



Social Media Toolkit






JUNE 2025



Everything your
veterinary
practice needs to
plan out your June
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 Adopt a Cat Month
- National Microchipping Month
- National Pet Preparedness Month
- National Foster a Pet Month
- National Zoo and Aquarium Month
- Professional Wellness Month
- National Camping Month
- National Hug Your Cat Month

Week-Long Events:

- June 1-7: Pet Appreciation Week
- June 15-21: Animal Rights Awareness Week
- June 16-20: Take Your Pet to Work Week



June

2025 CONTENT CALENDAR

 National Cancer Survivor's Day	2	3	 Hug Your Cat Day International Corgi Day	5	6	7
 Best Friends Day World Oceans Day	9	 World Pet Memorial Day National Call Your Doctor Day	11	12	13	14 Flag Day
15 Father's Day	16	 Take Your Cat to Work Day	18	19 Juneteenth National Garfield the Cat Day	 First Day of Summer Take Your Dog to Work Day	 National Dog Party Day National Selfie Day
22	23	 Cat World Domination Day	25	26	27	28
29	30					

JUNE

Adopt a Cat Month



VIDEO

- **Video Idea 1:** Does your practice work closely with a certain shelter or rescue group? Visit their facility to highlight their adoptable cats.
- **Video Idea 2:** Interview that trusted rescue group. Ask about the adoption process, and about how many cats are waiting for homes in their facility.

PHOTO

- Feature recently adopted cats in your patient base, and include their stories in the caption.
- Post photos of the recommended materials a new cat owner should have, such as a cozy bed, a food and water bowl, and a breakaway collar. Feature products from your practice if you sell the suggested items.

INFOGRAPHICS

- Create an infographic to show how many kittens an unspayed cat can have over certain time periods.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: adopt a cat, cat adoption, cat love.
- Use photos of adoptable cats & caption them with statements about why new adopters would be their “heroes,” etc.

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

INTERACTIVE

- Survey or poll: How many of your social followers have ever adopted a cat? (Bonus: this could open up a source of new client leads!)

HASHTAGS

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

Here are our recommendations:

**#AdoptACatMonth #AdoptACat
#CatAdoption #CatLove #NewCat**



GeniusTip:

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

BLOGS

Looking for more inspiration?
Check out these blogs!

- **[National Adopt a Cat Month: 10 Reasons to Adopt a Kitty](#)**
- **[Myth vs. Fact: Debunking Common Misconceptions About Adopting a Cat](#)**



GeniusTip:

Repurpose top-performing 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.

4x5

Formatted for Instagram

[DOWNLOAD](#)



ADOPT A CAT
Month

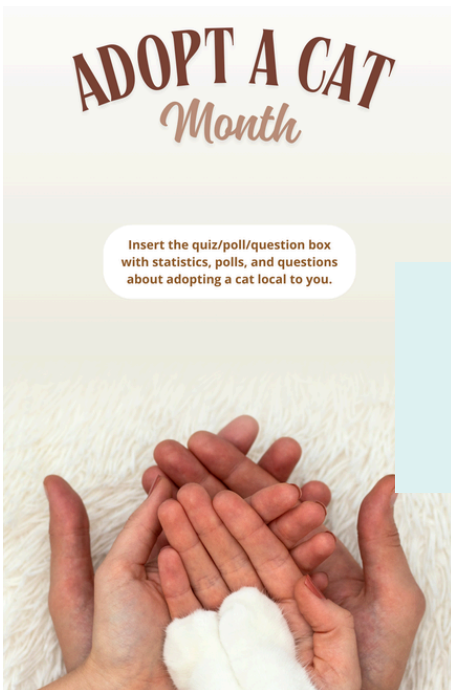
Insert the quiz/poll/question box with statistics, polls, and questions about adopting a cat local to you.

9x16

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

[DOWNLOAD](#)

[HOW TO GUIDE](#)



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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!](#)

JUNE

National Microchipping Month



VIDEO

- **Video Idea 1:** Create a video that shares success stories of reunited families! Show footage of happy pets and their loving parents.
- **Video Idea 2:** Remind pet owners to check their chip! Getting the microchip is only the beginning—to allow it to live up to its full potential, it needs to be consistently updated with the client's most recent contact info.

PHOTO

- Take a photo of a cat with no collar: "Roses are red, violets are blue, collars come off but microchips stay true!"
- Share a carousel of dogs who were once lost. Share their stories and celebrate with happy memories of reuniting with their families!

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

INFOGRAPHICS

- Share statistics about how many pets are lost or stolen every year. Include info on how microchips reduce these numbers and provide an opportunity for pets to come home safely.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: lost cat, lost dog, dog microchip
- Post a photo of a cat sitting on top of their owner looking super cozy—caption the photo, "Reunited and it feels so good!"

INTERACTIVE

- Quiz: Ask your followers if they know the percentage of pets that are lost or stolen every year.



HASHTAGS

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

Here are our recommendations:

#NationalMicrochippingMonth

#Microchip #ChipYourPet

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!

- **[A Pet Parent's Guide to Microchipping](#)**

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.

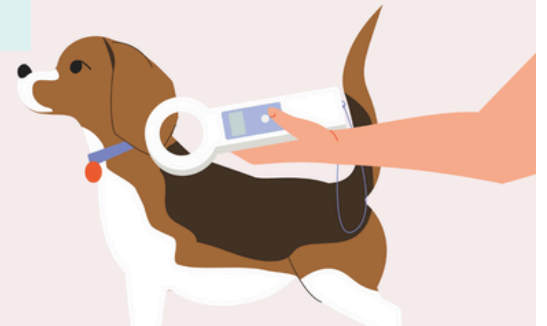
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Formatted for Instagram

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Did you know?

Microchips are designed to last for well over 25 years. That means your pet is covered for life!



National
**MICROCHIPPING
MONTH**

Insert the quiz/poll/question box with statistics, polls, and questions about the importance of microchipping your pets.

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Encourage engagement by quizzing your followers.

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[HOW TO GUIDE](#)



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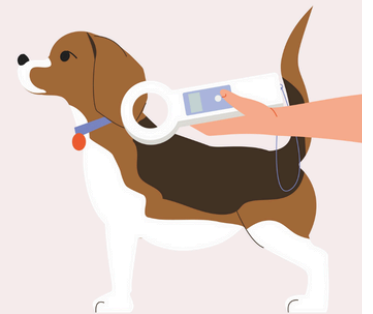
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@geniusvets



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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...

JUNE 10

National Call Your Doctor Day

A woman with voluminous red hair is smiling and talking on a black mobile phone. She is holding a small, fluffy dog with white and brown patches. The background is a soft-focus green, suggesting an outdoor setting.

VIDEO

- **Video Idea 1:** Have a doctor explain the importance of wellness and preventive care. You could use fun animations and engaging captions to make the content interesting!
- **Video Idea 2:** Talk to a receptionist about taking phone calls, highlighting the positives, of course. Motivate pet owners to call their pet's doctor's office!

PHOTO

- Pose dogs and cats with phones in your practice.
- Feature photos of your reception staff, who will answer your clients' calls.
- Post photos of happy pets during their regular wellness visits!

GeniusTip:

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

INFOGRAPHICS

- Create a graphic to show how many of your patients are up to date per your recommendations for wellness exams. Don't shame anyone who is overdue, but instead celebrate those who are on the ball!

GIFS + MEMES

- Search on sites like Giphy or Tenor for ideas. We suggest search terms like: veterinarian, dog on phone, cat on phone
- Create an image with your phone number! Caption it to encourage your clients to call now.

INTERACTIVE

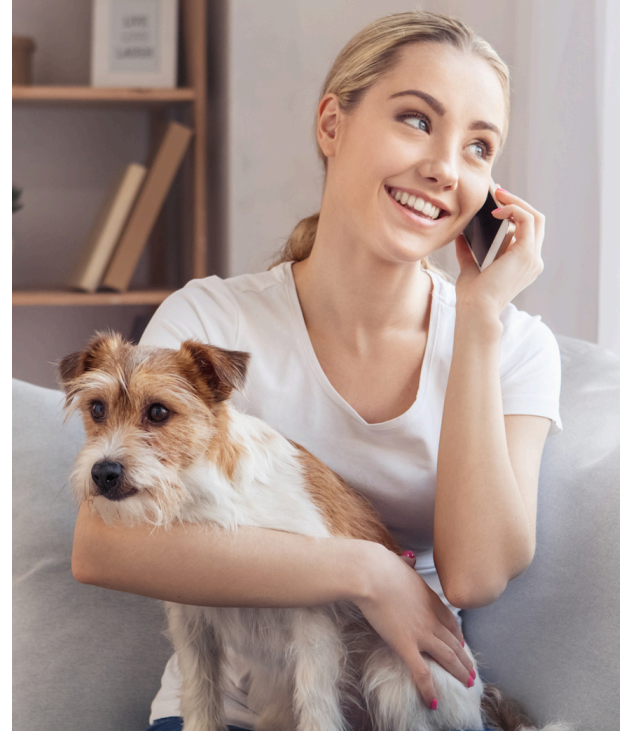
- Quiz: ask questions about the importance of wellness and preventive care.
- Quiz: about your practice's recommendations for frequency of wellness visits.

HASHTAGS

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

Here are our recommendations:

#NationalCallYourDoctorDay
#CallYourVet #CallYourDoctor
#PetWellness



GeniusTip:

40% of TikTok ads with the highest view-through rate include text overlays and work with effects or stickers.

BLOGS

Looking for more inspiration?
Check out this blog!

- **[The Secret to Stress-Free Veterinary Visits With Your Cat](#)**



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.

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Today's the day to call your pet's favorite doc.

(Hint: it's us)



National
Call Your Doctor
Day

Insert the quiz/poll/question box with statistics, polls, and questions about scheduling regular exams.

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Encourage engagement by quizzing your followers.

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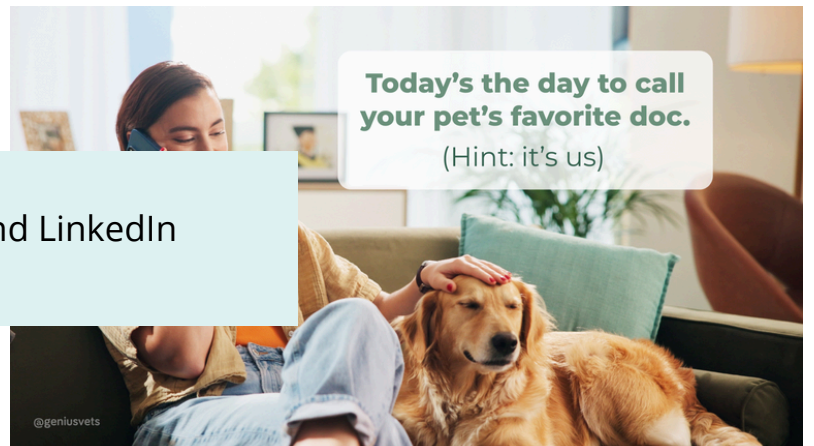
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BONUS

JUNE 15 Father's Day

VIDEO

- **Video Idea 1:** Create a video of any dads that work in your practice. Have them share about their families!
- **Video Idea 2:** Create a collage/ montage video of your staff members sharing messages of thanks to their dads/pet dads in your client base.

PHOTOS

- Post pictures of men in your practice with their pets, or celebrate them with their human kids!
- Post pictures of male clients with their pets.

INFOGRAPHIC

- Create a graphic or series of graphics to explain how regular preventive care is what's best for "fur babies." Encourage the dads who follow you to schedule an appointment for their pets!
- Create an infographic of fun ways that dog dad's can celebrate Father's Day with their pets. If you host any local events, promote those here!

MEME

- Think of "dad problems" or "dog dad problems," and add relatable captions to photos.

INTERACTIVE

- Survey or poll your followers—what's the best thing about being a dog dad?



JUNE 20

First Day of Summer



VIDEO

- **Video Idea 1:** Create a video that walks through warm weather safety. Share your expert input on topics such as heat stroke, hot pavement, sunscreen, hot cars, and more.
- **Video Idea 2:** Create a video that highlights water safety: focus on pools, oceans, or lakes. Consider sharing precautions before swimming as well as emphasizing the importance of teaching your dog to swim.

PHOTO

- Share a photo of a dog in a car and use the caption to emphasize proper car safety in the summer.
- Post a photo of a dog with booties (for hot pavement). Share your favorite ways to protect paws from damage!

MEMES

- Share a picture of a cat with the text "I'm not lazy, I'm just conserving energy for the long summer days ahead."
- Post a picture of a dog wearing sunglasses and laying in the sun with the text "Summer is ruff, but someone's got to enjoy it."

INFOGRAPHICS

- Create an infographic about beach safety. Include what a pet owner should bring to the beach for their pet, along with tips to keep animals safe.

GeniusTip:

Consistency is key—posting regularly builds trust and brand awareness.

INTERACTIVE

- Survey clients to ask them what their summer plans are!



HASHTAGS

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

Here are our recommendations:

**#FirstDayofSummer #SummerDog
#SummerCat #SummerPets**

GeniusTip:

Posts with a clear, engaging narrative tend to perform better—tell a story rather than just stating facts.



BLOGS

Looking for more inspiration?
Check out these blogs!

- **[How to Keep Your Pets Safe From Extreme Heat This Summer](#)**
- **[Avoiding Water, Sand, and Algae Risks that Can Put a Damper on Your Dog's Summer Fun](#)**

GeniusTip:

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

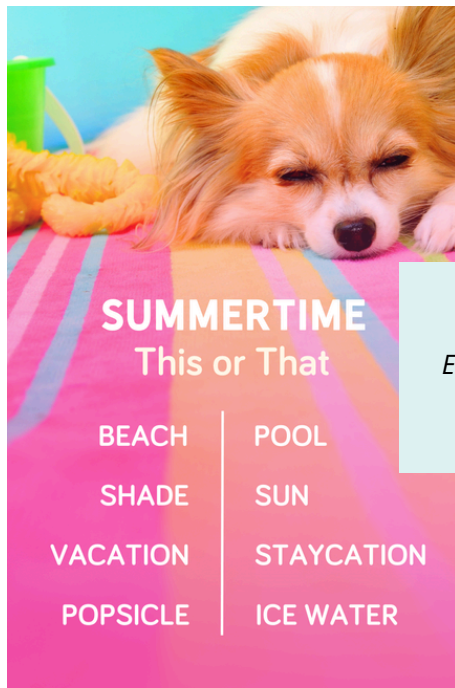
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SUMMERTIME
This or That

BEACH	POOL
SHADE	SUN
VACATION	STAYCATION
POPSICLE	ICE WATER

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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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Shell yeah,
IT'S BEACH SEASON!

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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!](#)

