



Social Media Toolkit

FEBRUARY 2024



Everything your
veterinary
practice needs to
plan out your
February 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 Rabbit Month

Responsible Pet Owners Month

National Cat Health Month








Pet Dental Health Month

Week-Long Events:
Feb. 18-24: National Justice for
Animals Week



February

2024 CONTENT CALENDAR

				1	2 Groundhog Day	 National Golden Retriever Day
4	5	6	7	8	9	10
11	12	13	 Valentine's Day National Pet Theft Awareness Day	15	16	17
18	 International Tug of War Day	 National Love Your Pet Day	21	 Walking the Dog Day	 National Dog Biscuit Day	24
25	26	 World Spay & Neuter Day	28	29 Leap Day		

ALL MONTH Pet Dental Health Month



VIDEO

- **Video Idea:** Create a how-to video and demonstrate how to brush your pet's teeth at home.
 - **Tip:** Make sure to point out that their pet may still need a professional cleaning/what to look for. Encourage people to come in for an oral health assessment.

PHOTO

- Before and after dental cleaning photos
- Run a dental cleaning promo for February, and show off your patients who have come in for a cleaning! Think "I had my teeth cleaned today!"

INFOGRAPHICS

- Create a graphic or series of graphics explaining FAQs about dog dental care and dental disease. Try to use the questions that your clients frequently ask.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: dog smile, cat smile, dog teeth, cat teeth
- Use photos of dogs with their tongues sticking out. Caption them with requests for kisses due to clean mouths.

GeniusTip:

Posts with a location receive 79% more engagement.

INTERACTIVE

- Quiz about how often a pet's teeth should be brushed, about how often they need professional cleanings, etc.

HASHTAGS

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

#petdentalmonth
#petdentalhealthmonth
#petdentalhealth #petsmiles



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.

BLOGS

Looking for more inspiration?
Check out these blogs!

- **[Pet Dental Month](#)**
- **[Post-Op Dental Care and Home Dental Care for Dogs](#)**
- **[The Ultimate Dog Dental Guide](#)**



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

[DOWNLOAD](#)



FEBRUARY IS
PET DENTAL
HEALTH MONTH

Insert the quiz/poll/question box with your tips, suggestions, questions, and promotions relating to pet dental health.

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

Formatted for Twitter, Facebook and LinkedIn

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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.



TWITTER

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!](#)

FEBRUARY 14

Valentine's Day

BONUS

VIDEO

- **Video Idea:** What does love look like in your practice? Create a video montage of practice pets showing you love, or patients giving plenty of kisses to their owners or your staff.

PHOTO

- Set up some cute Valentine's Day props and take pics of your staff pets, some cute patients, and of course - your team!

INFOGRAPHIC

- Created a branded infographic about potential Valentine's Day hazards, especially highlighting candy or chocolate.

GIFS + MEMES

- Search on sites like [Giphy](#) or [Tenor](#) for applicable Gif videos. We suggest search terms like: Dog Valentine, Cat Valentine, Pet love
- Create a funny meme joking about how girls just want a puppy for Valentine's Day (forget the diamonds!)

INTERACTIVE

- Create a photo contest for Valentine's Day by asking followers to submit a photo of their pet and have them tell you "Why I Love My Pet". Share your favorites!





FEBRUARY 20

National Love Your Pet Day

VIDEO

- **Video Idea 1:** Well-loved pets see their vets. Create a video of a client in your practice giving their animal lots of pets, and emphasize the importance of showing love and care.
- **Video Idea 2:** Compile videos of your staff loving on patients or their pets into an Instagram Reel/TikTok or video -- add fun music and captions!

PHOTO

- Share photos of your team with patients
- Take a photo of a cute pet and caption it, "Love your pet? See your vet!". Encourage followers to celebrate by booking their next wellness exam.

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

INFOGRAPHICS

- Loving a pet means caring for their health. Create an infographic that highlights everything a pet owner should do for their pet annually, such as updating microchips and scheduling wellness exams.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: pet love, dog love, cat love, dog mom
- Post a photo of a sad dog looking at an empty bag of treats and caption it: "I thought you loved me..."

INTERACTIVE

- Ask clients to submit photos of their pets wrapped up in a hug or giving a kiss- share your favorites!



HASHTAGS

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

Here are our recommendations:

#nationalloveyourpetday
#loveyourpetday #ilovemypet

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.



BLOGS

Looking for more inspiration?
Check out these blogs!

- **[The 5 Grooming Things You Should Check on Your Dog Every Month](#)**
- **[Is Your Kitty Content? 6 Signs of a Happy, Healthy Cat](#)**

GeniusTip:

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

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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LOVE YOUR
PET DAY

MY PET'S NAME IS:

MY FAVORITE THING ABOUT THEM IS

I SHOW MY LOVE FOR THEM BY:



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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 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.



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 - 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...

FEBRUARY 23

National Dog Biscuit Day



VIDEO

- **Video Idea 1:** Taste testing - Let a dog sample a few different “cookies” (dog treats) to see if they can find a favorite.
- **Video Idea 2:** Have a doctor explain how to identify safe, quality dog biscuits. Are there certain ingredients to look for or avoid? What about pets with allergies?

PHOTO

- Before and after photos: before photos would feature dogs with neutral expressions, and after would be how happy they look when they're offered a treat.

GeniusTip:

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

INFOGRAPHICS

- Create a graphic that's more on the cute side, featuring the different words people use for “biscuits.”
- Create a graphic or series of graphics highlighting safe and unsafe treat ingredients

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: dog treat, treatos, dog cookie, dog biscuit, treat your self
- Use the above-mentioned before and after photos. Caption with the dogs' happy thoughts.

INTERACTIVE

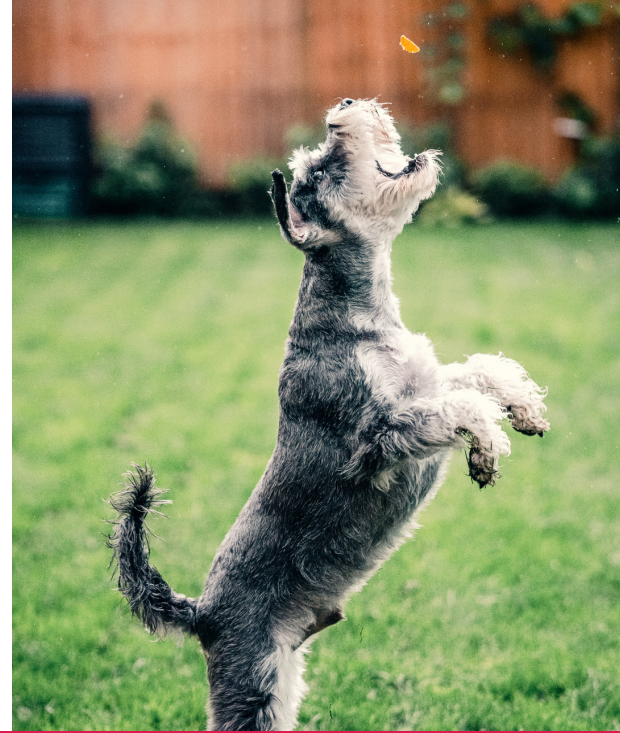
- Survey your social followers: What is your dog's favorite biscuit?
- Survey your social followers: What is your dog's favorite treat flavor?
- Poll: Do you use the word “biscuit,” “treat,” or “cookie”...?

HASHTAGS

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

Here are our recommendations:

**#dogtreats #nationaldogbiscuitday
#dogbiscuitday #dogtreats**



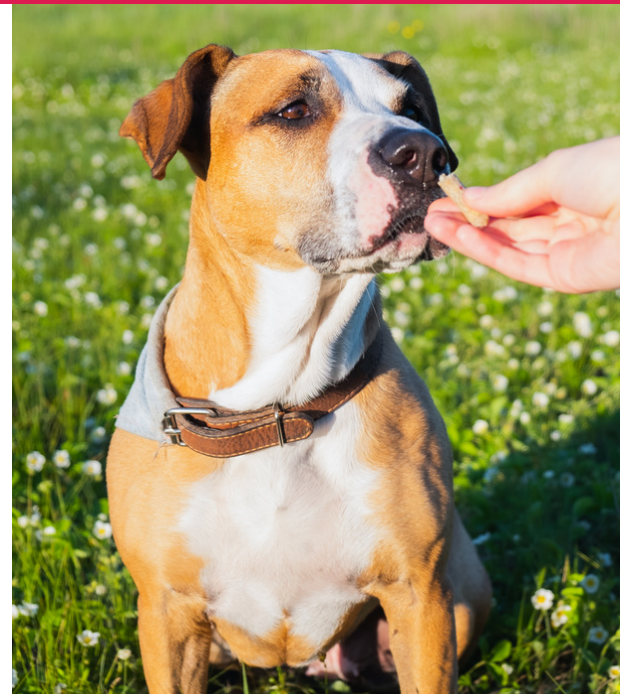
GeniusTip:

Include a call-to-action in your TikToks, and keep it short and snappy with personal, direct language.

BLOGS

Looking for more inspiration?
Check out these blogs!

- **9 Human Foods That Are Toxic to Pets (And Their Healthy Alternatives!)**
- **Top 5 Valentine's Day Toxins!**



GeniusTip:

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

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NATIONAL DOG BISCUIT DAY

Insert the quiz/poll/question box with your tips for safely giving treats to dogs, or fun recipes to make at home!



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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.

*“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](#)

FEBRUARY 27

World Spay Day



VIDEO

- **Video Idea 1:** Have a doctor explain any of the following:
 - Importance of spaying (and neutering) pets
 - The health benefits of spaying (and neutering)
 - The procedure itself, from the pre-surgical exam to blood work, to anesthesia, to surgery, to aftercare
- **Video Idea 2:** Share a video of a pet getting snuggles with their cone post-procedure.

PHOTO

- Post some photos of the work involved in taking care of puppies or kittens.
- Share a photo of a calm/happy dog or cat in a cone after the procedure.

GIFS + MEMES

- Create memes about motherhood problems from a pet's point of view. Think about a dog who just wants to sleep through the night or a cat who needs a trip to Starbucks!

INFOGRAPHICS

- Create a graphic about spay FAQs.
- Create a graphic with facts about pet populations, crowded shelters, and other effects of unspayed pets.

Genius Tip:

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

INTERACTIVE

- True/false quiz about spay (and neuter) facts or misconceptions
- Interactive Polls: How many puppies or kittens they can produce in a year, or what are their increased risk for certain cancers



HASHTAGS

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

Here are our recommendations:

**#worldspayday #spayday
#spayedpets #spaydayusa
#spayyourpets**

GeniusTip:

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



BLOGS

Looking for more inspiration?
Check out these blogs!

- **[What to Know About Dog Spaying and Neutering and Its Many Benefits](#)**

GeniusTip:

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

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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!

