



Social Media Toolkit






MAY 2025



Everything your
veterinary
practice needs to
plan out your
month 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.
-  **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:

National Lyme Disease Awareness Month

National Pet Month

National Responsible Animal Guardian Month

Pet Cancer Awareness Month

Pet Sitter Safety Month

Chip Your Pet Month

Dental Care Awareness Month

Week-Long Events:









May 4-10: Be Kind to Animals Week

May 4-10: National Pet Week



May

2025 CONTENT CALENDAR

				 National Purebred Dog Day	2	 National Specially Abled Pets Day
 Bird Day May the 4 th (Star Wars Day) Mayday for Mutts	5 Cinco de Mayo	6	7	 National Animal Disaster Preparedness Day	9	 World Migratory Bird Day National Dog Mom Day
11 Mother's Day	12	13	14 National Receptionist Day	15	 Endangered Species Day	17
18	19	 National Rescue Dog Day	21	22	 World Turtle Day	24
25	26 Memorial Day	27	28	29	30 National Heat Awareness Day	31 National Smile Day



MAY

Pet Cancer Awareness Month

VIDEO

- **Video Idea 1:** Have a doctor talk about the importance of annual and/or semi-annual exams in order to detect signs of cancer as early as possible.
- **Video Idea 2:** Discuss the treatment options offered in your clinic, and talk about specialists in your area where you may refer pets to.

PHOTO

- Show off your patients that have survived cancer! Include plenty of happy “after” photos.
- Share a patient photo and include five symptoms all pet owners should look for during “Pet Cancer Awareness Month”.

GeniusTip:

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

INFOGRAPHICS

- Create an infographic that showcases pet cancer statistics. Be sure to add your branding and contact info, as this is very shareable content.
- Explain different forms of pet cancer, and the symptoms associated with these illnesses. Help your followers recognize signs of a health issue.

MEMES (BE JOYFUL!)

- Be inspirational. Post photos of your staff spoiling pet cancer patients during treatment, with captions about love, dedication, and compassion.
- Use photos of pets in remission or whose cancer is being well-managed with captions like “I’m a fighter,” or other motivational ideas.

INTERACTIVE

- Survey your followers: do they think preventative care is important for keeping their pets healthy?

HASHTAGS

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

Here are our recommendations:

**#PetCancerAwareness #PetCancer
#CancerSucks #PetCare
#CancerCare #CancerAwareness**



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 this blog!

- **Signs of Dog Cancer That You Should Never Ignore**



GeniusTip:

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

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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Formatted for Instagram

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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.



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!](#)

MAY 3

National Specially Abled Pets Day



VIDEO

- **Video Idea 1:** Have a doctor explain some of the most common pet disabilities, such as deafness, blindness, or missing limbs. Don't forget some tips and info about providing these special pets with great quality of life!
- **Video Idea 2:** Do you have any specially-abled pets in your patient base? Interview their families and feature them living happy lives!

PHOTO

- Post photos of specially-abled patients and their families. This is even sweeter if they have inspirational pet adoption stories!
- If you have deaf pets in your patient base, post photos of them responding to their owners' hand signals.

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

INFOGRAPHICS

- Create a graphic answering some FAQs about adopting a specially-abled pet. Bust any myths and encourage your followers to consider adopting these loving animals!

MEMES

- Just like with people, "specially-abled" does NOT mean "unable"! Create inspirational memes for specially-abled pets leading healthy lives.
- Create "dating profiles" for specially-abled pets from local shelter and rescue groups. Help prospective pet owners understand that these pets need loving homes, too!

INTERACTIVE

- Survey or poll: Have you adopted a specially-abled pet?



HASHTAGS

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

Here are our recommendations:

**#SpeciallyAblePets #DeafDogsRock
#NationalSpeciallyAblePetsDay
#RescuePets**

GeniusTip:

Use long-form posts or LinkedIn Articles to provide in-depth content that showcases expertise.



BLOGS

Looking for more inspiration?
Check out this blog!

- **Advocating for Your Pet with IVDD:**
Tips for Working with Your
Veterinarian and Care Team

GeniusTip:

Ask 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.

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5 THINGS YOU SHOULD KNOW ABOUT SPECIALLY ABLED PETS

1 They adapt quickly.

2 They can live full, happy lives.

3 They don't feel sorry for themselves—so neither should you.

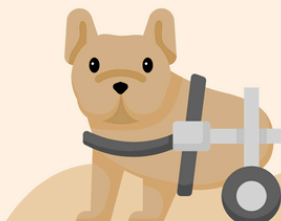
4 Many need less "special care" than you think.

5 They're just as loving (maybe more!)



PARENTS OF SPECIALLY ABLED PETS:

Tell us what makes your pet special!



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Encourage engagement by filling out an example template, and posting a blank version for your followers to screenshot.

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5 THINGS YOU SHOULD KNOW ABOUT SPECIALLY ABLED PETS

1 They adapt quickly.

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3 They don't feel sorry for themselves—so neither should you.

4 Many need less "special care" than you think.

5 They're just as loving (maybe more!)

6 They deserve forever homes too!



@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...



MAY 11

Mother's Day

VIDEO

- **Video Idea 1:** 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.
- **Video Idea 2:** Create a collage/montage video of your staff members sharing messages of thanks to their moms and/or to the pet moms in your client base.

GeniusTip:

Stitch and Duet trending videos to capitalize on popular content while adding your unique perspective.

PHOTO

- Do you have any patients whose dog has given birth to puppies? Share photos of them as literal "pet moms."
- Share photos of clients with their human kids and pet kids. Make sure you have permission to post these photos!

INFOGRAPHICS

- Create an infographic with a list of must-have items for new dog moms. This can include items such as a quality leash and collar, healthy dog food and treats, and safe toys.

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: Dog mom, Mother's Day, Dog with puppies
- Share funny pet photos with the directive of "Tell me you are a dog mom without telling me you are a dog mom."

INTERACTIVE

- Survey or poll: What's the best thing about having "fur babies"?

HASHTAGS

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

Here are our recommendations:

**#MothersDay #PetMom #CatMom
#DogMom #PetMomLife**



GeniusTip:

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

BLOGS

Looking for more inspiration?
Check out this blog!

- **National Dog Mom's Day: 10 Ways to Be the Best Dog Mom Possible**



GeniusTip:

Encourage user-generated content by creating challenges or interactive prompts.

Graphics to Share

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HAPPY
MOTHER'S DAY!

Insert the quiz/poll/question box with fun questions and polls about mothers and our appreciation for them.

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MAY 20

National Rescue Dog Day

VIDEO

- **Video Idea:** Team up with your local animal shelter or rescue group and feature adoptable dogs. To spice up your video, pretend these dogs are on a dating show and give them each a "profile"!

PHOTO

- "Before and after" adoption photos: share photos of dogs before and after they were adopted, showcasing their transformation and how happy and healthy they look in their new homes.

INFOGRAPHIC

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

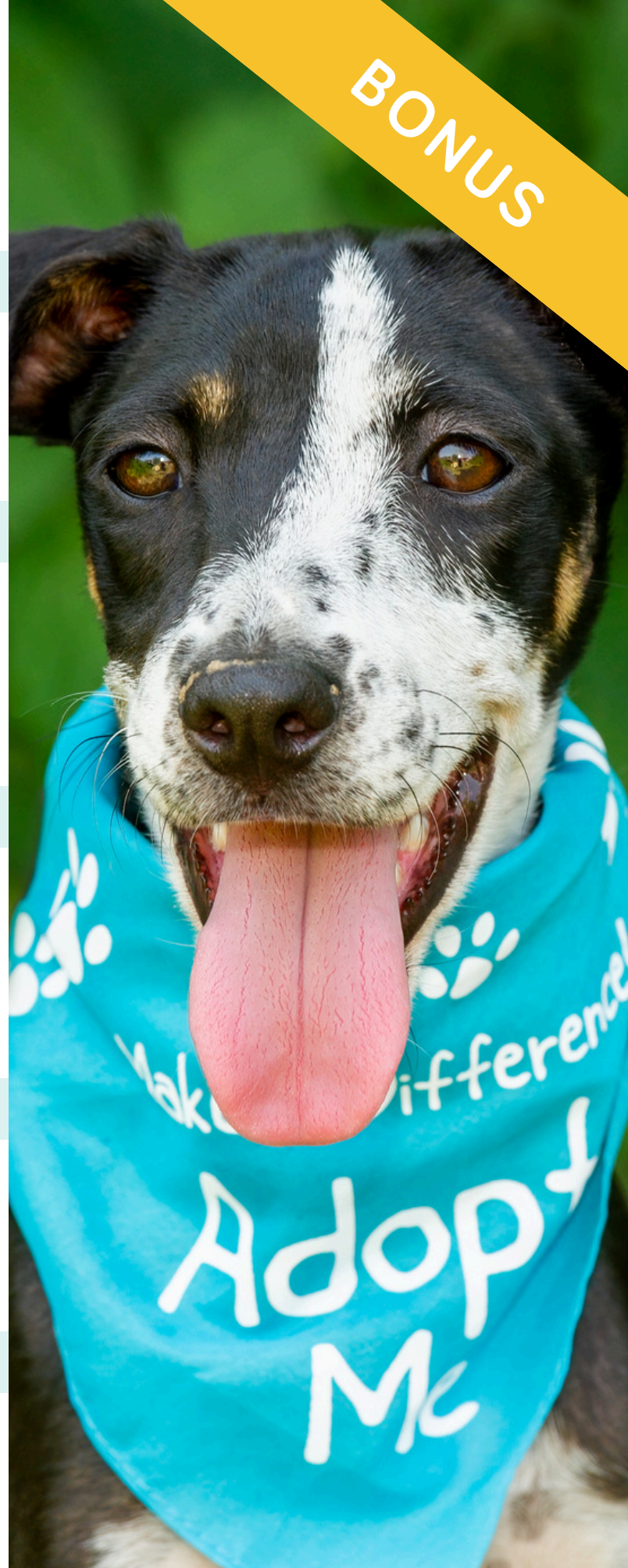
MEME

- Create a meme featuring a rescue dog with a superhero costume, showcasing the dog's bravery and strength in overcoming challenges and finding a loving home.

INTERACTIVE

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

BONUS





MAY 30

National Heat Awareness Day

VIDEO

- **Video Idea 1:** Share the signs of heatstroke in pets, such as excessive panting, drooling, lethargy, vomiting, and collapse.
- **Video Idea 2:** Talk about the importance of not leaving pets in hot cars and what you can do if you see a pet in distress. Check your local laws pertaining to breaking windows, etc.

PHOTO

- Post a photo of a dog outside in the sun and include signs of heatstroke, such as excessive panting or lethargy, in the caption.
- Share a photo of a thermometer on hot pavement, along with a warning to avoid walking pets on hot surfaces to prevent burns and discomfort.

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: Summer dog, summer cat, cool dog, cool cat
- "Stay Cool, My Friends" - Share a picture of a pet with a pair of sunglasses, along with a caption encouraging pet owners to keep their pets cool and hydrated during hot weather.

INFOGRAPHICS

- Share tips for keeping pets cool during hot weather, such as providing plenty of water, shade, and cool places to rest, and avoiding exercise during the hottest parts of the day.

GeniusTip:

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

INTERACTIVE

- Poll your followers: do they know the best ways to keep their pets cool in the summer?



HASHTAGS

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

Here are our recommendations:

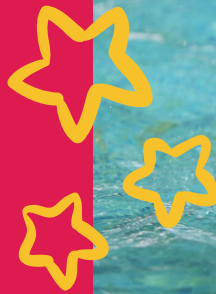
#NationalHeatAwarenessDay

#HeatAwarenessDay

#HeatSafety #PetHeatSafety

GeniusTip:

Test different content formats (text, images, video, carousels, polls) to see what resonates most with your audience.



BLOGS

Looking for more inspiration?
Check out this blog!

- **[Baby, It's Hot Out There!](#)**
[Protecting Your Pets in](#)
[Hot Weather](#)

GeniusTip:

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

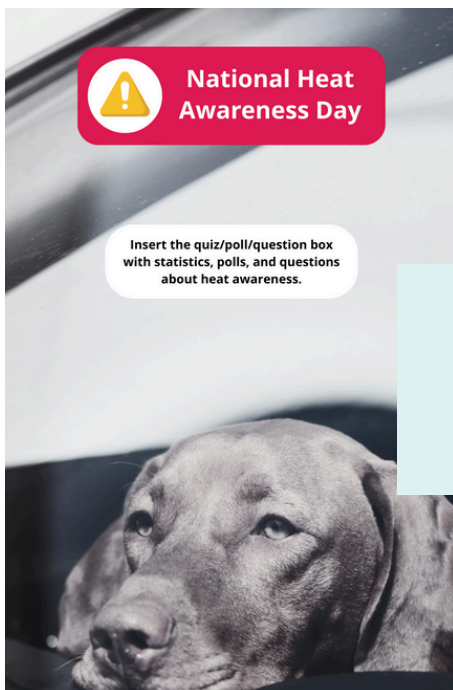
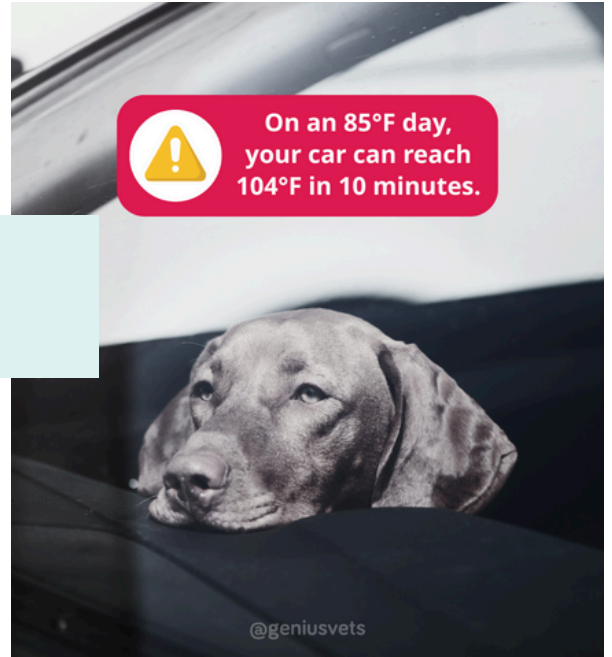
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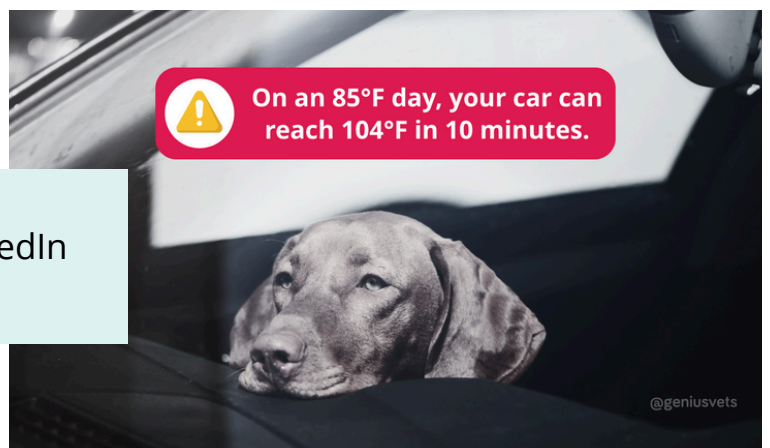
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- Your practice has a full-page profile.
- Every practice is included. Can't find yours? Contact us!
- Enjoy access to your page for easy updates.
- Your profile is completely free – no charges for access or edits, ever.



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!

