



Social Media Toolkit

MARCH 2024



Everything your
veterinary
practice needs to
plan out your
March 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 Guinea Pig Month

Week-Long Events:
March 3-10: National Professional
Pet Sitters Week
March 17-23: National Pet Poison
Prevention Week



March

2024 CONTENT CALENDAR

					 National Horse Protection Day	2
 World Wildlife Day If Pets Had Thumbs Day	4	5	6	7	8	9
10	11	12	 National K9 Veterans Day	14	15	16
17 St. Patrick's Day	18	19	20 First Day of Spring	21	22	 Cuddly Kitten Day National Puppy Day
24	25	26	 Manatee Appreciation Day	28	29 Good Friday	30 Take a Walk in the Park Day National Doctor Day
31 Easter						

MARCH

Adopt a Rescued Guinea Pig Month



VIDEO

- **Video Idea 1:** Share key things to know before adopting a guinea pig, such as what food they need, how they interact with other animals, and what kind of care a pet owner should provide.
- **Video Idea 2:** What makes a guinea pig a great pet? Create a video that lists the reasons why these animals are so great to adopt.

PHOTO

- Share a photo of a guinea pig surrounded by some of their favorite snacks, such as hay or carrots. Caption the photo: "Time to feast!"
- Post a photo of a person holding two guinea pigs and caption it: "You can never choose just one!"
- Share a photo of a guinea pig in a shelter and caption it with the statistics of how many guinea pigs are in shelters around the United States.

INFOGRAPHICS

- Create a graphic that shares what a prospective pet owner needs to know before adopting a guinea pig. List considerations like a guinea pig's diet and regular care, as well as social interactions with other pets.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: guinea pig, guinea pig pet, adopt guinea pig
- Create a meme about a guinea pig in a cage and caption it: "Take me home with you!"

GeniusTip:

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

INTERACTIVE

- Ask your social followers: "Would you consider adopting a guinea pig?"

HASHTAGS

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

Here are our recommendations:

**#guineapig #adoptarescuedguineapig
#rescuedguineapigs #guineapigs**



GeniusTip:

Short-form entertainment rules on TikTok—keep videos short, focused, and engaging.

BLOGS

Looking for more inspiration?
Check out this blog!

- **[Why Guinea Pigs Make Great Pets](#)**



GeniusTip:

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

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](#)

3 REASONS THAT GUINEA PIGS MAKE GREAT PETS

- **Affectionate Nature:** Guinea pigs will happily sit on your lap, snuggle, and even squeak with delight when they see you.
- **Low Maintenance:** They have simple housing needs and groom themselves regularly.
- **Vocal Communication:** They have a wide range of communicative sounds, from the soft purring of contentment to excited squeals.



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ADOPT A RESCUED GUINEA PIG MONTH

Insert the quiz/poll/question box with information about all the benefits of adopting a rescued guinea pig.

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](#)



16 x 9

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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!](#)

MARCH 17

St. Patrick's Day



VIDEO

- **Video Idea 1:** Have a doctor explain some St. Patrick's Day pet safety tips, including for food, alcohol, decorations, and noise.
- **Video Idea 2:** Does your staff dress up in fun green attire for the day? Do you encourage patients to come to wellness visits with green collars or bandanas? Share photos or live video of the celebration!

PHOTO

- Set up a photo booth area so that anyone who visits can snap a St. Patrick's themed pet photo. Encourage everyone to tag your practice!
- Post photos of example items to keep out of pets' reach on this holiday: any and all alcohol, beads, glow sticks, etc.

GeniusTip:
Use LinkedIn to ask thoughtful questions that encourage comments.

INFOGRAPHICS

- Create a graphic describing the signs that pets do or do not enjoy dressing up for holidays, etc. Walk through different body language that might exemplify this.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: St. Patrick's Day dog, St. Patrick's Day cat
- Caption photos of pets and their families with reasons they're so lucky to have one another.
- Use "Kiss me, I'm Irish" on pet cute photos.

INTERACTIVE

- Survey or poll: Does your pet have an Irish- or St. Patrick's Day-inspired name? (Lucky, Clover, Emerald...)



HASHTAGS

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

Here are our recommendations:

**#stpatricksday #stpattysday
#luckoftheirish #stpaddysday**

GeniusTip:

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



BLOGS

Looking for more inspiration?
Check out this blog!

- **[The 9 Dog Breeds From Ireland](#)**

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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ST. PATRICK'S DAY PET CHECKLIST

Is your pet...

- Wearing green?
- Snacking on Greenies?
- Sharing puppy kisses?
- Looking for four-leaf clovers?



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Encourage engagement by filling out the template and posting 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...

MARCH 19

First Day of Spring



VIDEO

- **Video Idea 1:** Talk about any pet health tips that can help pet owners in the spring - such as allergies, flea and tick prevention, grooming tips, etc.
- **Video Idea 2:** Have a doctor talk about spring hazards topics for pets. Think gardening, spring cleaning, bee stings, rat poison, etc. Or you can break them up into a series of videos!

PHOTO

- Post a photo of a dog or cat enjoying the sunshine in the garden.
- Gather some common springtime hazards, such as flowers or pesticides, and take a photo of them to spread awareness.

GeniusTip:
Instagram posts with faces get 38% more likes.

INFOGRAPHICS

- Create an infographic with fun spring activities that any pet owner can participate in! This could include flower picking or going for a hike in the warm weather.

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: Bees, Dog Spring, Cat Spring, Lilies, Spring cleaning
- Create a meme with a photo of a muddy dog and caption it: "Spring cleaning? I'd rather roll in the mud!"

INTERACTIVE

- Quiz your followers on various springtime pet health topics! Include safety, hazards, preventative medicine, etc.

HASHTAGS

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

Here are our recommendations:

**#firstdayofspring #springday
#springsolstice #springtime**



GeniusTip:

Evaluate what your audience responds too: if one of your Instagram posts performs well, copy what you did previously!

BLOGS

Looking for more inspiration?
Check out these blogs!

- **[First Day of Spring - Spring](#)**
- **[Toxins My Dog Needs to Avoid](#)**
- **[Spring Flowers That Are Toxic to Cats](#)**



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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MARCH 13

National K9 Veterans Day

BONUS

VIDEO

- **Video Idea:** Does your patient base include any K9 veterans? Interview their owners and feature their experiences as working dogs!

PHOTO

- Celebrate the K9 veterans in your patient base by posting photos of them with fun facts in the caption.
- K9 vets in action: do you or your clients have photos of K9 vets learning their tasks or performing their duties?

INFOGRAPHIC

- Create a graphic about the most common K9 dog breeds and why these dogs are a great fit.
- Create a graphic comparing and contrasting military dogs and working dogs and/or service dogs.

MEMES

- Inspiring: use quotes about military service and the nobility of dogs to lay over K9 veteran imagery.
- Thankful: use quotes about the service and sacrifice of dogs to lay over K9 veteran imagery.

INTERACTIVE

- Survey: do your followers know any K9 veterans personally?



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](#)

MARCH 23

Cuddly Kitten Day



VIDEO

- **Video Idea 1:** Create a video of a client holding their new kitten and add captions highlighting what new kitten owners should know about regular veterinary visits.
- **Video Idea 2:** A cuddle a day keeps a kitten at play! Have a veterinarian talk about daily kitten care for new owners, pointing out the importance of quality time spent together.

PHOTO

- Take a photo of a cute kitten being held by a client and caption it, "The best form of stress relief!"
- Share a photo of a litter of kittens and ask your followers to assign each cat a name. See which exciting names your clients come up with!

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: kitten, cuddly kitten, sleepy kitten, happy kitten
- Share a photo of a litter of kittens and caption it: "Which one should I cuddle first?"

INFOGRAPHICS

- Create an infographic that explains some of the signals a cat gives to show that it's in the mood for affection. Help your pet owners recognize when a kitten is ready for affection.

Genius Tip:

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

- Ask for submissions of the best photo of a litter of cats! Tell your followers, "the cuddlier, the better," and share these photos on your social channels.



HASHTAGS

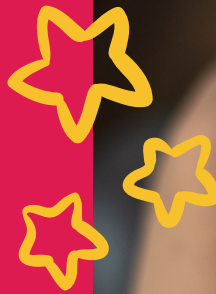
Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

#nationalcuddlykittenday
#cuddlykittenday #cuddleyourkitten
#kittenlove #catlove

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!

- **[Kittens Are Crazy: Here's How to Stay Sane](#)**
- **[Myth and Facts About the Luck of a Cat](#)**

GeniusTip:

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

Graphics to Share

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HAPPY CUDDLY
KITTEN DAY!

MARCH 23RD

Insert the quiz/poll/question box with information about all the benefits of welcoming a kitten into your family.

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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!

