



Social Media Toolkit

APRIL 2024



Everything your
veterinary
practice needs to
plan out your
April 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:

Canine Fitness Month

Prevent Lyme Disease in Dogs Month

Heartworm Awareness Month

Pet First Aid Awareness Month

Week-Long Events:

April 1 - April 7: International Pooper Scooper Week

April 9 - April 15: National Dog Bite Prevention Week




April 17 - April 23: National Pet ID Week

April 23 - April 29: Veterinary Receptionist Week



April

2024 CONTENT CALENDAR

	1 April Fool's Day	 2 National Ferret Day	3	4	5	 6 National Siamese Cat Day
7	8	9	10	 11 Dog Therapy Appreciation Day National Pet Day	 12 World Hamster Day	13
14	15	16	17	18	19	20
21	22 Earth Day	 23 National Lost Dog Awareness Day	24	25	 26 National Help a Horse Day National Kids and Pets Day	27
 28 National Pet Parent Day	29	 30 National Adopt a Shelter Pet Day				

APRIL

Heartworm Awareness Month



VIDEO

- **Video Idea 1:** Explain that, while Heartworm Awareness Month happens in the spring, prevention should be a year-round concern.
- **Video Idea 2:** Have a doctor interpret how heartworms are transmitted between animals or through the environment. Don't forget to alert pet owners about the risks to indoor pets!

PHOTO

- Post example calendars to keep track of when heartworm prevention is due.
- Use photos of happy dogs playing outside with information about the peace of mind that heartworm prevention can give!
- Post photos of oral heartworm prevention with different sorts of treats.

INFOGRAPHICS

- Create a graphic explaining heartworm-associated respiratory disease (HARD). Talk about the risks this disease poses for cats and what kind of damage it can cause.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: mosquito, dog playing outside, cat playing outside, heart
- Post pet owners hugging their pets with quotes about love and protecting their hearts.

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

INTERACTIVE

- **Caption Contest:** Using a photo of a heartworm model (not too gross), have your social followers caption the photo, fill-in-the-blank style. For example, "heartworms are as gross as _____." Your staff can choose their favorite.

HASHTAGS

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

Here are our recommendations:

#heartwormawarenessmonth

#heartwormawareness #heartwormnegative

#heartwormtreatment #heartwormdisease



GeniusTip:

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

BLOGS

Looking for more inspiration?
Check out these blogs!

- **[Heartworm in Dogs: Why You Shouldn't Wait Until There are Symptoms](#)**
- **[3 Important Facts About Heartworm](#)**



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](#)



9 x 16

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



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!](#)



APRIL 11

National Pet Day

VIDEO

- **Video Idea 1:** Create a slideshow or montage video to celebrate your staff members' pets. You can include their names, breeds, and different things they like to do for fun!
- **Video Idea 2:** Talk to clients and staff members about why they love their pets and why they deserve a National Pet Day. Share these heartwarming interview clips!

PHOTO

- Post photos throughout the day celebrating the pets who have appointments on this particular day! You can even set up an area in your waiting room with plenty of props and a fun photo background.
- Post adorable photos of your staff members with their pets.

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 a graphic showing the most popular pets and breeds within your patient base. Include any photos from your practice!

GIFS + MEMES

- Why do pets think they deserve a national day of recognition? Caption funny photos with their "thoughts."
- How would pets want to celebrate today? With an extra long walk? A new toy? A delicious treat? Caption photos with their "ideas."

INTERACTIVE

- Survey: why do you think pets deserve a national "holiday"?
- Poll: is your pet excited to celebrate National Pet Day?



HASHTAGS

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

Here are our recommendations:

**#nationalpetday #petday #pets
#petpeople #dogsofinstagram
#catsofinstagram**

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!

- **Cat or Dog? Find Out Which Pet Best Suits Your Lifestyle!**
- **Pet Wellness Month: 8 Ways to Ensure Your Pet is Living Their Best Life**



GeniusTip:

39% of customers only trust brands if they have interacted with them on social platforms.

Graphics to 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...

APRIL 17-23

National Pet ID Week



VIDEO

- **Video Idea 1:** Have a staff member show all the different forms of ID that you recommend: microchip, ID tag, rabies tag, local/county/state registration, etc.
- **Video Idea 2:** Have a staff member demonstrate how a microchip scanner works. Scan a pet who does have a microchip and one who doesn't -- bonus if you will be microchipping that pet after your demonstration!

PHOTO

- Post a photo of a microchip next to a grain of rice or another small object to demonstrate its size.
- Pets posing, modeling their fashionable collars with ID tags.

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

INFOGRAPHICS

- Create a graphic detailing stats about how often pets become lost and how often they are reunited with their families with proper ID.
- Create a graphic of an ID tag, showing your recommendations for the information that should be engraved on it.

GIFS + MEMES

- Gifs: Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: Collar, Pet ID, Dog tags, Dog collar, Pet Running.

INTERACTIVE

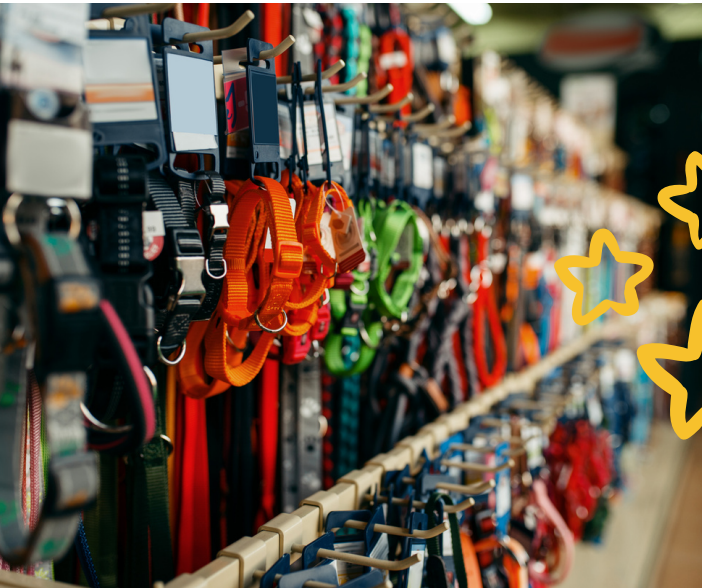
- Survey: when is the last time you made sure your pet's microchip info was up-to-date? Use this to remind your clients to update that microchip info...or to have their pets microchipped if they aren't yet!

HASHTAGS

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

Here are our recommendations:

**#petIDweek #petidentificationweek
#petcollartag #petmicrochip**



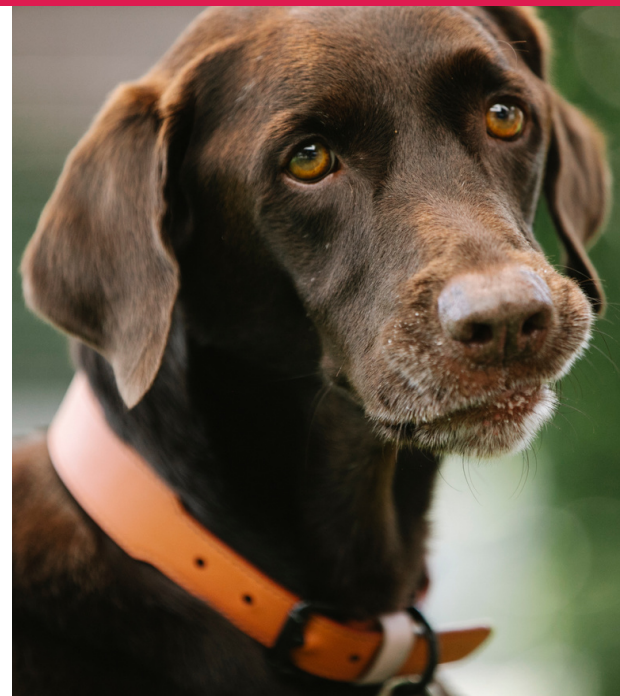
GeniusTip:

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!

- **5 Tips For Finding Your Lost Cat and How to Prevent This Tragedy**
- **Why Microchip Your Dog?**



GeniusTip:

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

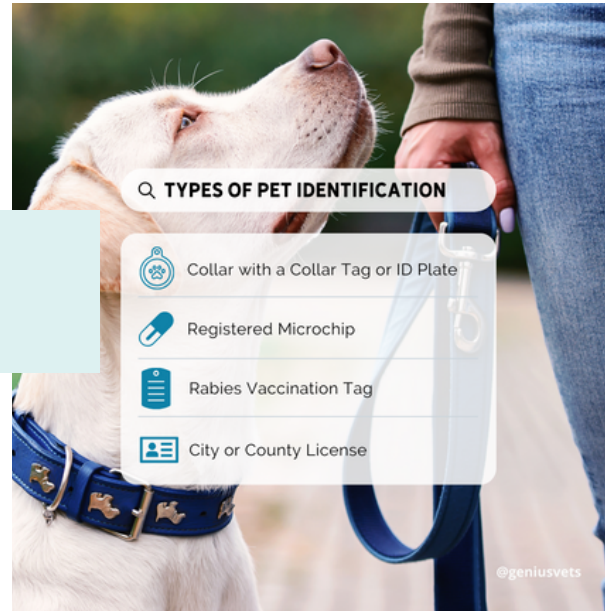
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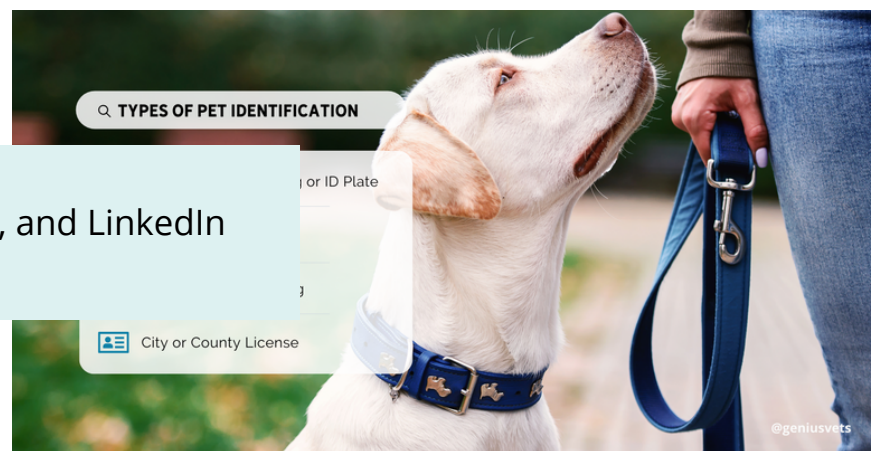
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APRIL 22 Earth Day

VIDEO

- **Video Idea:** Talk about ways you can go earth friendly with your pets, to reduce their carbon footprint: biodegradable poop bags, buying higher end products that will last you longer, i.e not cheap plastic throw away pet products, picking up dog poop, spay/neuter to help reduce pet population, etc.

PHOTO

- Buy some Earth-friendly pet products and do a photo shoot with a cute pet.
- Take a photo of your staff holding a sign that says "Happy Earth Day". Bring some green things for people to wear.
#goinggreen

INFOGRAPHIC

- Create a branded infographic with tips on how to "go green" with pets, such as using plastic-free toys and making delicious treats at home.

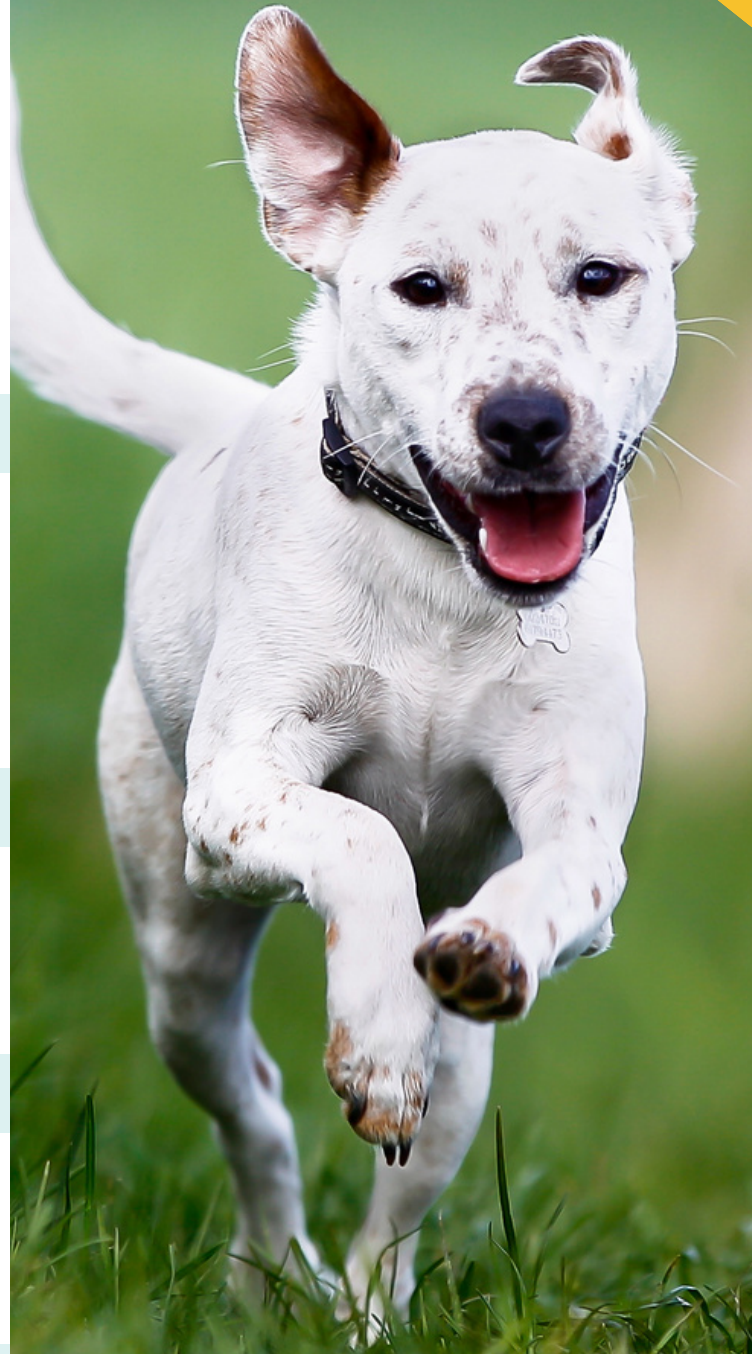
GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: Earth Day, Dog Poop, Pet Adoption.

INTERACTIVE

- Survey your followers and ask them what they do to help reduce their pet's footprint

BONUS



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](#)

APRIL 28

National Pet Parent Day



VIDEO

- **Video Idea 1:** Interview your “pet parent” staff with 1 funny question about their pets and ask them to answer with 1-word answers. Compile the clips in video editing software or by using TikTok or Instagram Reels.
- **Video Idea 2:** Create a photo or video compilation of all of the “pet parents” who work at the practice with their pets.

PHOTO

- Photo collage of your client with their pets.
- Photo collage of your staff with their pets or a group shot if you can coordinate it.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: Pet parent, Dog owner, Cat owner, Pets, My pet, Dog mom, Cat Mom.
- Search for memes online to inspire you to create your own. Use search terms above.

INFOGRAPHICS

- Create a branded infographic about being a responsible pet parent. I.e annual exams, teeth brushing, etc.

GeniusTip:

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

INTERACTIVE

- Pet parent selfie contest! Have your followers submit selfies of themselves with their pet. Have them tell you why they love being a pet parent. Use the answers to caption their photo entries.
- Quiz: What Type of Pet Parent are You - Include serious and funny answer options.



HASHTAGS

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

Here are our recommendations:

**#nationalpetparentday #petparent
#dogmom #dogdad #catmom #catdad
#petparentproblems #petparentlife**

GeniusTip:

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



BLOGS

Looking for more inspiration?
Check out these blogs!

- **[Love Languages of the Animal Kingdom: How Our Furry Friends Show Affection](#)**
- **[Pet Photography Tips to Take Your Pet Photos to the Next Level](#)**



GeniusTip:

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

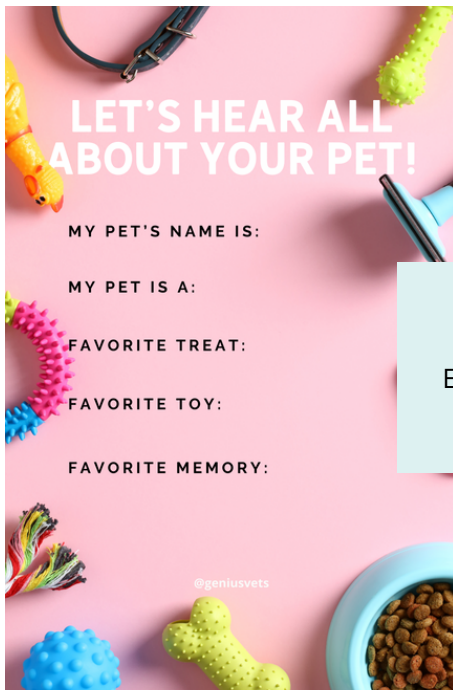
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Claim Your Profile

(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, 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!

