



Social Media Toolkit

OCTOBER 2023



Everything your
veterinary
practice needs to
plan out your
October 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 Pet Wellness Month

Adopt-A-Dog Month (American Humane Association)

Adopt a Shelter Dog Month (ASPCA)

National Animal Safety and Protection Month

National Pit Bull Awareness Month

National Pet Obesity Month

Week-Long Events:

Oct 1-7: National Walk Your Dog Week

Oct 3-9: Animal Welfare Week

Oct 15-21: National Vet Tech Week



October

2023 CONTENT CALENDAR

 1 National Fire Pup Day National Black Dog Day Raccoon Appreciation Day	2	3	 4 World Animal Day	5	6	7
8	9 Indigenous Peoples' Day	10	 11 Pet Obesity Awareness Day	12	13	14
15	 16 National Feral Cat Day Global Cat Day	17	18	19	20	 21 National Fetch Day National Pets for Veterans Day National Reptile Awareness Day
22	23	24	25	26	 27 National Black Cat Day	 28 National Pit Bull Awareness Day
 29 National Cat Day	30	31 Halloween				

OCTOBER

Pet Wellness Month



VIDEO

- **Video Idea 1:** Have a doctor talk about the importance of regular wellness exams. Go through a mock examination of and emphasize the importance of preventative care.
- **Video Idea 2:** Talk about the best vaccine protocol for wellness. Share what dogs and cats need and when these vaccines occur.

PHOTO

- Hold the camera from your point of view and get a photo of you feeding a dog a carrot, broccoli, etc. (something healthy to encourage veggies and fruit as a treat)
- Share a photo of a doctor giving a wellness exam to a pet, and talk about what is included in an annual exam.

INFOGRAPHICS

- Create an infographic about vaccine protocol, the importance of exercise, and healthy eating.
- Create an infographic about senior pet care, and how an aging pet's wellness needs can change.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: dog exercise, cat at the vet
- Did you get a funny photo of a dog snubbing a certain veggie? Make it into a meme about not wanting to eat healthy.

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

INTERACTIVE

- **Poll:** Ask pet owners if they take their dogs on daily walks.
- **Survey:** Do pet owners incorporate veggies into their pet's diet?

HASHTAGS

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

**#nationalpetwellnessmonth #petwellness
#petwellnessmonth**

GeniusTip:

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



GeniusTip:

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

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](#)



Pet Wellness Bingo

How do you care for your pet?
Use GIFs or Stickers to mark the spots you've successfully completed.

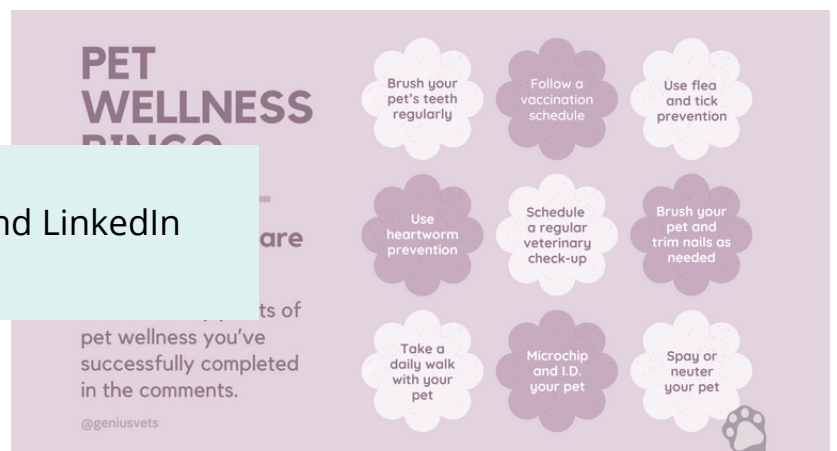


9x16

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!

[DOWNLOAD](#)

[HOW TO GUIDE](#)



16x9

Formatted for Twitter, Facebook and LinkedIn

[DOWNLOAD](#)

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.

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!](#)

OCTOBER 15 - 21

National Vet Tech Week



VIDEO

- **Video Idea 1:** "Meet Our Vet Techs" - Introduce your team! Showcase each vet tech with a short introduction and a fun fact about them.
- **Video Idea 2:** Create a behind-the-scenes video showcasing the daily tasks and responsibilities of a vet tech and call it "A Day in the Life of a Vet Tech."

GeniusTip:

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

PHOTO

- Host a special day in your clinic to celebrate your vet techs. Take photos of them enjoying treats and gifts!
- Share a photo of you and your vet tech team with a caption thanking them for their hard work and dedication to the veterinary field.

INFOGRAPHIC

- Showcase the daily responsibilities of a vet tech. Include details on their tasks such as administering medication, assisting in surgeries, and providing care to hospitalized patients.

MEME

- Feature a photo of a vet tech multitasking with the caption, "When you're a vet tech, but also a therapist, a nurse, a pharmacist, and a superhero all rolled into one."

INTERACTIVE

- Ask followers what they think the best part of a vet tech's job is. Have your team read the responses on your social!

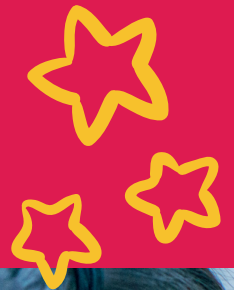
HASHTAGS

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

**#vettechweek #happyvettechweek
#nationalvettechweek #ilovemyvettech**

GeniusTip:

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



GeniusTip:

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

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](#)



NATIONAL
VET TECH
WEEK

Insert the quiz/poll/question box with reasons to appreciate your vet techs, and educational points on the work they do.

9 x 16

Formatted for Instagram and Facebook Stories
Encourage engagement by quizzing your followers.

[DOWNLOAD](#)

[HOW TO GUIDE](#)

16 x 9

Formatted for Twitter, Facebook and LinkedIn

[DOWNLOAD](#)



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.

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...

OCTOBER 16

Global Cat Day



VIDEO

- **Video Idea 1:** Create a video highlighting the importance of spaying and neutering cats, the impact of overpopulation, and ways to help reduce the number of homeless cats.
- **Video Idea 2:** Showcase the adoptable cats at your practice or local shelter in a video. Include adoption information and encourage your followers to adopt a cat in need!

PHOTO

- Post a photo of a healthy cat to promote the importance of regular veterinary check-ups and preventative care.
- Share a photo of your practice cat or a cute cat wishing your followers a happy Global Cat Day!

GeniusTip:

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

INFOGRAPHICS

- Create an infographic that highlights the importance of cat health and wellness. Include information on regular veterinary check-ups, proper nutrition, exercise, and preventative care.

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: cat love, cat day, cute cats, happy cats.
- Use a photo of a cute cat and overlay the text "Cats Rule Everything Around Me" in a fun and playful font.

INTERACTIVE

- Ask followers to share their favorite thing about cats, whether it's their affectionate personalities, playful nature, or unique quirks.

HASHTAGS

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

#globalcatday #catday #catlove #catcare

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:

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

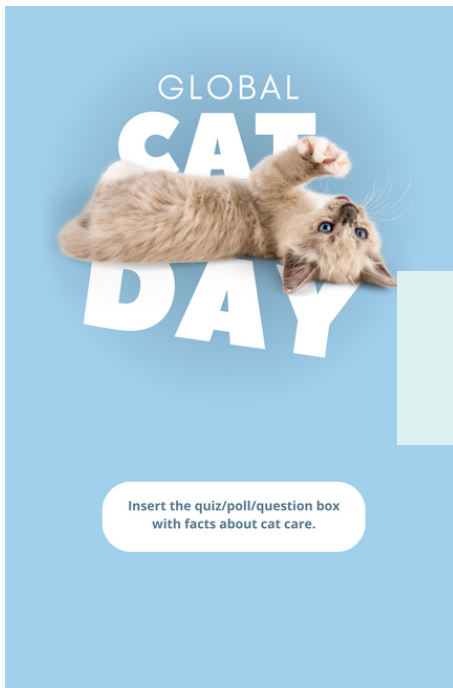
Graphics to Share

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

[DOWNLOAD](#)



9x16

Formatted for Instagram and Facebook Stories

Encourage engagement by quizzing your followers.

[DOWNLOAD](#)

[HOW TO GUIDE](#)

16x9

Formatted for Twitter, Facebook, and LinkedIn

[DOWNLOAD](#)



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.

OCTOBER 21
**National
Fetch Day**

BONUS

VIDEO

- **Video Idea:** Showcase a series of clips of your staff members' pets playing fetch outside! Create a video with all of these short videos combined and overlay fun, energetic music.

PHOTO

- Post a photo where you collect an array of different toys well-suited for playing fetch. Ask your followers to comment their pet's favorite toys to play fetch with. You can even make a poll on your Instagram stories with these responses!

INFOGRAPHIC

- Create an infographic about the benefits of playing fetch with your pet, or any other active games. Include key factors such as mental stimulation, stress reduction, interactive exercise, and better sleep for your dog.

MEME

- Create a meme using a funny image of a dog with a way too big stick in their mouth, and caption it: "Wanna play fetch?"

INTERACTIVE

- Survey your followers: Does their pet like to play fetch? If yes, what is their favorite toy to retrieve?



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

OCTOBER 31

Halloween



VIDEO

- **Video Idea 1:** Make a video with creative ways that pets can participate in pumpkin carving, such as decorating with pet-safe paint pawprints.
- **Video Idea 2:** Create a video explaining why chocolate and candy can be toxic to pets, and offer tips on what to do if a pet accidentally ingests candy.

PHOTO

- Share a photo of a pet enjoying a safe Halloween treat, such as a pumpkin or sweet potato, along with a recipe to try at home.
- Post a photo of common types of candy that can be toxic to pets, such as chocolate or xylitol, and provide information on the dangers of these ingredients.

MEMES

- Caption photos of pet-themed Jack-o-lanterns with funny quotes that tie into the designs.
- Share photos with pun captions: can you make classic horror movie titles pet-themed by changing a word or two?

INFOGRAPHICS

- Provide tips for keeping pets safe while wearing Halloween costumes, such as making sure the costume is comfortable and doesn't restrict movement or breathing,

GeniusTip:

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

INTERACTIVE

- Poll about the most popular costumes this Halloween. What do your followers expect to see?

HASHTAGS

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

**#halloween #happyhalloween #howloween
#spooktacular #halloweenfun #halloweenpets**

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:

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

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](#)



IS YOUR PET WEARING ANY OF THE MOST POPULAR HALLOWEEN COSTUMES FOR PETS THIS YEAR? CIRCLE YOUR FAVORITE!



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!

[DOWNLOAD](#)

[HOW TO GUIDE](#)

16x9

Formatted for Twitter, Facebook, and LinkedIn

[DOWNLOAD](#)



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.

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.

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!

