



Social Media Toolkit

JANUARY 2024



Everything your
veterinary
practice needs to
plan out your
January 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:

Adopt a Rescued Bird Month

National Train Your Dog Month

National Walk Your Pet Month

Unchain a Dog Month

Week-Long Events:

16-19: International Hoof Care Week



January

2024 CONTENT CALENDAR

	1 New Year's Day	 2 National Pet Travel Safety Day	3	4	 5 National Bird Day	6 National Cuddle Up Day
7	8	9	10	11	12	13
 14 National Dress Up Your Pet Day	15 Martin Luther King Jr. Day	16	17	18	19	20
21	 22 National Answer Your Cat's Questions Day	23	 24 Change a Pet's Life Day National Peanut Butter Day	25	26 National Have Fun at Work Day	27
28	 29 Seeing-Eye Guide Dog Anniversary	30	31			

A photograph of two dogs in a snowy environment. On the left is a small white dog with brown patches, and on the right is a larger brown dog with a white chest. They are both looking towards the camera.

JANUARY Winter Fun

VIDEO

- **Video Idea 1:** Capture pets enjoying winter activities, whether it's playing in the snow, donning adorable winter outfits, or having cozy indoor playtime.
- **Video Idea 2:** Create a series of short, informative videos showcasing winter care tips for pets, including keeping them active.

PHOTO

- Encourage pet owners to share photos of their pets donned in winter outfits or cozy blankets.
- Share photos of pets enjoying indoor winter playtime activities. Whether it's cats curled up by the fireplace or dogs playing with winter-themed toys, these images convey the idea that winter can be a time of joy for pets indoors.

INFOGRAPHICS

- Outline creative ways for pet owners to keep their pets active during the winter. Include indoor games, interactive toys, and mental stimulation exercises.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: winter dog, winter cat, winter pet.
- "Snow Day Workout Challenge" for pets, featuring silly exercise routines like snowball fetching and winter walks.

GeniusTip:

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

INTERACTIVE

- Host a poll to gauge the community's favorite winter activities for pets. Include options such as snowball fetching, winter walks, indoor playtime, or cozy cuddles.

HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

**#winter #winterpets #winterfun
#coldweatherfun**



GeniusTip:

Use LinkedIn to promote other organizations that align with your practice's philosophies and tag them.

BLOGS

Looking for more inspiration?
Check out these blogs!

- **[5 Fun Indoor Games to Keep Your Dog Entertained When It's Too Cold Outside](#)**
- **[Cold Weather Exercise Tips to Keep Your Dog From Gaining the Frosty 15](#)**



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](#)



9 x 16

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

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The Best Post Timing

The overall best day and time to post on social media is **9:00 AM PST (12:00 PM EST) on Mondays**.
But every network has its own sweet spot., 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.



INSTAGRAM

Best Time: Monday slightly before or after 9:00 AM PST (12:00 PM EST).

GENIUS TIP: Sunday sees the least amount of engagement.



FACEBOOK

Best Time: Monday slightly before or after 10:00 AM PST (1:00 PM EST).

GENIUS TIP: Saturday sees the least amount of engagement.



X

Best Time: Friday slightly before or after 9:00 AM PST (12:00 PM EST).

GENIUS TIP: Sunday sees the least amount of engagement.



TIKTOK

Best Time: Sunday slightly before or after 1:00 PM PST (4:00 PM EST).

GENIUS TIP: Saturday sees the least amount of engagement.



LINKEDIN

Best Time: Monday slightly before or after 1:00 PM PST (4:00 PM EST).

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!](#)

JANUARY

National Train Your Dog Month



VIDEO

- **Video Idea 1:** Create a video demonstrating how to train for a specific command that could help your followers. If you can actually teach a dog something new successfully on this video, that's even better!
- **Video Idea 2:** Interview a trusted dog trainer for some simple, great training advice that your followers can use at home.

PHOTO

- Post photos of patients and staff pets learning and/or showing off their "best tricks".
- Share an album or collage of dogs receiving their "diplomas" from a local training class (or a class within your practice).

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

INFOGRAPHICS

- Create a graphic or series of graphics explaining why certain commands are so important (sit, stay, etc.).

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: dog training, dog tricks, dog class.
- Use photos of older dogs having fun in training with captions about how you CAN teach an old dog new tricks.

INTERACTIVE

- Poll: What's the most important obedience command for your relationship with your dog? Sit, stay, come, leave it...?



HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

#nationaldogtrainingmonth
#dogtraining #olddognewtricks
#downsitstay #dogtrainingmonth

GeniusTip:

67% of the best-performing videos on TikTok have their key message in the first three seconds.



BLOGS

Looking for more inspiration?
Check out these blogs!

- **Frequently Asked Questions About Puppy Behavior and Training, Answered by a Veterinarian**
- **4 Super Helpful Tips in Honor of National Train Your Dog Month**



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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1 x 1

Formatted for Instagram and Facebook

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NATIONAL
TRAIN YOUR
DOG MONTH

Insert the quiz/poll/question box with your tips for training dogs to have stellar behavior!

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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TRAINING TIPS FOR YOUR DOG

Consistency: Establish clear commands for specific behaviors, and ensure everyone uses the same cues.

Patience: Be patient with your dog as they learn new commands or behaviors.

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Best Hashtag Practices

Hashtags can help boost your content to your niche audience when used sparingly and thoughtfully. 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 **1 - 2 hashtags** in your post or in the comments when interacting with your audience.



X: Include **1 - 2 hashtags** in your Tweets, in a comment when you Retweet, in your replies, or your X bio.



TikTok: Include **3 - 5 hashtags** in your TikToks after writing a creative caption. Include trending and personalized hashtags!



LinkedIn: Include **1 - 3 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...

JANUARY 2

National Pet Travel Safety Day



VIDEO

- **Video Idea 1:** Show a carrier or seatbelt clip you would recommend and discuss why this option is smart for pet owners to utilize while traveling by car.
- **Video Idea 2:** Create a video that follows a typical check-up before a trip where you evaluate a pet's vaccination status and provide any flea, tick, or deworming treatments.

PHOTO

- Share a photo of a pet with: "Check your pet's microchip status before that big trip!"
- Share a photo of a cat in a carrier and emphasize the importance of aiming for a direct flight whenever possible for a pet's comfort.

GeniusTip:

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

INFOGRAPHICS

- What should a pet owner know before taking a flight with their pet? Point out the key things to be aware of, like flying in the cabin, going through security, and having proper I.D.

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: dog in a car, cat in a car, cat in carrier, dog in carrier.
- Share a photo of a dog looking out a car window, captioned: "There's nothing like seeing the sights!"

INTERACTIVE

- Host a caption contest of a cat zipped up in their carrier: "We're off to _____."

HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

#pettravelsafety
#nationalpettravelsafetyday
#petsafety #travelsafety



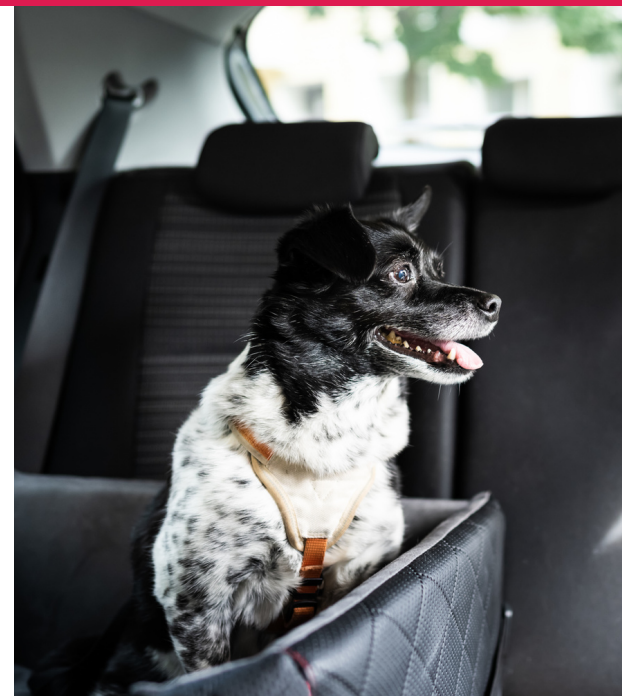
GeniusTip:

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

BLOGS

Looking for more inspiration?
Check out these blogs!

- **[On the Road: Car Travel Tips for Dogs](#)**
- **[5 Holiday \(and Everyday\) Tips for Traveling With Pets](#)**



GeniusTip:

Posting 3-5 times a week on Facebook is ideal.

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Formatted for Instagram and Facebook

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JANUARY 2ND IS
PET TRAVEL
SAFETY DAY

Insert the quiz/poll/question box with your tips for safe holiday travel with your pets!

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Encourage engagement by quizzing your followers.

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BONUS

JANUARY 14

National Dress Up Your Pet Day

VIDEO

- **Video Idea:** Create a video slideshow of patients or staff pets dressed up in cute outfits, especially if they're matching. P.S. It's ok to recycle photos that you have used in the past!

PHOTO

- Take photos of staff pets dressed up in cute or funny outfits, especially if they match a staff member!
- Repurpose client-submitted photos from Halloween to celebrate across social channels.

INFOGRAPHIC

- Create a graphic talking about the body language of pets and how to know when they're comfortable being dressed up/vs respecting their space, along with measurement tips and suggestions for dogs and cats.

GIFS + MEMES

- Search on sites like [Giphy](#) or [Tenor](#) for ideas. We suggest search terms like: dog clothes, cat clothes, dog outfit.
- Post a photo of a staff member and a pet in matching outfits. Caption it: "One of us is gonna have to change!"

INTERACTIVE

- Get creative and host a handmade costume contest!



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.

*“Since starting to work with GeniusVets, our organic traffic on our website is up 466%, and our total website visits are up 396%. **The social tools, review platform, and client success team are second to none.**”*


- Dr. Stephanie Beardsley,
DVM, DACVS. CEO



[SCHEDULE A DEMO](#)

JANUARY 22

National Answer Your Cat's Question Day



VIDEO

- **Video Idea 1:** Feature clips of some common cat body language and point out when pet owners might want to show extra care or give their cat some space.
- **Video Idea 2:** Post an “interview” with a cat. Ask the cat silly yes or no questions with treats on sheets of paper that have the answers and show what they choose.

PHOTO

- Use a cat photo and create a graphic that asks, “If your cat could talk, what would they ask you?” Encourage your followers to respond in the comments.
- Post a photo of a cat looking surprised and caption it, “What question would make your cat react like this?”

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: curious cat, cat questions, ask your cat.
- Use funny pics of your hospital cat with questions they might ask overlaid.

INFOGRAPHICS

- Pose potential questions like: why am I in trouble for jumping on the countertop? Do you get angry when I scratch my nails on the couch? Suggest ways to alleviate these behaviors.

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.

INTERACTIVE

- Survey your followers: “If your cat could ask you a question, what would they ask?”
- Quiz your followers on common cat body language.



HASHTAGS

Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

**#answeryourcat #ifcatscouldtalk
#nationalansweryourcatsquestionsday
#catquestions**

GeniusTip:

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



BLOGS

Looking for more inspiration?
Check out this blog!

- **[10 Commonly Asked Questions About Cats and Their Answers](#)**
- **[4 Essential Litter Box Tips Every Cat Owner Should Know](#)**

GeniusTip:

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

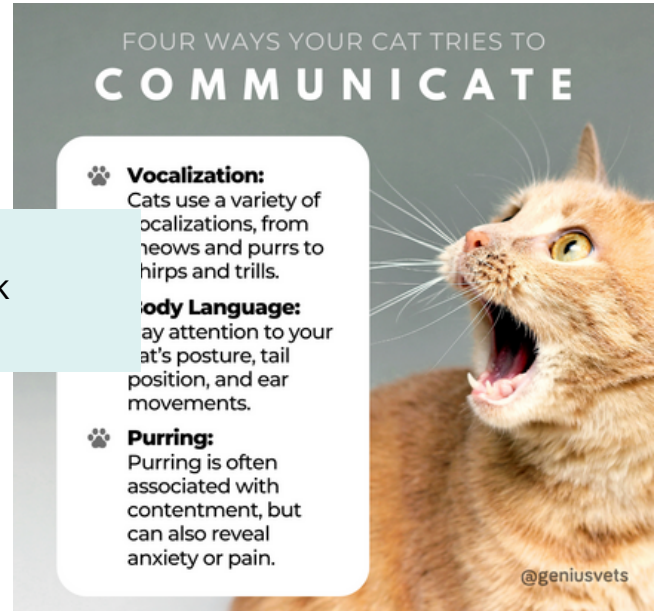
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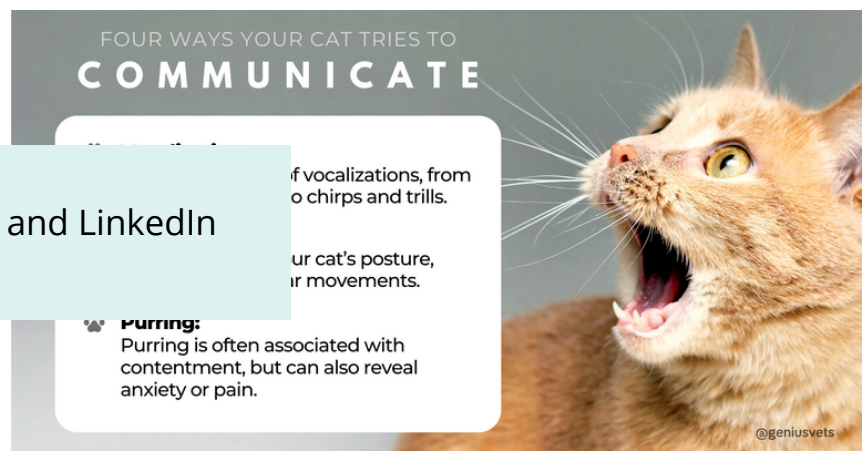
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Claim Your Profile

(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!

