



Social Media Toolkit

JULY 2023



Everything your
veterinary
practice needs to
plan out your July
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:

National Lost Pet Prevention Month

National Pet Hydration Awareness Month

National Ice Cream Month

Dog House Repair Month

Week-Long Events:

July 4-10: National Farriers Week

July 24-30: National Feed a

Rescue Pet Week



2023 CONTENT CALENDAR



ID Your Pet Day

2	3	4 Independence Day	 5 Pet Remembrance Day	6 International Kissing Day	7	8
9	 10 National Kitten Day	 11 All-American Pet Photo Day National Swimming Pool Day Cow Appreciation Day	12	13	 14 Shark Awareness Day	 15 I Love Horses Day National Pet Fire Safety Day
 16 World Snake Day Guinea Pig Appreciation Day National Ice Cream Day	17	18	19 Stick Out Your Tongue Day	20	 21 National Craft for Your Local Shelters Day	 22 AAHA Accredited Hospital Day
23 National Parents Day	24	25	 26 National Dog Photography Day	27	28	29
 30 International Friendship Day	 31 National Mutt Day					

JULY

National Lost Pet Prevention Month



VIDEO

- **Video Idea 1:** Demonstrate how a microchip would be implanted on a stuffed animal to avoid any unpredictable reactions from a pet.
- **Video Idea 2:** Show different ID tag options, and talk about what info should be included on them. Also, talk about rabies tags, registration tags, or other info required in your municipality.

PHOTO

- Post a photo of a microchip next to grains of rice or other small items to demonstrate its size.
- Share pics of latched gates, closed doors, and other home safety measures to prevent pet loss.
- Show photos of holes in window screens or under fences, plus other hazards that could help pets "escape".

INFOGRAPHICS

- Create a graphic or series of graphics with recent statistics about pets who are or aren't returned to their families with tags, with microchips, or without.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: lost dog, lost cat, lost pet, dog collar, cat collar
- Use photos of pets running around outside with captions of them "planning an escape".

GeniusTip:
Use LinkedIn
to ask
thoughtful
questions
that
encourage
comments.

INTERACTIVE

- Post a photo of a jar full of rice. Compare this to the size of a microchip. See if your social followers can guess how much the jar weighs, or how many ounces of rice are inside.

HASHTAGS

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

#lostpetprevention
#nationallostpetpreventionmonth #petid
#microchipyourpets

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.



GeniusTip:

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

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

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LOST PET PREVENTION MONTH CHECKLIST

Have you microchipped your pet?

Does your pet's microchip have your most recent contact information?

Does your pet have an ID tag on their collar with your contact information?

Are your yard and home secured against potential escape opportunities?

Have you spayed/neutered your pet?



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Encourage engagement by filling out the template and posting a blank one for followers to screenshot and share!

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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.

JULY 4 Independence Day



VIDEO

- **Video Idea 1:** Tour a typical backyard cookout area and talk about how to create a fun, safe environment for pets during parties.
- **Video Idea 2:** Demonstrate a “sanctuary” set up pet owners can create at home where their pets can take refuge from the noise of fireworks. Show a cozy bed, a crate, a TV or radio with soothing music, etc.

PHOTO

- Set up a photo op area in your practice! You can use flags as props and take a photo with a patient.
- Have your staff hold up flags. If you include a few pets, even better!

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

INFOGRAPHICS

- Create a graphic about noise anxiety and fireworks safety. What can pet owners do to keep their pets safe and calm during festivities?
- Create a graphic about cookouts on the Fourth of July and food safety, as well as things to keep away from pets (charcoal, lighter fluid, alcohol).

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: Fourth of July pet, July Fourth pet, Independence Day pet
- Create a meme with a photo of a dog dressed up for the Fourth and caption it: "I'm ready for my parade! Wait...it's not for me?"

INTERACTIVE

- Survey your followers and ask them how they are celebrating July 4th (& plug safety topics!)

HASHTAGS

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

**#fourthofjuly #independenceday
#independencedog #julyfourthsafety
#julyfourth**

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:

Make most of your LinkedIn posts educational to provide something valuable for followers to engage with.

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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Encourage engagement by filling out the template with stickers or GIFs 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...

JULY 15

I Love Horses Day



VIDEO

- **Video Idea 1:** Create a video with shots of your employees, with each one sharing a horse fact. An example could include: horses can sleep standing up or lying down.
- **Video Idea 2:** Do you have any staff members that enjoy horseback riding? Share clips of them discussing why they love to connect and care for horses.

PHOTO

- Post a photo of horses interacting with other pets! These loving animals have so many surprising and precious friends.
- Post a photo of one of your clients or staff members riding a horse or hugging one.

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

INFOGRAPHICS

- Create an infographic about horse body language. Include the ways they show affection, as well as when to leave a horse alone and respect its space!

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: horses, horse love, horseback riding
- Post a photo of horses standing in a field and caption it: "Every day is I Love Horses Day when you spot one from the car."

INTERACTIVE

- Ask for photo submissions of your clients interacting with horses and spread the love across your social media.
- Quiz followers on the ways horses show their love to humans.

HASHTAGS

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

**#ilovehorsesday #horselove #horsesday
#horsecare**

GeniusTip:

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



GeniusTip:

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

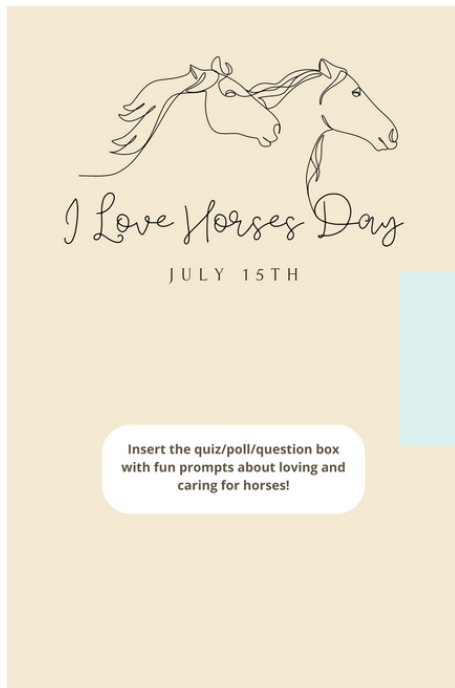
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Encourage engagement by quizzing your followers.

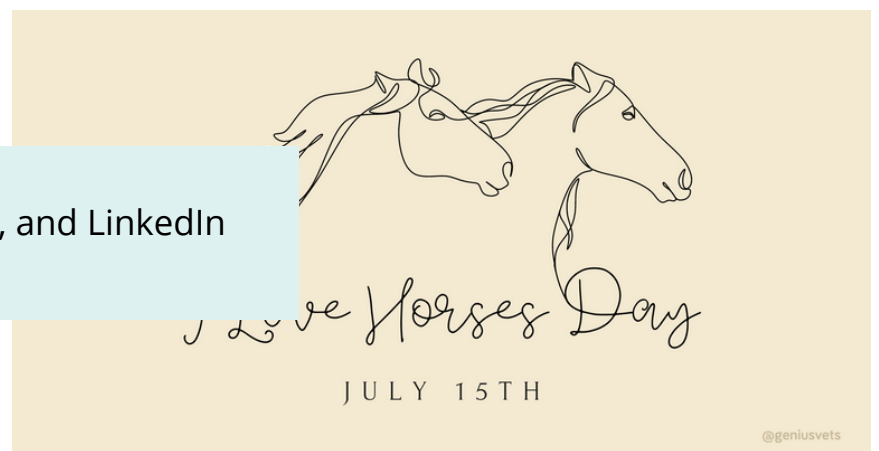
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BONUS

JULY 16

Guinea Pig Appreciation Day

VIDEO

- **Video Idea:** Create a video about ways to celebrate! Ideas include treating your guinea pig by exploring outside of their cage for the day, doing some gentle combing, or sharing delicious treats.

PHOTO

- Share a photo of guinea pigs snuggling up together and use the caption to explain their social habits.
- Explain the grooming needs of a guinea pig, such as regular nail trimming, ear cleaning, brushing, and baths.

INFOGRAPHIC

- Guinea pigs are very social creatures. Create an infographic with the best ways to provide your guinea pig with proper social enrichment, such as daily interaction and play, or a second guinea pig if you spend a lot of time away.

MEMES

- Post a photo of a surprised guinea pig 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!"

INTERACTIVE

- Take submissions for guinea pig snack photos. Show the range of their favorite snacks!



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

JULY 30

International Friendship Day



VIDEO

- **Video Idea:** Best friends come in so many different forms! Create a video showing the diverse types of friendship you experience in your practice. You can include cute interviews with pet owners that consider their pets their best friend.

GeniusTip:

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

PHOTO

- Post a photo carousel depicting different best friend pairs of your clients and their pets, cuddling or playing and celebrating their time together! Share the love across your socials.

MEMES

- Post a photo of a dog looking hesitant around a new cat and caption it: "Do you think he wants to be my friend?"
- Share a photo of a big dog sitting on their owner's lap. Caption it: "This is how best friends show their love!"

INFOGRAPHICS

- How do you know your pet considers you a best friend? Create an infographic about dog and cat body language, and point out all the unusual ways they might show care or affection to a human.

INTERACTIVE

- "Pets Across Borders": Host a photo contest celebrating the diversity of pets and their owners across different countries and cultures. Pet owners can submit pictures of their pets engaging in activities that represent friendship and unity.

HASHTAGS

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

**#internationalfriendshipday #friendshipday #bffs
#mansbestfriend**

Join our Facebook Group:

Pawsitively Genius Veterinary Marketing

to connect and network with other vet med professionals marketing their practice. Ask questions. Get feedback. Stay connected.

[JOIN GROUP](#)



GeniusTip:

A simple way to get more interactions on Twitter is to ask questions to your followers.

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INTERNATIONAL Friendship Day



MY BEST FRIEND'S NAME IS:

MY FAVORITE THING ABOUT THEM IS:

OUR FAVORITE ACTIVITY IS:

TODAY WE WILL CELEBRATE BY:

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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.

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!

