



Social Media Toolkit

SEPTEMBER 2023



Everything your
veterinary
practice needs to
plan out your
September 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:

Animal Pain Awareness Month

Happy Healthy Cat Month

National Disaster Preparedness Month

National Pet Insurance Month

National Service Dog Month

Pet Sitter Education Month

Responsible Dog Ownership Month

Week-Long Events:
Sept. 18-24: Adopt a Less-Adoptable Pet Week
Sept. 20-27: National Dog Week
Sept. 24-30: Deaf Pet Awareness Week



September

2023 CONTENT CALENDAR

					 1 Ginger Cat Appreciation Day	2
3	 4 National Wildlife Day Labor Day	5	6	7	 8 Dog Walker Appreciation Day National Iguana Awareness Day	9
 10 National Pet Memorial Day National Hug Your Hound Day	11 Patriot Day Grandparent's Day	12	 13 Pet Birth Defect Awareness Day	14	15 Rosh Hashanah Begins	 16 Puppy Mill Awareness Day Responsible Dog Ownership Day
 17 National Pet Bird Day Rosh Hashanah Ends	18	 19 National Meow Like a Pirate Day	20	21	22	 23 Dogs in Politics Day International Rabbit Day
24	25	26	27	 28 Remember Me Thursday World Rabies Day	29	 30 World's Largest Pet Walk

SEPTEMBER

National Disaster Preparedness Month



VIDEO

- **Video Idea 1:** Create a video demonstration of how to build a preparedness kit for pets. Show the items that should be included in the kit, such as first aid items, bedding, and dry food.
- **Video Idea 2:** Create a video discussing the importance of microchips in case a pet may become displaced during a disaster.

PHOTO

- Post a photo of a dog with an emergency preparedness kit, highlight any specific items you recommend or sell at your practice.
- Share images of unfortunate pets in the aftermath of various disaster situations to encourage awareness, such as fires, floods, tornadoes, earthquakes, etc.

INFOGRAPHICS

- Make three different infographics with safety tips—one for before the storm, one for during the storm, and one for after the storm. Create these for hurricanes, tornadoes, wildfires, etc.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: pet first aid, pets in storms
- Post a photo of a smiling dog in the rain with a coat on and caption it: "A prepared dog is a happy dog!"

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

INTERACTIVE

- Survey your followers—do they have a pet plan ready in case of emergency?
- Quiz followers about lost pet statistics during a disaster (plug ID tags and microchips).

HASHTAGS

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

#nationaldisasterpreparednessmonth
#disasterpreparedness #petpreparedness

GeniusTip:

Use LinkedIn to ask thoughtful questions that encourage comments.



GeniusTip:

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

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 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](#)

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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!](#)

SEPTEMBER 16

Responsible Dog Ownership Day



VIDEO

- **Video Idea 1:** Create a montage video of staff and clients giving brief statements about what responsible dog ownership means to them.
- **Video Idea 2:** Have a doctor explain why regular, routine preventive care is part of responsible pet ownership - as well as how it can help dogs stay happy and healthy.

PHOTO

- Post photos of your happy canine patients in your practice.
- Share photos of puppy or dog training classes that you host or recommend in your local area.
- Post pics of pet owners regularly walking their dogs.

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

INFOGRAPHICS

- Create an infographic highlighting simple and routine ways to be a responsible dog owner (regular exercise, good nutrition, regular veterinary care, obedience training, etc.)

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: dogs, puppies, veterinarian, dogs at the vet.
- Caption photos of dogs with their “thoughts” about what it means to be a responsible dog owner.

INTERACTIVE

- Survey: What does “responsible” dog ownership mean to you?

HASHTAGS

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

#responsible dog ownership day
#responsibledogowner #dogmom #dogdad
#dogparent #dogownership

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:

A good CTA (call-to-action) motivates your followers to take action after viewing your post. This will help you reach your marketing goals.

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As responsible dog owners, we wear a lot of hats...which one fits you best?



Patient Teacher

Poop Patrol

Gourmet Chef



Bed Space Negotiator

Snuggle Specialist

Fetch Champion

@geniusvets

RESPONSIBLE DOG OWNERSHIP DAY

As responsible dog owners, we wear a lot of hats...which one fits you best?

Use a GIF or sticker to circle it!



Patient Teacher

Poop Patrol



Gourmet Chef

Fetch Champion



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RESPONSIBLE DOG OWNERSHIP DAY

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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...

SEPTEMBER 17

National Pet Bird Day

BONUS

VIDEO

- **Video Idea:** Are there staff pets or patients who are avians? Use a video to showcase their plumage, speech, personalities...whatever makes them notable! Also, be sure to highlight the special husbandry needs of different avian pets.

PHOTO

- Post photos of good “setups” for certain pet birds, thinking about cage sizes, perches, food types, etc. Include descriptions for your recommendations in the caption.

INFOGRAPHIC

- Create a graphic with your top five tips a person should know before becoming a bird owner. Include awareness tips about different bird behaviors, like noise levels or veterinary needs.

MEMES

- Photos of birds can “go wrong.” When you intend to catch a beautiful pose in flight photo, you might get something silly instead. Use those photos with funny captions.

INTERACTIVE

- Quiz: Post photos of different birds, and see if your social followers can correctly identify them.



SEPTEMBER 24-30

National Deaf Dog Awareness Week



VIDEO

- **Video Idea 1:** Create an educational video with a deaf patient. You can showcase the signs of hearing loss. I.e ignoring loud noises. Talk about living with hearing loss.
- **Video Idea 2:** Ask your local shelter if they have a deaf dog that needs to be adopted. If so, film a small segment at the shelter and share it on your social media.

PHOTO

- Share a photo of a dog who is deaf, particularly if they wear a vest or any type of insignia.
- Interview pet owners who visit your practice with deaf dogs. Share photos of these perfect pairs, and talk about the care you provide deaf pets!

GeniusTip:

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

INFOGRAPHICS

- Create an infographic that outlines different dog breeds that may be predisposed for deafness.
- Create a branded infographic about signs that their dog may be deaf.

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: Dog question, deaf dog, hearing impaired dog, signing dog
- Share a photo of a deaf dog jumping around or dancing and use the caption: "Decibel-Free Dance Party"

INTERACTIVE

- Survey your followers: do they know the signs of deafness in a dog?

HASHTAGS

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

**#deafpetawarenessweek #deafpet #deafdog #deafcat
#deafpetawareness**

GeniusTip:

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



GeniusTip:

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

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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

SEPTEMBER 28

World Rabies Day



VIDEO

- **Video Idea 1:** Have a doctor explain why we vaccinate against rabies (even urban wildlife can carry it, transmissible to humans, etc.). Explain local laws or ordinances.
- **Video Idea 2:** Record a pre-vaccine exam to explain why this is necessary. Choose a reliably calm pet to demo how easy the vaccine itself is, but avoid needle close ups.

PHOTO

- Share examples of wildlife that can be infected—particularly ones native to your community.
- Post a photo of a pet enjoying a walk in the wild with their owner, and emphasize their safe practices this pair may have taken in the caption.

MEMES

- Create a meme with a pet eagerly chasing after a vaccination tag with their health information, and caption it "No game of tag is complete without this essential tag! Make sure your pet's 'it' with a rabies vaccination."

INFOGRAPHICS

- Create a graphic to demonstrate the timing of puppy and kitten vaccines from birth through adulthood. Emphasize the importance of preventative care!

GeniusTip:

Asks questions in your Instagram captions to encourage your followers to share their answers in the comments.

INTERACTIVE

- Create a quiz regarding how rabies can be spread (from what local wildlife, to humans, method of transmission, etc.)

HASHTAGS

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

**#worldrabiesday #rabiesday #rabiesawareness
#rabiesprevention**

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:

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, 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!

