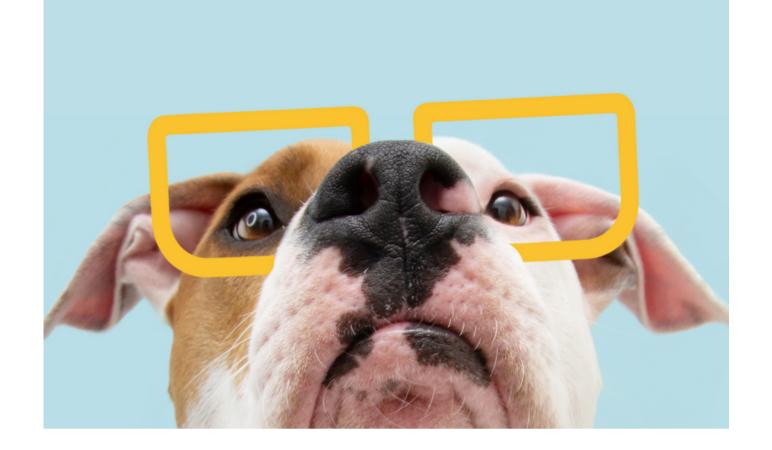
Genius Vets Social Media Toolkit





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!













Kev:

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

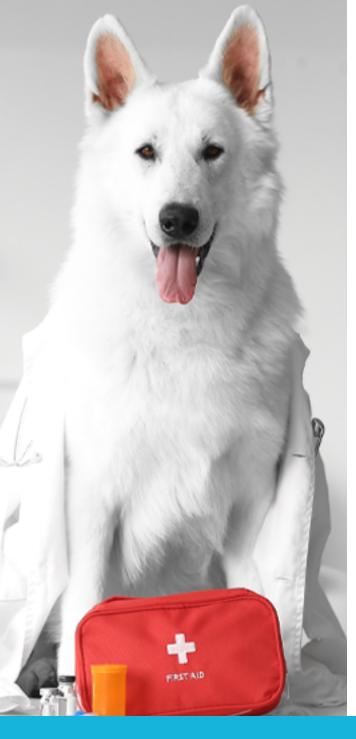
Week-Long Events:
Sept. 18–24: Adopt a LessAdoptable Pet Week
Sept. 20–27: National Dog Week
Sept. 24–30: Deaf Pet Awareness
Week



					Ginger Cat Appreciation Day	2
3	National Wildlife Day Labor Day	5	6	7	Dog Walker Appreciation Day National Iguana Awareness Day	9
National Pet Memorial Day National Hug Your Hound Day	11 Patriot Day Grandparent's Day	12	Pet Birth Defect Awareness Day	14	Rosh Hashanah Begins	Puppy Mill Awareness Day Responsible Dog Ownership Day
National Pet Bird Day Rosh Hashanah Ends	18	National Meow Like a Pirate Day	20	21	22	Dogs in Politics Day International Rabbit Day
24	25	26	27	Remember Me Thursday World Rabies Day	29	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!"

Genius Tip:
Short-form
video is the
most
engaging
type of infeed social
content.

INTERACTIVE

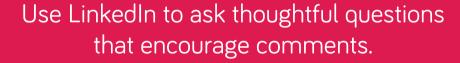
- Survey your followers-do they have a pet plan ready in case of emergency?
- Quiz followers about lost pet statistics during a disaster (plug ID tags and microchips).

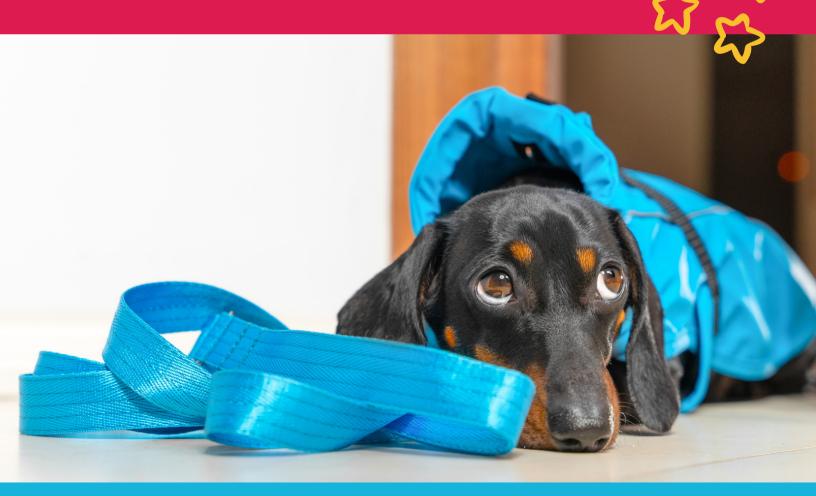
HASHTAGS

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

#nationaldisasterpreparednessmonth #disasterpreparedness #petpreparedness

GeniusTip:





GeniusTip:

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

Graphics to Share

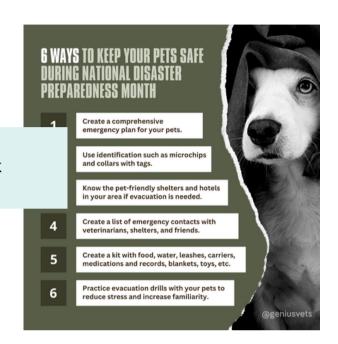
Share our ready-to-post graphics. Creating graphics that are sized correctly for each social platform is a great way to make a lasting visual impact on your followers.

1 x 1

Formatted for Instagram and Facebook

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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

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G WAYS TO KEEP YOUR PETS SAFE DURING NATIONAL DISASTER PREPAREDNESS WONTH

Create a comprehensive emergency plan for your pets.

rochips and collars with tags.

rochips and collars with tags.

sand hotels in your area to prepare for on is needed.

stacts including local animal shelters, and friends that could care for pets.

Create an emergency kit with food, water, medical records, leashes, carriers, blankets, and familiar toys.

Practice evacuation drills with your pets to reduce stress and increase familiarity with the process of disaster preparedness.

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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.



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.



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.



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

GENIUS TIP: Sunday sees the least amount of engagement.



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

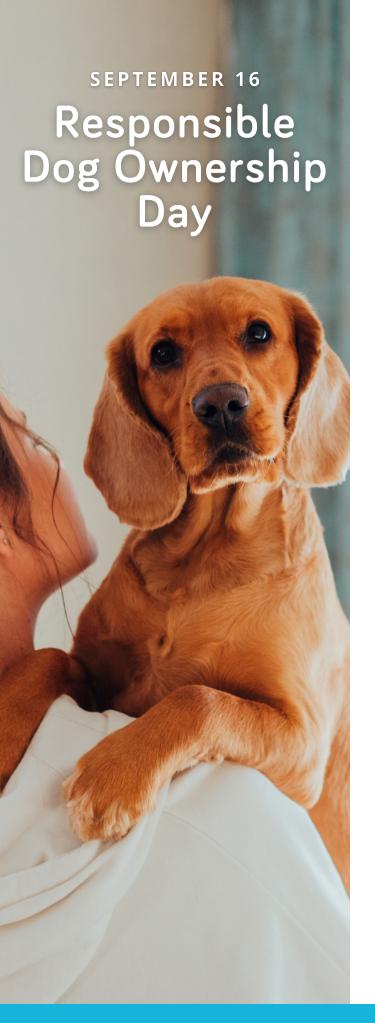
GENIUS TIP: Sunday sees the least amount of engagement.



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!



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 is 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:

#responsibledogownershipday
#respondsibledogowner #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-toaction) motivates vour followers to take action after viewing your post. This will help you reach your marketing goals.

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.

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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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





16x9

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As responsible dog owners, we wear

RESPONSIBLE DOG OWNERSHIP DAY

Patient Teacher

HOW TO GUIDE



Bed Space Negotiator



Poop Patrol



Snuggle Specialist



Gourmet Chef

Fetch Champion

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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.

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...

National Pet Bird Day

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

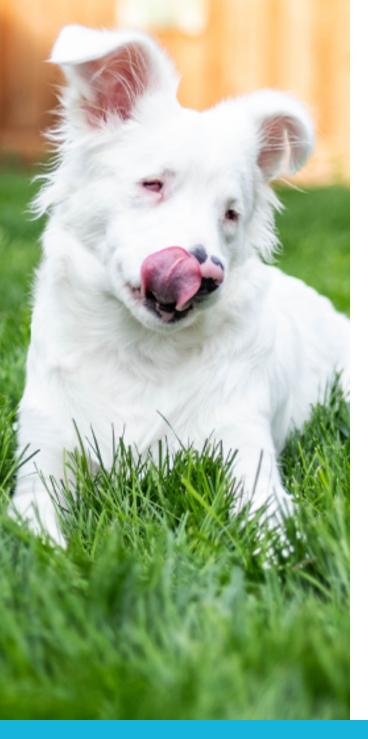
 Photos of birds can "go wrong." When you intend to catch a beautiful pose in flight photo, you might get something silly instead. Use those photos with funny captions.

INTERACTIVE

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



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?

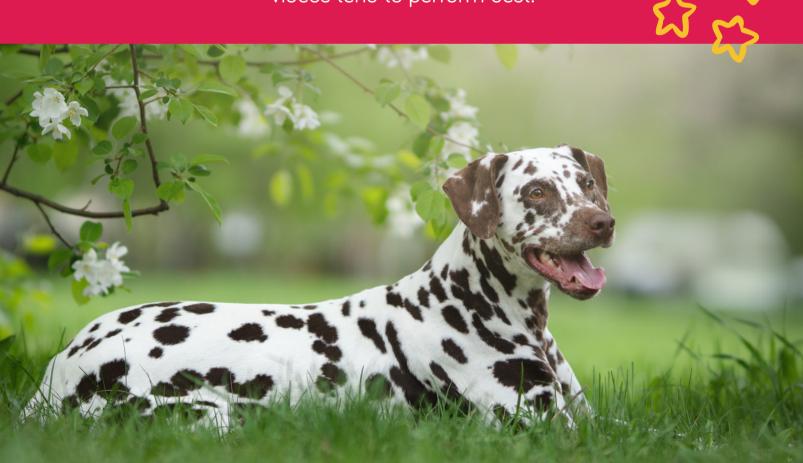
HASHTAGS

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.

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 quizzing your followers.

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At Genius Vets, 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



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!

Graphics to Share

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Insert the quiz/poll/question box with facts about the causes and symptoms of rabies, as well as prevention methods.

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Formatted for Instagram and Facebook Stories

Encourage engagement by quizzing your followers.

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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 Genius Vets

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.



