



# Social Media Toolkit

AUGUST 2023



Everything your  
veterinary  
practice needs to  
plan out your  
August 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 Pet Immunization  
Awareness Month  
National Wellness Month

Week-Long Events:  
August 6-12: International  
Assistance Dog Week



# August

## 2023 CONTENT CALENDAR

		 1 DOGust Universal Birthday for Shelter Dogs	2	3	 4 Assistance Dog Day	 5 National Work Like a Dog Day
6 Fresh Breath Day	7	 8 World / International Cat Day	9	 10 National Lazy Day Spoil Your Dog Day	11	12
13	 14 World Lizard Day	 15 National Check the Chip Day	 16 St. Roch's Day (a patron saint of dogs)	 17 Black Cat Appreciation Day	18	 19 International Homeless Animals Day
20	21	 22 National Take Your Cat to the Vet Day	 23 International Blind Dog Day	24	25	 26 National Dog Day
27	 28 Rainbow Bridge Remembrance Day	29	 30 National Holistic Pet Day	31		

AUGUST 1

# DOGust

## Universal Birthday for Shelter Dogs



### VIDEO

- **Video Idea 1:** Throw a staff birthday party at your practice! Celebrate all the dogs that stop by on August 1st with some fun props and yummy treats. Share footage with your followers.
- **Video Idea 2:** DOGust 1st celebrates the official birthday for shelter dogs. Share a montage of some adorable adoptable pups in your area!

### PHOTO

- Post a series of photos of adopted dogs wearing birthday hats.
- Post a photo of a dog eating a dog-safe birthday cake and feature its story from shelter to forever home in the caption.

#### GeniusTip:

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

### INFOGRAPHICS

- Create an infographic featuring five tips for celebrating a dog's birthday party. Include fun games you can play or ways to show a dog some extra love!

### GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: Birthday dog, shelter dog, rescue dog, dog celebration, happy birthday dog
- Post a photo of a dog barking at a birthday cake and caption it: "Is this how you blow the candles out?"

### INTERACTIVE

- Ask for photos submissions of birthday celebrations. Share your favorite pup pics!
- Host a caption contest for a shelter dog's first birthday photo. Share the cutest responses!

## HASHTAGS

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

**#shelterlove #shelterdogs #rescuedogs #dogust  
#dogbirthday**

### GeniusTip:

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



## 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.

1x1

Formatted for Instagram and Facebook

[DOWNLOAD](#)



9x16

Formatted for Instagram and Facebook Stories

*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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[HOW TO GUIDE](#)

16x9

Formatted for Twitter, Facebook and LinkedIn

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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.

Post tips for Threads are coming soon. [Check out our blog to get your account started!](#)

AUGUST 6-12

# International Assistance Dog Week



## VIDEO

- **Video Idea 1:** Are any of your patients assistance dogs? Interview their families, handlers, or trainers.
- **Video Idea 2:** Talk about the different types of working dogs, what they do, how they're trained, how to tell the difference, how to interact with each type, etc.

## PHOTO

- Post official harnesses, leashes, and other markers that would demonstrate that a dog is working.
- Post photos to demonstrate scenarios where people may encounter assistance dogs in daily life (grocery stores, bus stops, etc.)

**GeniusTip:**  
Posts that include images get 35% more engagement from Twitter users.

## INFOGRAPHICS

- Create a graphic with images or illustrations to explain the different types of working dogs (assistance, guide, support, etc.)

## MEMES

- Think about what people who love their jobs might say. Caption photos of working dogs with similar statements.
- Use photos of assistance dogs in training. Caption them with motivational statements about learning and hard work.

## INTERACTIVE

- Quiz your social followers about how they should behave if they see a working dog during their daily lives.
- Poll your social followers: who know or has experience with assistance dogs?



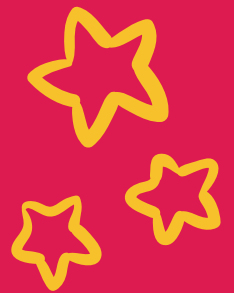
## HASHTAGS

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

**#assistancedogweek #assistancedog  
#internationalassistancedogweek**

### GeniusTip:

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



## GeniusTip:

Stories stickers enhance video performance 83% of the time.

# 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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CELEBRATING INTERNATIONAL ASSISTANCE DOG WEEK

Insert the quiz/poll/question box with facts about assistance dogs, and what makes them different from other types of working dogs.

9 x 16

Formatted for Instagram and Facebook Stories

*Encourage engagement by quizzing your followers.*

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Formatted for Twitter, Facebook and LinkedIn

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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.

Post tips for Threads are coming soon. [Check out our blog to get your account started!](#)

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...

AUGUST 8

# International Cat Day



## VIDEO

- **Video Idea 1:** Do you have a hospital cat? Feature them in a “Day in the Life” video!
- **Video Idea 2:** Create a slideshow featuring photos of cat patients. Overlay text with their names, a fun fact about them or an adoption story, and their favorite treats or snacks.

## PHOTO

- Take a photo of your clinic cat and use Canva to put a party hat or crown on him. He is celebrating himself today!
- Create a collage of your cat patients and wish everyone a Happy World or International Cat Day with plenty of adorable pics! Encourage your followers to tag you in photos of their cats for you to share on your profiles.

## INFOGRAPHICS

- Create an infographic about the key ways to keep your cat healthy and happy! This checklist can include regular veterinary visits, plenty of exercise, grooming tips, and nutritional suggestions.

### GeniusTip:

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

## GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: pet cat, cute cat, kittens, cats
- Use a photo of your clinic cat to make a meme about World Cat Day (think: cats rule the world...?)

## INTERACTIVE

- Survey your social follower: why do cats rule your world?

## HASHTAGS

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

**#internationalcatday #worldcatday #catday  
#catsoftheworld**

### GeniusTip:

The most successful TikToks use trending audios - start saving your favorites to use ASAP!



## 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.

# Graphics to Share

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1x1

Formatted for Instagram and Facebook

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HAPPY INTERNATIONAL

Cat Day

Insert the quiz/poll/question box with fun cat facts and engaging questions.

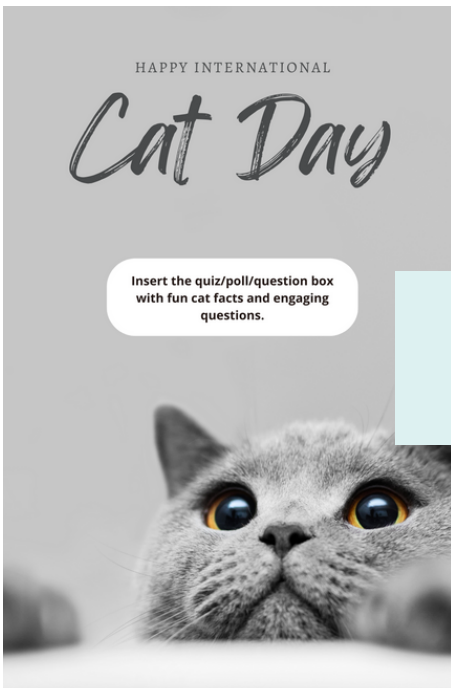
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AUGUST 14

# World Lizard Day

BONUS

## VIDEO

- **Video Idea:** Share some lizard facts! Include what types of lizards are most commonly cared for as pets, what these lizards like to eat, and how often they need veterinary care.

## PHOTO

- Post a series of photos of lizards in your clinic. Share their names and photos of them with their owners!
- Post a photo of an example of a healthy diet for a lizard. Emphasize the importance of variety!

## INFOGRAPHIC

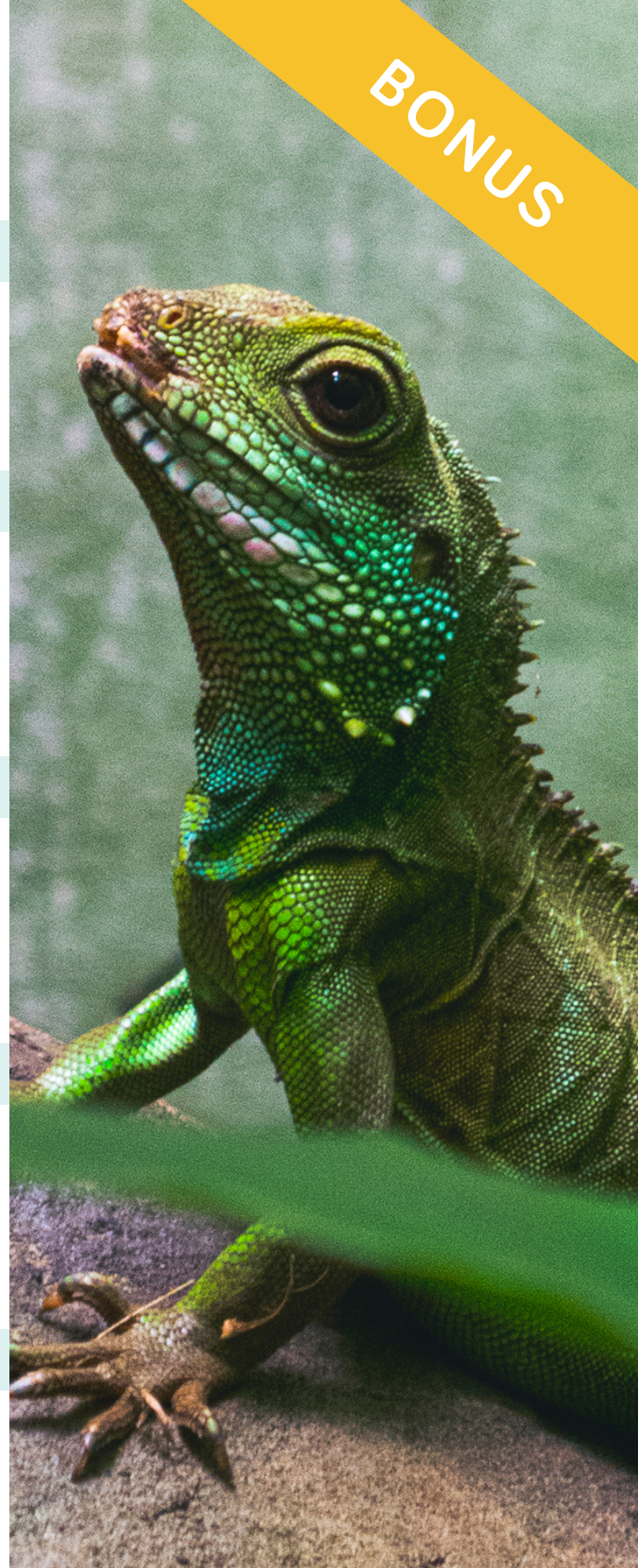
- What are some common mistakes new reptile owners make? Create an infographic that points out some of these common misconceptions and provides advice on how to be the best possible lizard parent.

## MEMES

- Post a photo of a lizard next to a dog and caption it: "People let me tell you 'bout my best friend!"
- Share a photo of a sleepy lizard, cozy in its enclosure or in your clinic, and caption it: "Just a few more minutes please."

## INTERACTIVE

- Host a caption contest for a photo of a lizard that looks like it's smiling. Share your favorite responses!



## 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**



AUGUST 28

# Rainbow Bridge Remembrance Day



## VIDEO

- **Video Idea 1:** Create a video that encourages pet owners to share memories of their beloved pets who have crossed the Rainbow Bridge. Ask questions such as "What is your favorite memory of your pet?" or "Share a special moment you shared with your furry friend."
- **Video Idea 2:** Gather some items, projects, and/or crafts that pet owners can use to memorialize their pets.

## PHOTO

- Share a heartfelt photo of a serene setting, such as a beautiful sunset or a peaceful meadow. Overlay the image with a poignant quote about the Rainbow Bridge or the loss of a beloved pet.

## GIFS

- Go for sweet, rather than silly, if you choose to use a gif for Rainbow Bridge Day. Search on sites like Giphy or Tenor for ideas. We suggest search terms like: rainbow, rainbow bridge, pet memorial, rainbow dog

## INFOGRAPHICS

- Create a graphic to show local resources in your area for grief support after a pet passes away. Provide resources for pet loss counseling services.

### GeniusTip:

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

## INTERACTIVE

- Pick a local or national charity, and seek donations for them. Think about the Morris Animal Foundation, the American Veterinary Medical Foundation, or other organization that fits with your practice philosophy and culture.

## HASHTAGS

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

**#rainbowbridge #rainbowbridgeremembranceday  
#remembranceday**



**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:

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

# Graphics to Share

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**1 x 1**

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Rainbow Bridge Remembrance Day

GG



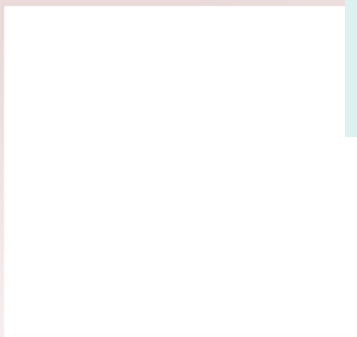
Though they may be gone from our sight, our beloved pets remain with us in spirit, their love and loyalty eternally imprinted in our souls.

@geniusvets

Rainbow Bridge  
Remembrance Day

AUGUST 28TH

MY FAVORITE MEMORY  
WITH MY PET IS:



**9 x 16**

Formatted for Instagram and Facebook Stories

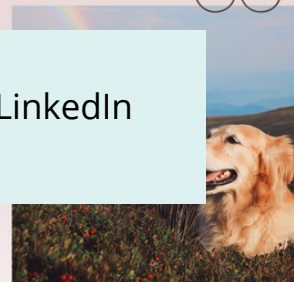
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Rainbow Bridge  
Remembrance Day

GG



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@geniusvets

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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!

