



Social Media Toolkit

DECEMBER 2023



Everything your
veterinary
practice needs to
plan out your
December 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 Cat Lovers Month

Safe Toys and Gifts Month



December

2023 CONTENT CALENDAR

					 National Twin With Your Dog Day	 National Mutt Day
3	4 National Cookie Day	 Celebrate Shelter Pets Day International Volunteer Day	6	7 Hanukkah Begins	8	 International Day of Veterinary Medicine
 International Animal Rights Day	11	12	 National Horse Day	14	 Monkey Day Underdog Day Ugly Sweater Day Cat Herder's Day	16
17	18	19	20	21 Winter Solstice	22	23
24 Christmas Eve	25 Christmas Day	26 Kwanzaa Begins	27	28	29	30
31 New Year's Eve						



DECEMBER
**National
Cat Lovers
Month**

VIDEO

- **Video Idea 1:** Create a slideshow of photos of your clinic cat, your staff's pet cats, feline patients, etc. Overlay text with their names and fun facts about them!
- **Video Idea 2:** Create a slideshow of photos of adoptable cats; team up with a local shelter or rescue group to get their photos and bios.

PHOTO

- Create a series of photo posts about why your staff loves your clinic cat. Feature a photo of each staff member showing love to your cat!
- Include photos of your staff's pet cats with fun facts about how they joined your staff's family.
- Ask clients to share photos of the cats they love with their number one reasons in the caption.

INFOGRAPHICS

- Create a graphic explaining how cats may show affection back to us with different body language.
- Create a graphic of places where cats do and do NOT enjoy petting.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: cat love, cat hug, cat kiss.
- Turn around the point of view and create memes with sassy cat photos, captioned with why cats think we should love them.

GeniusTip:

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

INTERACTIVE

- Survey: Why do you love your cat?
- Poll: Are you celebrating your cat this month?

HASHTAGS

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

**#NationalCatLoversMonth #catlover #catowner
#catmom #catdad #catlife**

GeniusTip:

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



GeniusTip:

1.6 billion Facebook users are connected to a small business on the platform.

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 Cat Lovers' Month



Insert the quiz/poll/question box with fun facts and key care tips about cats!

9 x 16

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

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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.

GENIUS TIP:

Avoid posting on the hour or on the half hour - instead, share content a few minutes before or after. Ex: Post at 9:12 am, or 9:43 am.



INSTAGRAM

Best Times: Mondays around 11 am, Tuesdays & Wednesdays between 10 am to 1 pm, and Thursdays & Fridays between 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!](#)

DECEMBER 5TH

Celebrate Shelter Pets Day



VIDEO

- **Video Idea 1:** Create a short video highlighting any shelter pets that visit your practice! Share three fun facts about them, along with their name and date of adoption.
- **Video Idea 2:** What are the top five questions prospective pet owners should ask themselves before adopting a pet from a shelter? Create a video with your answers!

PHOTO

- Post a carousel of photos featuring pets that used to be shelter animals (with owner permission, of course!).
- Share a photo of supplies that can be donated to local shelters in your area. Include unopened and unexpired pet food, clean towels, toys, etc.

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

INFOGRAPHICS

- Create an infographic with steps for how to help animal shelters. These key points can include adopting, fostering, donating, or volunteering.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: shelter dog, shelter cat, rescue pet.
- Caption a photo of a surprised cat being hugged with: "Get adopted, they said. It will be fun, they said."

INTERACTIVE

- Quiz your followers on the best ways to prepare their home for adopting a pet.

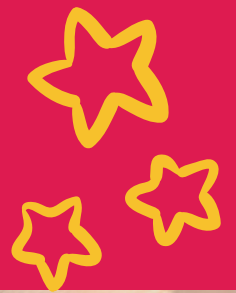
HASHTAGS

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

**#celebrateshelterpetsday #shelterpetsday
#shelterpetlove**

GeniusTip:

TikToks shot vertically have an average 25% higher 6-second watch-through rate.



GeniusTip:

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

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 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...

DECEMBER 10TH

International Animal Rights Day



VIDEO

- **Video Idea 1:** Create a series of short videos introducing the passionate individuals at your veterinary practice who are dedicated to animal rights and welfare.
- **Video Idea 2:** Take your followers behind the scenes and showcase the standards upheld at your clinic. Highlight eco-friendly initiatives, humane treatment protocols, and any partnerships with animal welfare organizations.

PHOTO

- Capture moments at your practice that showcase the compassion provided to animals.
- Create a collage of before-and-after photos or success stories featuring pets that have received care at your clinic.

GeniusTip:

Instagram posts with faces get 38% more likes.

INFOGRAPHICS

- Create infographics that highlight eco-friendly pet care practices, such as using biodegradable waste bags, choosing sustainable pet toy options, and reducing single-use plastic in pet-related products.

MEMES

- Create a pet meme with a newspaper headline design. Caption it: "Breaking news: Pets demand an extra day of belly rubs and treats for International Animal Rights Day!"

INTERACTIVE

- Ask your followers to choose their favorite way to give back: supporting local shelters, participating in spay/neuter campaigns, or promoting responsible pet ownership.

HASHTAGS

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

**#internationalanimalrightsday #animalrightsday
#animalrights**

GeniusTip:

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



GeniusTip:

Posting 3-5 times a week on Facebook 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.

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Formatted for Instagram and Facebook

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INTERNATIONAL ANIMAL RIGHTS DAY

Giving Back Checklist

Support companies and products with ethical and cruelty-free practices

Considering adding a pet to your family? Opt for adoption!

Stay informed about and advocate for animal rights globally

Share your knowledge with friends and family to raise awareness

Offer your time and skills to local animal shelters or rescue organizations

Clean-up local parks, beaches, or natural areas to remove hazards to wildlife

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Encourage engagement by quizzing your followers.

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DECEMBER 15TH

Ugly Sweater Day

BONUS

VIDEO

- **Video Idea:** How many different ugly sweaters can you find? Create a video that showcases some of your favorite holiday outfits worn by animals that visit your practice.

PHOTO

- Share a photo of a cat looking grumpy in a holiday sweater and caption it: "Maybe Mom thinks I'm an elf..."
- Show a pet owner wearing a matching sweater with an animal companion. Caption it: "Sweater twins!"

INFOGRAPHIC

- Now is the perfect time to advertise any merchandise that you sell through your practice. Create an infographic suggesting festive brands that you might support.

MEMES

- Caption a photo of a dog in a sweater with a frown on its face with: "Other dogs get treats and I get this sweater."
- Caption a photo of a cat dressed up in a festive outfit with: "Grandma says I look cute! What do you think?"

INTERACTIVE

- Challenge your clients to guess the most popular design on an ugly sweater, such as Christmas trees, reindeer, or sleighs.



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

DEC - JAN

Holiday Safety



VIDEO

- **Video Idea 1:** Think cooking show! Showcase what foods are a no-no for pets and why. End the video by showing what “treats” clients can give their pets instead.
- **Video Idea 2:** What are some common hazards that might go unnoticed in the home during the holiday season? Talk about greenery, lit candles, and unusual decor.

PHOTO

- Create a carousel of holiday do’s and don’ts with pictures of unsafe plants or decor vs. the safer holiday options.
- Share real-life examples from your practice of pets getting into trouble. Show how dangerous holiday foods or decorations can be throughout the season.

MEMES

- Share a photo of a mischievous cat tangled in tinsel, looking surprised. "Avoiding a catastrophe this holiday season! Secure your tinsel and ribbon – nothing ruins a party like a trip to the emergency vet."

INFOGRAPHICS

- Create an infographic that shows the top holiday dangers: tinsel, food hazards, lights, candles etc.
- Create a holiday plant-specific infographic that talks about which plants are dangerous in the home.

GeniusTip:

A simple way to get more interactions on Twitter is to ask questions to your followers.

INTERACTIVE

- Poll your followers - has their pet ever eaten something unsafe during the holidays?

HASHTAGS

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

**#petholidaysafety #dogholidaysafety
#catholidaysafety #holidaysafety #holidayseason**

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:

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

Graphics to Share

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Holiday Season

PET HAZARDS

Insert the quiz/poll/question box with key questions and safety tips for your followers!

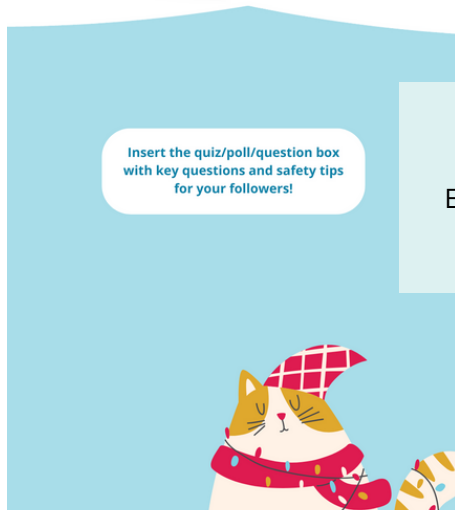
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Claim Your Profile

(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 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!

