



Social Media Toolkit

NOVEMBER 2023



Everything your
veterinary
practice needs to
plan out your
November 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 Diabetes Month

Adopt A Senior Pet Month

National Senior Pet Month

National Pet Cancer Awareness Month

Week-Long Events:
Nov 5 - 11: National Shelter Pet
Appreciation Week



November

2023 CONTENT CALENDAR

			 1 National Cook for your Pets Day International Pet Groomer Appreciation Day	2	3	4
5	6	 7 National Canine Lymphoma Awareness Day	8	9	10	11 Veterans Day
 12 Fancy Rat and Mouse Day World Animal Enrichment Day	13	14	15	 16 National Slobber Appreciation Day	17 Take a Hike Day	18
 19 National Adoption Day National Get a Pal for Your Pet Day	20	21	22	 23 Thanksgiving Thankful for My Dog Day	 24 Black Friday World Collie Day	25
26	27	28 Giving Tuesday (National Day of Giving)	29	30		



NOVEMBER
**National
Pet Diabetes
Month**

VIDEO

- **Video Idea 1:** Create a video explaining the signs of diabetes in pets, such as excessive thirst, weight loss, and lethargy. Provide tips on how to prevent the onset of diabetes, such as maintaining a healthy diet and exercise routine.
- **Video Idea 2:** Create a behind-the-scenes video showing how you diagnose and treat diabetes.

PHOTO

- Make a before-and-after photo post showcasing a pet that has successfully managed its diabetes. Include photos of the pet before they received treatment, as well as after they began receiving insulin and other treatments.
- Create a photo testimonial about how a pet's life has improved since receiving diabetes treatment.

INFOGRAPHICS

- Create an infographic that outlines the risk factors for pet diabetes, such as age, breed, and obesity. The infographic can provide tips on how to reduce the risk of developing diabetes in pets.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: overweight dog, overweight cat, cat eating, dog eating.
- Use a picture of a happy pet: "When your pet's diabetes is under control, life is sweet!"

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

INTERACTIVE

- Create a quiz that helps pet owners determine if their pet is at risk for diabetes. The quiz can include questions about the pet's age, breed, weight, and activity level.

HASHTAGS

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

**#petdiabetesmonth #petdiabetesawareness
#petobesity #petdiabetes**

GeniusTip:

Statistics show that Instagram posts with hashtags tend to receive 12.6% more engagement.



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.

1 x 1

Formatted for Instagram and Facebook

[DOWNLOAD](#)



NATIONAL
Pet Diabetes Month

@geniusvets

Insert the quiz/poll/question box with facts about pet diabetes, as well as care tips.

9 x 16

Formatted for Instagram and Facebook Stories
Encourage engagement by quizzing your followers or sharing fun facts.

[DOWNLOAD](#)

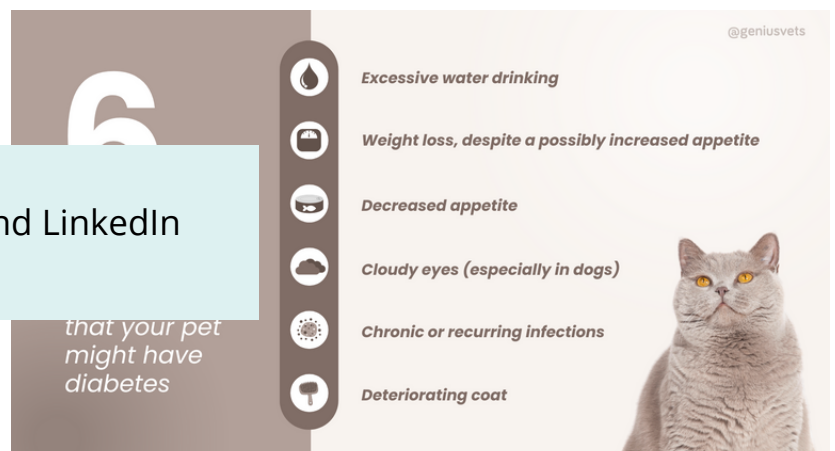
[HOW TO GUIDE](#)



16 x 9

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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!](#)



NOVEMBER 7
**National
Canine
Lymphoma
Awareness
Day**

VIDEO

- **Video Idea 1:** Use a short video to provide a brief overview of canine lymphoma, its signs and symptoms, and how it is diagnosed and treated.
- **Video Idea 2:** Educate pet owners on how to prevent canine lymphoma and detect it early. Share the importance of regular veterinary check-ups.

PHOTO

- Post photos of dogs who have successfully completed lymphoma treatment and are now in remission. Use the post to celebrate and inspire hope for pet owners whose dogs are currently undergoing treatment.

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.

INFOGRAPHICS

- Create an infographic that outlines the common signs and symptoms of lymphoma in dogs. Include visual aids such as illustrations or photographs to make the information more accessible and easy to understand.

MEME

- "Raise the Woof for Lymphoma Awareness": Create a meme that shows a dog howling or barking, with a pun or witty caption that encourages people to spread awareness about lymphoma in dogs.

INTERACTIVE

- Poll: Ask pet owners about the steps they are taking to prevent lymphoma in their dogs. Ask questions about their dog's diet, exercise routine, and exposure to potential carcinogens.

HASHTAGS

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

#nationalcaninelymphomaawarenessday
#caninelymphoma #caninelymphomaawareness

GeniusTip:

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



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.

1 x 1

Formatted for Instagram and Facebook

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Insert the quiz/poll/question box with facts about canine lymphoma, as well as care tips.

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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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...

NOVEMBER 11

Veterans Day



VIDEO

- **Video Idea 1:** Create a heartwarming video that showcases the special bond between veterans and their service animals.
- **Video Idea 2:** Create a fun video showcasing pets dressed up in patriotic attire. Encourage pet owners to submit clips featuring their furry friends in red, white, and blue.

PHOTO

- Share a touching photo series featuring veterans who have adopted shelter pets.
- Share a heartwarming photo collage featuring veterans with their beloved pets, whether they are dogs, cats, or other animals.

GeniusTip:
Posts with a location receive 79% more engagement.

INFOGRAPHICS

- Design an infographic that showcases the essential role of service animals in veterans' lives. Include sections that explain different types of service animals, their training, and the tasks they assist with.

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: Veterans Day, dog veteran, cat veteran, dog USA, cat USA.
- Show a picture of a veteran with their service dog or a pet, both in salute pose. Caption it with something like, "Veterans and their loyal companions - a salute to the true heroes!"

INTERACTIVE

- Conduct a survey asking your audience to share heartwarming stories or experiences of veterans and their pets.

HASHTAGS

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

**#veteransday #celebrateveteransday
#honorveterans #petsforveterans**

GeniusTip:

The best times to post on Instagram are Mondays at 11 am, Tuesdays & Wednesdays from 10 am to 1 pm, and Thursdays & Fridays at 10 am and 11 am. Tuesdays and Wednesdays are the best days to post while Sundays see the least amount of engagement.



GeniusTip:

85% of video on Facebook is watched without sound, so adding text and subtitles to your videos is essential.

Graphics to Share

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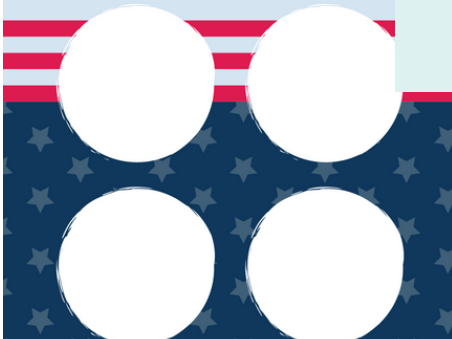
Formatted for Instagram and Facebook

[DOWNLOAD](#)



How do you celebrate Veterans Day with your pet?

Show us with GIFs or stickers in the circles below!



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Encourage engagement by quizzing your followers.

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NOVEMBER 19

National Get a Pal for Your Pet Day

BONUS

VIDEO

- **Video Idea:** Create a short video about your top 5 benefits of having more than one pet in a household. These tips can include: reducing separation anxiety in animals, assisting in socialization, and speeding up the training process.

PHOTO

- Post a carousel of photo submissions from your followers. Focus on "family photos," where all of their animals are grouped into one shot!

INFOGRAPHIC

- Create a branded infographic that walks through the best ways to introduce a dog to another dog.

MEMES

- Create a meme with a dog looking excited and caption it: "How I feel when Mom says we can go to the shelter and adopt a new best friend."
- Post a photo of two dogs carrying a stick and caption it: "Best friends stick together!"

INTERACTIVE

- Host a photo contest - ask your followers to submit their best pics of their pets being best friends and reward the winner with matching pet accessories.



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

NOVEMBER 23

Thanksgiving



VIDEO

- **Video Idea 1:** Set up a Thanksgiving-themed photo booth with props like turkey hats and pumpkin toys for pets to pose with. Capture the cute and funny moments of pets posing and playing with the props.
- **Video Idea 2:** Ask your staff why they're thankful - this could be a compilation video or a series of shorter videos.

PHOTO

- Do you sell pet treats in the clinic? Post a photo of your displays to let pet owners know about safe treat alternatives to table scraps.
- Get sentimental! Think staff reflecting on great clients, clients and their pets, friendly staff members: show all the relationships within your practice that make you all thankful!

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: thanksgiving dog, thanksgiving cat, fall dog, fall cat.
- Think overeating and sleepiness: create cute memes using photos of sleepy pets.

INFOGRAPHICS

- Share an infographic that suggests some healthy and safe Thanksgiving ingredients that pets can enjoy, such as cooked turkey breast, green beans, and sweet potato.

GeniusTip:

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

INTERACTIVE

- Host a photo contest where pet owners can submit a photo of their pet with a caption explaining why they are thankful for them during Thanksgiving.

HASHTAGS

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

**#thanksgiving #thankful #thankfulformypets
#givethanks #thanksgivingfun**

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:

People following directions with text and illustrations do 323% better than people following directions without illustrations.

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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](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!

