



# Social Media Toolkit






MARCH 2025



Everything your  
veterinary  
practice needs to  
plan out your  
March social  
media calendar!

[www.geniusvets.com](http://www.geniusvets.com)

## Your GeniusVets Social Toolkit includes:

-  **Content Calendar:** Keep track of all the major pet events for the month.
-  **GeniusTips:** Maximize engagement with expert advice.
-  **Exclusive Downloads:** Access themed graphics for pet events and holidays.
-  **Step-by-Step Instructions:** Easily implement the downloads with clear guidelines.
-  **Visibility Boost:** Encourage pet parents to tag you in their posts to enhance your reach with potential clients.

This guide will set you on a path followed by some of the top-performing veterinary practices in the country. These recommendations are not just creative ideas – they represent proven strategies that help veterinary practices **engage and connect** with more local pet owners than ever before!



### About GeniusVets:

**GeniusVets is the only veterinary marketing company founded by a practice owner and DVM, to help practices thrive through effective, modern communications.**

We know results matter! GeniusVets is the highest-performing company of its kind. We help practices like yours achieve these results because we have invested the time, talent, and resources to develop programs based on a deep understanding of veterinary care, client behavior, and smart communication strategies to bring it all together.

### Connect with us!



Key:

 Pet Specific Holiday

Month-Long Events:

Adopt a Rescued Guinea Pig Month

Week-Long Events:

March 2-8: Professional Pet

Sitter Week

March 16-22: National Pet

Poison Prevention Week



# March

## 2025 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		22
 National Puppy Day Cuddly Kitten Day	24	25	 Manatee Appreciation Day	27	28	29
 Take a Walk in the Park Day National Doctor Day	31					



MARCH 2-8

# Professional Pet Sitters Week



## VIDEO

- **Video Idea 1:** Make a video pointing out what a pet owner should look for in a sitter, with captions listing key tips.
- **Video Idea 2:** Create a video that shares some of the preparation a client should go through, such as looking over a contract or finding out the pet sitter's process of caring for a pet.

## PHOTO

- Share a photo of a cat spending time with its sitter, pointing out the safe and comfortable interaction with a trusted professional.
- Show a dog waiting by the door and caption the photo: "While you're away, they need a professional for fun and safe play!"

## INFOGRAPHICS

- Create a graphic comparing a professional pet sitter vs. a family member or friend.
- What certifications does a pet sitter need? Create an infographic outlining the specifics that allow a pet sitter to state that they are a certified professional.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: dog sitter, cat sitter, pet sitter
- Caption a photo of several dogs being walked at once with: "Don't worry, we're in professional hands!"

### GeniusTip:

Include a question in your Facebook posts to encourage comments and engagement.

## INTERACTIVE

- Poll: Do you know what healthy habits to form with pets who must stay home during trips?



## HASHTAGS

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

Here are our recommendations:

**#ProfessionalPetSittersWeek**  
**#PetSitter #DogSitter #CatSitter**  
**#ProfessionalPetSitter**



## GeniusTip:

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

## BLOGS

Looking for more inspiration?  
Check out this blog!

- **The Secret to Choosing the Best Dog Sitters and Dog Boarding Facilities**



## GeniusTip:

Posting high-quality content 2-5 times a week on Instagram 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.

1x1

Formatted for Instagram and Facebook

[DOWNLOAD](#)



9x16

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

[DOWNLOAD](#)

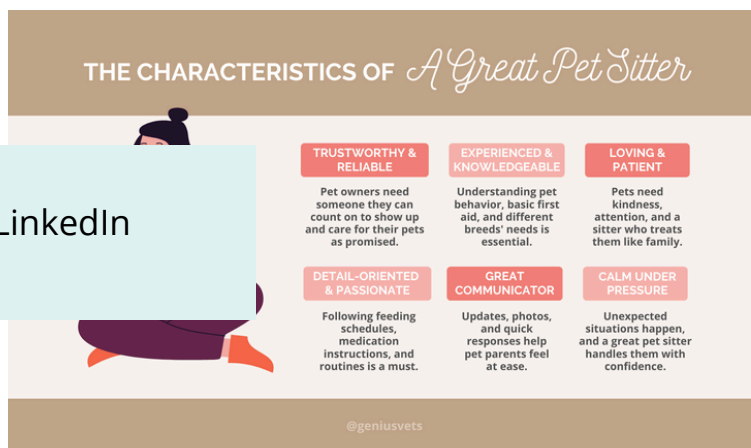
[HOW TO GUIDE](#)



16x9

Formatted for X, Facebook and LinkedIn

[DOWNLOAD](#)



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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. 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!](#)



MARCH 17

# St. Patrick's Day



## VIDEO

- **Video Idea 1:** Have a doctor explain some St. Patrick's Day pet safety tips, including food, alcohol, decorations, and noise.
- **Video Idea 2:** If you have daycare or boarding services, can you host a doggie "parade" around your hospital grounds? Perhaps the weekend before, you can put these pets in green bows and bandanas and walk them.

## PHOTO

- If your staff members dress up to celebrate the day, post photos of them for some behind-the-scenes fun.
- Post photos of example items to keep out of pets' reach on this holiday: beer, beads, glow sticks, etc.

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

## INFOGRAPHICS

- List the different dangerous foods or drinks that might be present on St. Patrick's Day and create an infographic with images.
- Create a graphic with party safety tips for pets.

## 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.

## INTERACTIVE

- Create a name game, like this one: What is your lucky leprechaun name? Use the first letter of your name + the month you were born and feature fun St. Patrick's Day-related words.



## HASHTAGS

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

Here are our recommendations:

**#StPatricksDay #LuckyPet**

**#LuckyDog #LuckyCat**

**#StPatricksDayPet**

## GeniusTip:

Short-form video is the most engaging type of in-feed social content.



## BLOGS

Looking for more inspiration?  
Check out these blogs!

- **[Myths and Facts About the Luck of a Cat](#)**
- **[The 9 Dog Breeds From Ireland](#)**





## GeniusTip:

Repurpose top-performing Facebook posts into ads to maximize reach and engagement.

# Graphics to Share

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**1x1**

Formatted for Instagram and Facebook

[DOWNLOAD](#)



Who needs four-leaf clovers when you have four paws?



@geniusvets

HAPPY  
St. Patrick's Day

Insert the quiz/poll/question box with tips for safely celebrating St. Patrick's Day with pets.



**9x16**

Formatted for Instagram and Facebook Stories

*Encourage engagement by quizzing your followers.*


[DOWNLOAD](#)

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**16x9**

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Who needs four-leaf clovers when you have four paws?



@geniusvets

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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...*

MARCH 20

## First Day of Spring

BONUS

### VIDEO

- **Video Idea:** 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 to make them smaller and easier to watch!

### PHOTOS

- Post pics of pets in a springtime photo op/backdrop or dressed like a bee or flower. Keep this backdrop and props set up in your practice for more pics!
- Post a photo of a dog or cat enjoying the sunshine in the garden.

### INFOGRAPHIC

- 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.

### MEME

- Create a meme with a photo of a muddy dog and caption it: "Spring cleaning? I'd rather roll in the mud!"

### INTERACTIVE

- Host a guessing contest with spring or Easter-themed candy! Fill a jar with treats and have your clients make guesses in person or online with a photo. Reward the winner with a bag of your favorite pet treats.





MARCH 23

# National Puppy Day & Cuddly Kitten Day



## VIDEO

- **Video Idea 1:** Shoot a video about puppy care. Use a timeline that walks through the first year of a dog's life, with footage from pets at different stages of growth. Link it back to your puppy care service page.
- **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

- Post photos of puppy patients in one big collage.
- 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!

### GeniusTip:

Use the Facebook Events feature to promote webinars, clinic open houses, or adoption drives.

## INFOGRAPHICS

- Create a graphic with the top five questions a prospective pet owner should answer before adopting a puppy/kitten, such as: is your home pet-proof? Will they get along with other animals?

## GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: puppies, kittens
- Make a meme about adorable puppy dog eyes, puppy adoption, or any other cute puppy topics you can think of.
- Share a photo of a litter of kittens and caption it: "Which one should I cuddle first?"

## INTERACTIVE

- Survey your followers about when and where they adopted their puppy/kitten.



## HASHTAGS

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

Here are our recommendations:

**#NationalPuppyDay**

**#CuddlyKittenDay**

**#KittenDay #PuppyDay**



## GeniusTip:

Employee spotlights and success stories on LinkedIn make for engaging content and humanize your brand.

## BLOGS

Looking for more inspiration?  
Check out these blogs!

- **Commonly Asked Questions About Your New Puppy**
- **Kittens Are Crazy: Here's How to Stay Sane!**



## GeniusTip:

Use countdown stickers in Stories to build anticipation for upcoming events or offers.

# Graphics to Share

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**1 x 1**

Formatted for Instagram and Facebook

[DOWNLOAD](#)



**NATIONAL PUPPY DAY & CUDDLY KITTEN DAY**

Insert the quiz/poll/question box with tips and information about adopting a new puppy or kitten.

**9 x 16**

Formatted for Instagram and Facebook Stories

*Encourage engagement by quizzing your followers.*

[DOWNLOAD](#)

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**16 x 9**

Formatted for X, Facebook, and LinkedIn

[DOWNLOAD](#)



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MARCH 30

# Take a Walk in the Park Day



## VIDEO

- **Video Idea 1:** Share a video of a client taking their pet on a walk. Caption the video with ideas for pet owners to get outside as the weather starts to warm up.
- **Video Idea 2:** Create a video sharing park etiquette, such as keeping dogs on a leash when signs require it and ensuring that reactive dogs stay by their owner's side.

## PHOTO

- Share a photo of a dog walker keeping several dogs on leashes. Caption it: "No time to walk your dog on Take a Walk in the Park Day? Reach out to a dog walker in your area!"
- Share a photo of a happy pet rolling in the grass and enjoying some spring sunshine.

## MEMES

- Show pets before and after their owners ask them if they want to go for a W-A-L-K.
- Create memes about pets sitting sleepily by a winter window vs. bounding around in a park with excitement! Use these two images as before and after shots for Take a Walk in the Park Day.

## INFOGRAPHICS

- Create a graphic that shares the statistics on how often you should walk your dog, considering its age and breed.

### GeniusTip:

Use Instagram Highlights to showcase key services, promotions, and customer testimonials.

## INTERACTIVE

- Survey: Ask your social followers: "Does your dog have a best friend at the dog park?"
- Poll your social followers: "Have you ever taken your cat on a walk?"





## HASHTAGS

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

Here are our recommendations:

**#TakeAWalkInTheParkDay**

**#WalkYourPet #DogWalk**

**#WalkYourDog**

## GeniusTip:

Try different Reel lengths — while shorter is usually better, some longer videos perform well if they tell a compelling story.



## BLOGS

Looking for more inspiration?  
Check out this blog!

- **Walks Are More Than Just for Wags: The 5 Benefits of Walking Your Dog**

## GeniusTip:

Responding to comments and messages promptly increases engagement and builds a loyal following.

# Graphics to Share

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**1 x 1**

Formatted for Instagram and Facebook

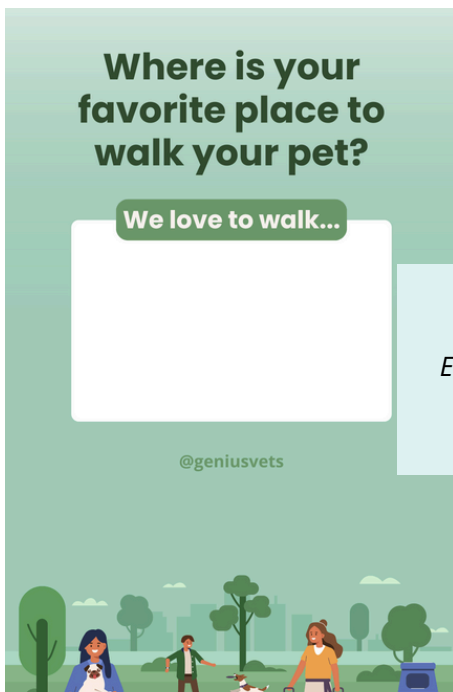
[DOWNLOAD](#)



Where is your favorite place to walk your pet?

We love to walk...

@geniusvets



**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!*

[DOWNLOAD](#)

[HOW TO GUIDE](#)



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# Claim Your Profile in Our Free Directory

- Your practice has a full-page profile.
- Every practice is included. Can't find yours? Contact us!
- Enjoy access to your page for easy updates.
- Your profile is completely free – no charges for access or edits, ever.



## At GeniusVets, WE HELP veterinary practices:

- Improve workplace satisfaction
- Attract high-quality doctors and staff
- Deliver great customer service
- Increase profitability

Chat with us  
to learn more!

