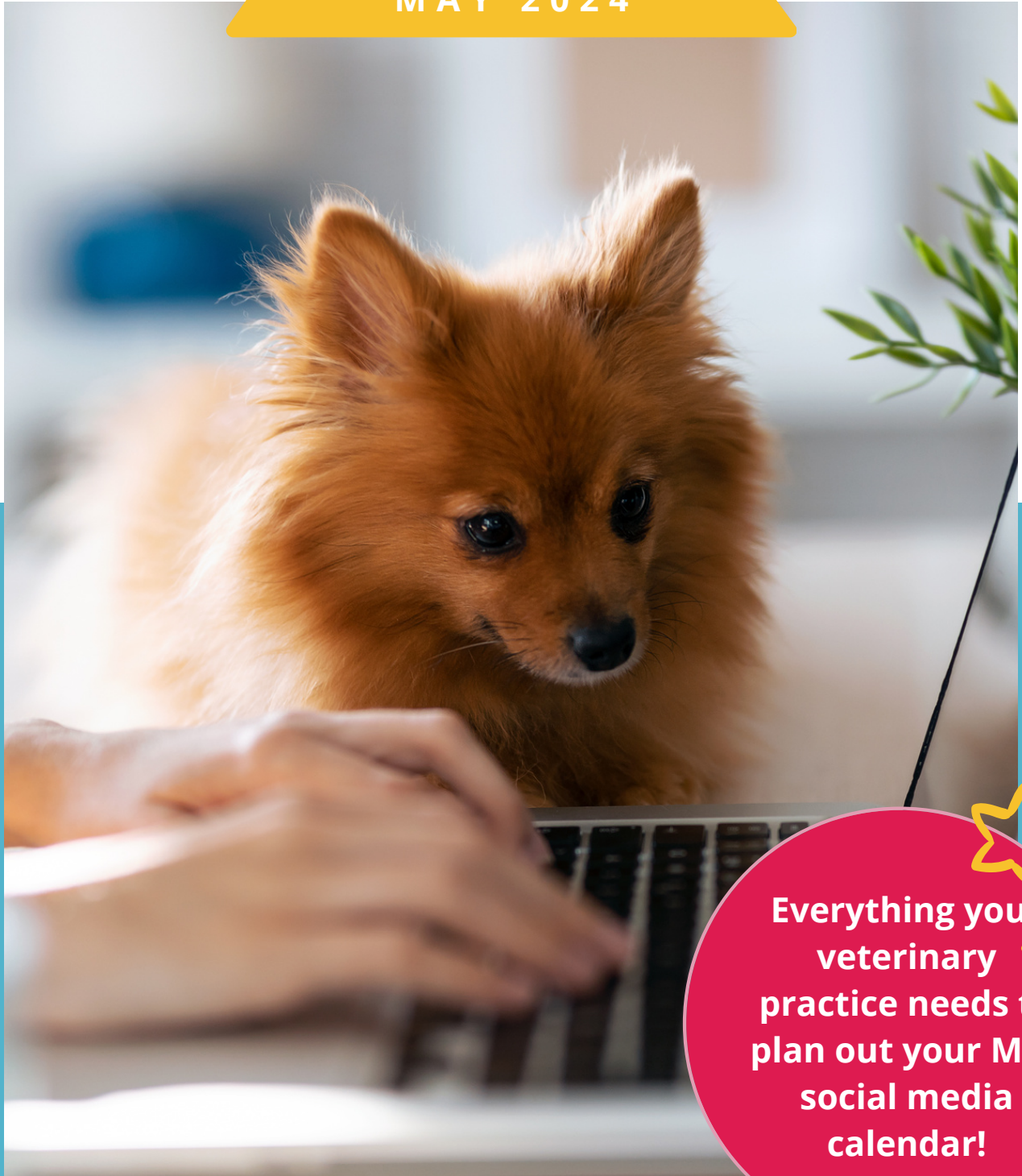




Social Media Toolkit

MAY 2024



Everything your
veterinary
practice needs to
plan out your May
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 Responsible Animal Guardian Month

Pet Sitter Safety Month

National Pet Month

Chip Your Pet Month

Dental Care Awareness Month

National Lyme Disease Awareness Month

Pet Cancer Awareness Month

National Pet Week

Week-Long Events:

May 5-11: Be Kind to Animals Week

May 5-11: National Pet Week



2024 CONTENT CALENDAR

			 National Purebred Dog Day	2	 National Specially Abled Pets Day	 World Bird Day
 Mayday for Mutts	6	7	 National Animal Disaster Preparedness Day	9	10	 National Dog Mom Day
12 Mother's Day	13	14	15	16	 Endangered Species Day	18
19	 National Rescue Dog Day	21	22	 World Turtle Day	24	25
26	27 Memorial Day	28	29	30	31 National Heat Awareness Day National Smile Day	

MAY

Chip Your Pet Month



VIDEO

- **Video Idea 1:** Highlight why veterinarians recommend that a pet gets microchipped: it's the one fail-safe way to identify them, and reuniting pets with their owners is one of the best parts of the profession.
- **Video Idea 2:** How do microchips work? Create an educational video about the process!

PHOTO

- Share a photo of a cat visiting your practice for a microchip appointment, and caption it with: "Stay up to date with your cat's microchip information!"
- Take a photo of a dog without a collar on, and caption it: "Collars can come off, but microchips are forever."

INFOGRAPHICS

- When should a pet be microchipped? Outline the process in the stages of an animal's life, including when the microchip is inserted and how often it needs to be updated.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: dog microchip, lost dog, lost cat
- Caption a photo of an outdoor cat with: "Mom knows I'm prone to disappearing acts...so now I'm a microchipped adventurer!"

GeniusTip:

Video posts are 6 times more likely to be retweeted compared to text-only posts.

INTERACTIVE

- Survey your clients to ask if they've ever had a pet returned to them due to the help of a microchip.

HASHTAGS

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

Here are our recommendations:

#chipyourpetmonth

#microchipyourpet #microchipmonth

#chipyourpet #petmicrochips



GeniusTip:

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

BLOGS

Looking for more inspiration?
Check out these blogs!

- **[How to Keep Your Pets Safe Through Microchipping](#)**
- **[A Pet Parent's Guide to Microchipping](#)**



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

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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.



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!](#)

MAY 5 - 11

National Pet Week



VIDEO

- **Video Idea 1:** Create a video that emphasizes the importance of preventative care in a pet's longevity and health.
- **Video Idea 2:** Choosing a pet is a lifetime commitment. Encourage prospective pet owners to choose an animal that is the right fit for their family with proper research into their pet's breed, energy levels, and lifestyle.

PHOTO

- National Pet Week celebrates a theme for each day. Post a corresponding photo:
 - Sunday - Choose Well: Commit for Life
 - Monday - Socialize Now
 - Tuesday - Nutrition and Exercise Matter
 - Wednesday - Love Your Pet? See Your Vet!
 - Thursday - Travel with Care
 - Friday - Emergencies Happen: Be Prepared
 - Saturday - Plan for Their Care

INFOGRAPHICS

- Create an infographic with tips on how pet owners can celebrate their animals according to the themed days of the week.

MEMES

- Post a photo of a pet owner surrounded by dogs and cats and caption it: "You can never have too many pets!"
- Caption a photo of a happy cat looking up at its owner with: "It's my week, and I demand belly rubs!"

GeniusTip:

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

INTERACTIVE

- Survey your followers—how many of them own more than one pet?



HASHTAGS

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

Here are our recommendations:

**#nationalpetweek #petweek
#celebratepets #petweek2024
#avmapetweek**

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!

- **[Pet Mental Health: Recognizing Signs of Anxiety and Depression in Pets](#)**
- **[Love Languages of the Animal Kingdom: How Our Furry Friends Show Affection](#)**

GeniusTip:

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

Graphics to Share

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AVMA's National Pet Week

I CHOSE MY PET BECAUSE:

MY PET'S FAVORITE SNACK IS:

OUR VETERINARIAN'S NAME IS:

MY PET AND I HAVE TRAVELED TO:

THE #1 WAY I CARE FOR MY PET IS:

9x16

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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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...

MAY 20

National Rescue Dog Day



VIDEO

- **Video Idea 1:** Team up with your local animal shelter or rescue group and feature adoptable dogs. You can pretend these dogs are on a dating show and give them each a "profile"!
- **Video Idea 2:** Feature pet and owner pairings that were a "match made in the shelter"! Ask the owner to talk about the moment they knew their rescue pup was the one for them.

PHOTO

- "Before and after" adoption photos: share photos of dogs before and after they were adopted, showcasing their transformation.
- Share photos of dogs currently in local shelters, along with adoption info.

GeniusTip:

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

INFOGRAPHICS

- Create an infographic that explains the process of adopting a rescue dog, including how to find a reputable rescue and tips for preparing your home for your new pet.

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: rescue dog, dog adoption, shelter dog, forever home
- Create a meme with the caption: "True love is just an adoption away!" And post a cute photo of a dog with some roses.

INTERACTIVE

- Survey followers and ask them to share a picture of their rescue dogs and where they adopted them from.

HASHTAGS

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

Here are our recommendations:

#rescuedogday

#nationalrescuedogday

#rescuedoglove #shelterdogs

#rescuelove



GeniusTip:

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

BLOGS

Looking for more inspiration?
Check out this blog!

- **National Rescue Dog Day – Top Reasons Why a Rescue Should Be Your Next Dog**



GeniusTip:

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

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MAY 11

National Dog Mom Day

BONUS

VIDEO

- **Video Idea:** If it fits in with your practice culture and mission, have a female doctor talk about how she feels about being a pet mom and/or a mom to human kids.

PHOTO

- Share photos of clients with their human kids and pet kids. Make sure you have permission to post these photos!
- Feature staff members with their moms, kids, and/or pet kids.

INFOGRAPHIC

- Create an infographic that highlights the physical and mental health benefits of being a dog mom. Include information on how owning a dog can reduce stress, increase physical activity, and improve socialization.

MEMES

- Share funny photos with the directive of "Tell me you are a dog mom without telling me you are a dog mom."
- Think of "mom problems" or "dog mom problems," and add relatable captions to photos.

INTERACTIVE

- Quiz: What are some benefits of being a dog mom?



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](#)

MAY 27

Memorial Day



VIDEO

- **Video Idea 1:** Create a video that highlights the important role that service animals have played in the military.
- **Video Idea 2:** Highlight safety tips for hosting a Memorial Day BBQ with pets in attendance. Use images and videos to show the potential hazards, such as hot grills and toxic foods, and provide tips for keeping pets safe.

PHOTO

- Set up a photo-op area in your practice! Use flags as props and take photos with a patient. Encourage your clients to use these props.
- Take a photo of a pet in a calming environment, such as a quiet room with soothing music, reminding owners to provide a safe space for their pets during celebrations.

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: Dog USA, Cat USA, Dog BBQ, Dog picnic, Dog swimming
- Post a photo of pets with a caption that reads, "On Memorial Day, we remember the bond between our service members and their pets."

INFOGRAPHICS

- Provide safety tips for traveling with pets during Memorial Day weekend. Emphasize the importance of proper restraint and provide tips for managing stress and anxiety.

GeniusTip:

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

INTERACTIVE

- Quiz your followers: do they know how many dogs currently serve our country?



HASHTAGS

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

Here are our recommendations:

#memorialday #petsummersafety

#happymemorialday

#redwhiteandblue

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!

- **[Pool and Beach Safety Tips for Pets: Part I](#)**
- **[5 Activities to Escape Summertime Boredom With Kids and Dogs](#)**

GeniusTip:

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

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MEMORIAL DAY

REMEMBER AND HONOR

Insert the quiz/poll/question box with information about safely celebrating Memorial Day with your pets.

9 x 16

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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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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!

