: "I'm not lazy, just conserving energy for the summer heat."

## INFOGRAPHICS

- Create an infographic about beach safety. Include what a pet owner should bring to the beach for their pet, along with safety tips for preventing heatstroke or sand ingestion.

### GeniusTip:

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

## INTERACTIVE

- Create multiple quizzes about various summer safety topics and share the answers on your social media.

## HASHTAGS

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

**#firstdayofsummer #summertime  
#summersafety #summersolstice**



**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:

Evaluate what your audience responds too: if one of your Instagram posts performs well, copy what you did previously!

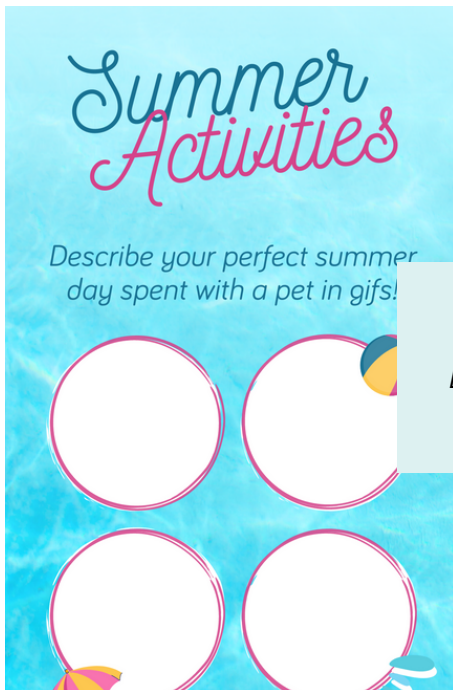
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# Claim Your Profile

(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!

