GeniusVets Social Media Toolkit

APRIL 2025

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

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.

Wisibility 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 highestperforming 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!





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 - 7: International Pooper Scooper Week April 13 - 19: National Dog Bite Prevention Week April 14 - 20: National Pet ID Week April 20 - 26: Veterinary Receptionist Week

April 2025 CONTENT CALENDAR

		1	National Ferret Day	3	4	5
National Siamese Cat Day	7	8	9	10	Dog Therapy Appreciation Day National Pet Day	World Hamster Day
13	14	15	16	17	18 Good Friday	National Cat Lady Day
20 Easter	21	22 Earth Day	National Lost Dog Awareness Day	24	Hairball Awareness Day	World Veterinary Day
National Pet Parent Day	28	29	National Adopt a Shelter Pet Day			

APRIL **Prevent Lyme Disease in Dogs Month**

VIDEO

- Video Idea 1: What are the signs of Lyme disease in a dog? Create a video that teaches your clients what the first signs of Lyme are.
- Video Idea 2: Create a video that talks about the life cycle of a tick. What do ticks look like? Where are they found? What are the stages of their growth? Answer questions like these.

ΡΗΟΤΟ

- Share a photo of a dog being given tick oral or topical preventative medicine. Use the caption to mention the services that your practice provides to protect against Lyme.
- Post a photo of a dog getting a treat after being vaccinated for Lyme disease. Share the importance of this vaccine for your client's dog's health.

INFOGRAPHICS

• Create a graphic highlighting what vaccines are required for dogs and acts and the health benefits they provide.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: ticks, dog outside, dog hike
- Post a photo of a dog pulling on its leash outside. Caption it: "Hurry, we need to check for ticks!"

INTERACTIVE

• Quiz: Ask your followers if they know the signs of Lyme disease in a dog.

GeniusTip: Posts with a

clear,

engaging narrative tend

to perform

better—tell a

story rather than just

stating facts.

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

> #LymeDisease #LymeDiseasePrevention #LymeDiseaseInPets





GeniusTip:

Consistency is key posting regularly builds trust and brand recall.

BLOGS

Looking for more inspiration? Check out these blogs!

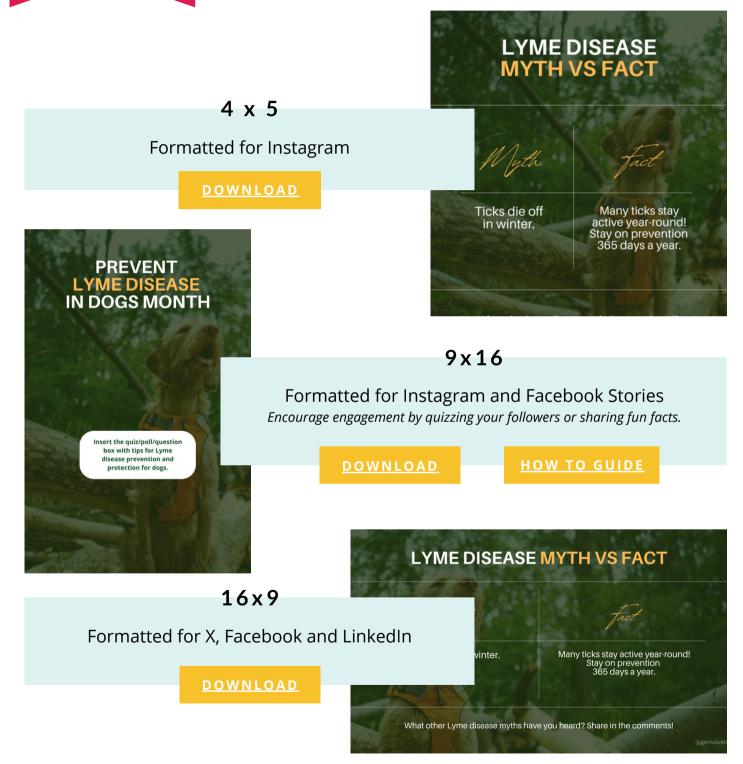
- All About Lyme Disease
- <u>Dispelling 6 Common Myths</u> <u>About Ticks</u>



Repurpose topperforming Facebook posts into ads to maximize reach 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.

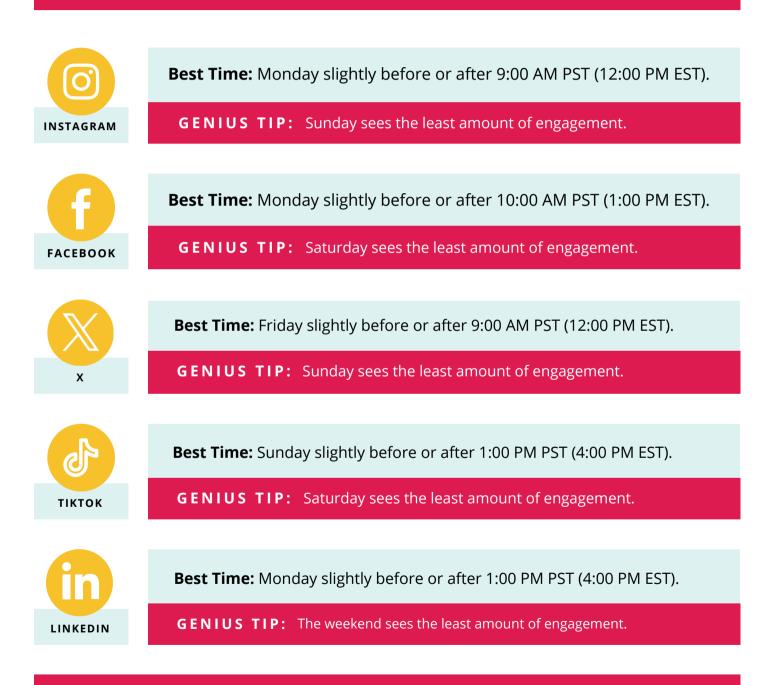


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The Best Post Timing

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.



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: Have your doctors talk about why they became veterinarians. What is it about pets that inspired their careers? How do they celebrate National Pet Day?

рното

 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. Genius Tip: Engage with other accounts by liking and commenting on their posts —this increases your visibility.

• Post adorable photos of your staff members with their pets.

INFOGRAPHICS

• Create a graphic offering some suggestions for celebrating the day, such as scheduling a wellness exam for your pet, dedicating time to play together, taking a long walk, or buying a new toy!

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: pet day, dog love, cat love, pet love
- Why do pets think they deserve a national day of recognition? Caption photos with their "thoughts."

INTERACTIVE

• Poll: Is your pet excited to celebrate National Pet Day?



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

#NationalPetDay #PetDay #PetLove #DogLove #CatLove

GeniusTip:

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





BLOGS

Looking for more inspiration? Check out these blogs!

- <u>10 Commonly Asked Questions About</u> <u>Dogs and Their Surprising Answers</u>
- <u>10 Commonly Asked Questions About</u> <u>Cats and Their Answers</u>

Engage in trending conversations by using relevant hashtags to increase discoverability.

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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.



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 20 Easter

VIDEO

- Video Idea 1: Do a staff "Doggie Easter Egg Hunt"! Fill plastic eggs with peanut butter and let the dogs search for them. Of course, make sure the dogs don't ingest the plastic and warn followers to be cautious if trying at home.
- Video Idea 2: Have a doctor talk about Easter safety topics, such as: keeping Easter baskets up high, chocolate, plastic grass, lilies, etc.

ΡΗΟΤΟ

- Buy some Easter props, like bunny ears, baskets, eggs, etc., and have a little photoshoot with a staff pet or patient.
- If your practice sees rabbits, post a photo of a bunny patient. Caption it in a cute and fun way!

GeniusTip:

Post behindthe-scenes content, as it feels more authentic and relatable.

INFOGRAPHICS

- Make an infographic with different spring flowers that are toxic for dogs and cats.
 Encourage your followers to review these before bringing bouquets into the home.
- Create an infographic with all the tips a new rabbit owner should know before adopting.

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas.
 We suggest search terms like: Easter dog, Easter cat, Easter rabbit
- Caption an adorable photo of a pet rabbit with a dog or cat with: "Some-bunny loves you!"

INTERACTIVE

• Create a quiz about Easter pet hazards, including toxins, uncomfortable or dangerous costumes, and decor.

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

#Easter #EasterPets #EasterPetSafety #EasterSafety





GeniusTip:

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

BLOGS

Looking for more inspiration? Check out this blog!

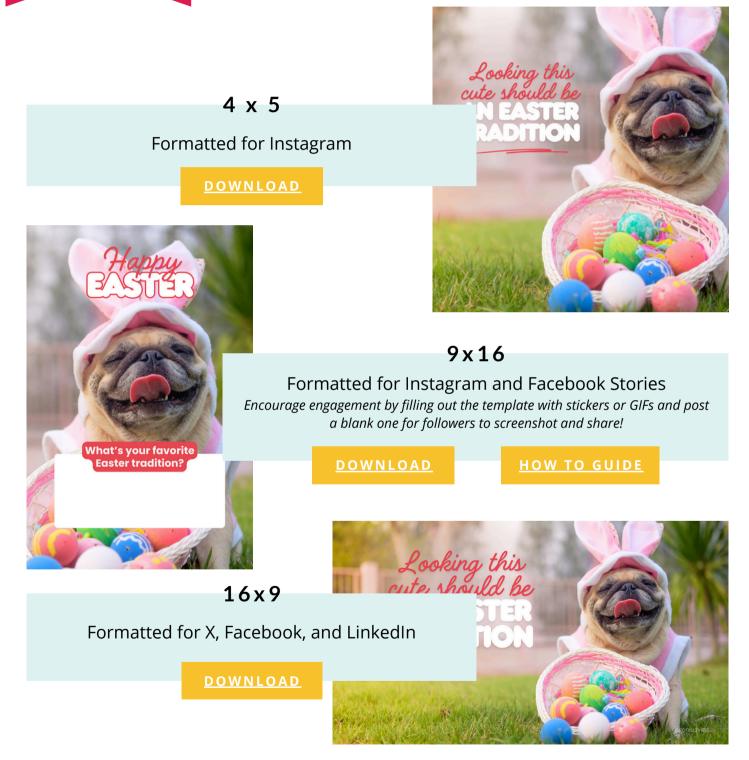
• <u>Top 5 Spring Hazards</u> <u>to Your Pets</u>



Keep captions short and engaging pairing them with emojis can increase retention.

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APRIL 23 Lost Dog Awareness Day

VIDEO

• Video Idea: Share a story from a client or staff member that experienced losing their dog and being reunited. Talk about all the preventative measures that might have helped the dog be brought home.

PHOTOS

- Take a photo of a tech scanning a "lost dog" for a microchip.
- Take a photo of a dog with their collar and ID tag on. Point out that fitting a pet with a proper ID tag is the first step, but pets also need a microchip with up-todate contact information regularly added.

INFOGRAPHICS

- Create a myths vs. facts infographic about microchips. Encourage your followers to contact you with any questions and help debunk any misconceptions.
- Share the statistics of how many dogs are lost every year, along with how many are reunited with their families.

MEME

• Think... "I don't always get lost, but when I do, I make sure I'm microchipped."

INTERACTIVE

 Have followers submit their funny/ creative pet ID tags. Share pics of your favorites, as long as they don't include personal information about pet owners!

LOST DOG

and white spots Can ()100 REWARD

APRIL 26 World Veterinary Day

VIDEO

- Video Idea 1: The 2025 World Veterinary Day theme is "Animal health takes a team"! Show off your veterinary team, and talk about how everyone contributes individually.
- Video Idea 2: Interview your staff why do they love veterinary medicine? You can share these as individual clips or compile them in one special celebratory video.

ΡΗΟΤΟ

- Share photos of some of your favorite memories in your practice's history - these can include your first opening day, a pet health success story, when you hired a new employee, or a milestone you celebrated as a team.
- Share photos of pets with quotes about why you love veterinary medicine.

GIFS + MEMES

- Search on sites like <u>Giphy</u> or <u>Tenor</u> for ideas.
 We suggest search terms like: veterinarian, veterinary medicine, vets, vet med
- Share funny pictures with "A day in the life of a veterinarian" captions, sharing the relatable and funny parts of your day as a vet.

INFOGRAPHICS

 Share an infographic talking about statistics that might open your patients' eyes to struggles your team faces necessary costs, facts about veterinary schooling, etc.

GeniusTip:

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

INTERACTIVE

• Survey your followers - who is their favorite member of your team and why? Celebrate your employees with the answers!



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

#WorldVeterinaryDay #Veterinarian #VetMed #VeterinaryTeam

GeniusTip:

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





BLOGS

Looking for more inspiration? Check out this blog!

<u>Tips to Finding the Perfect</u>
 <u>Veterinarian for Your Pet</u>

Reply to tweets in your industry to increase your profile's visibility and establish authority.

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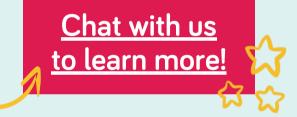
Claim Your Profile in Our Free Directory

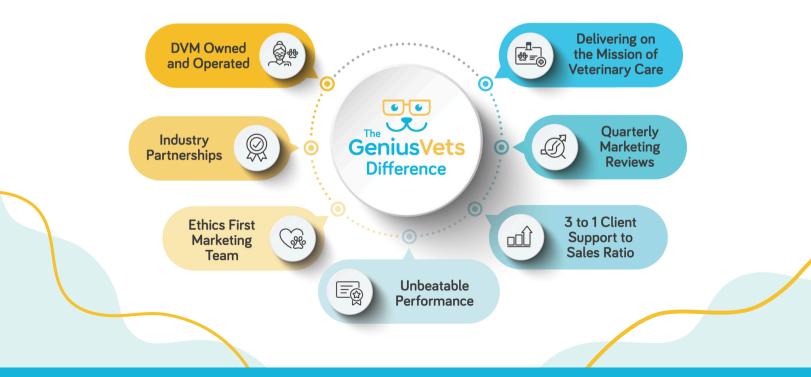
- Your practice has a full-page profile.
- Every practice is included. Can't find yours? Contact us!
- Enjoy access to your page for easy updates.
- Your profile is completely free no charges for access or edits, ever.



At GeniusVets, WE HELP veterinary practices:

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





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