



Social Media Toolkit






AUGUST 2025



Everything your
veterinary
practice needs to
plan out your
August 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 Pet Immunization Awareness Month

National Wellness Month

Week-Long Events:















August 3-9: International

Assistance Dog Week



August

2025 CONTENT CALENDAR

					 1 DOGust Universal Birthday for Shelter Dogs	2
3	 4 Assistance Dog Day	 5 National Work Like a Dog Day	6 Fresh Breath Day	7	 8 World/ International Cat Day	9
 10 National Lazy Day Spoil Your Dog Day	11	12	13	 14 World Lizard Day	 15 National Check the Chip Day	 16 St. Roch's Day International Homeless Animals Day
 17 Black Cat Appreciation Day	18	19	20	21	 22 National Take Your Cat to the Vet Day	 23 International Blind Dog Day
24	25	 26 National Dog Day	27	 28 Rainbow Bridge Remembrance Day	29	 30 National Holistic Pet Day
31						



AUGUST

National Wellness Month

VIDEOS

- **Video Idea 1:** It's important to schedule regular wellness exams for your pet! Highlight how easy it is to make an appointment.
- **Video Idea 2:** Not everyone is physically able to keep up with their pet's needs when it comes to walks and playtime. Show how helpful dog walkers can be for pet wellness!

PHOTOS

- Share a photo of a person brushing an animal's teeth - our animals need good dental hygiene too!
- Drinking water is important to everyone's health. Show a pet owner drinking from a water bottle while their pet drinks from a water bowl beside them, both staying hydrated.

INFOGRAPHICS

- Share five new habits pet owners can form with their pets this month, such as: regular sleep schedules, daily exercise, spending time outside, taking a break from social media and replacing it with quality time, and drinking more water.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable GIF videos. Suggested search terms: dog health, cat health, pet health
- Create a funny series of memes with the prompt "What does wellness look like to your pet?" These can be silly, like a cat relaxing in the sun!

GeniusTip:
Use GIFs and memes when appropriate—they tend to increase engagement and shareability.

INTERACTIVE

- Survey: Tell us one thing you're doing to treat yourself and your pet today.

HASHTAGS

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

Here are our recommendations:

#NationalWellnessMonth

#PetWellness #PetHealth #PetCare



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 these blogs!

[How to Promote Wellness and Longevity In Your Dog](#)

[Why Skipping Cat Wellness Visits Can Be Risky: A Veterinarian's Point of View](#)



GeniusTip:

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

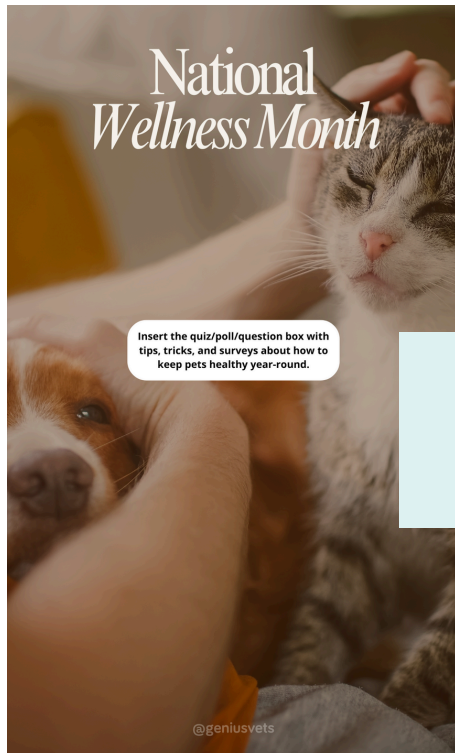
Graphics to Share

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

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9x16

Formatted for Instagram and Facebook Stories

Encourage engagement by quizzing, asking questions, 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!](#)

AUGUST 6

Fresh Breath Day



VIDEOS

- **Video Idea 1:** Use a cute video of a smiley dog showing off their teeth. Overlay text on the video such as: “Check out my fresh pearly whites!”
- **Video Idea 2:** Create a video that shares your recommended “Fresh Breath Toolkit”. Share the toothbrushes, toothpaste, and dental treats that you think pet owners should have.

PHOTOS

- Post photos of pets getting their teeth cleaned, especially before and after shots!
- Show a team member holding a panting dog and plugging their nose and caption it: “Someone’s breath isn’t so fresh...”

GeniusTip:

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

INFOGRAPHICS

- Create an infographic that talks about the importance of brushing your pet’s teeth. Include what tools every pet owner should have for fresh breath.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: dog toothbrush, dog dental, cat toothbrush
- Create a meme that promotes your dental services that is captioned something like: “Dental services at our practice: \$XX. Never smelling bad doggy breath again: Priceless.”

INTERACTIVE

- Quiz your followers - how often should they brush their pet’s teeth?
- Host a giveaway for a free dental cleaning!



HASHTAGS

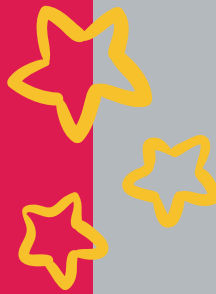
Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

**#FreshBreathDay #PetHealth
#DogDental #CatDental**

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 these blogs!

[10 Things You Need to Know About Your Pet's Bad Breath](#)

[The Secret to Great Dog Dental Care](#)

GeniusTip:

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

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](#)

Sorry about the breath...
I haven't brushed
in a while.



@geniusvets

Fresh Breath Day
AUGUST 6TH

Insert the quiz/poll/question box with tips, tricks, and questions about the importance of pet dental care.

@geniusvets

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Encourage engagement by quizzing, asking questions, or sharing fun facts.

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AUGUST 10

Spoil Your Dog Day

VIDEO

- **Video Idea:** Create a video that focuses on the best healthy treats for a pet. Include some of your favorite store-bought or DIY recommendations.

PHOTO

- Take your own photo or use stock images of ways to “spoil” your dog:
 - Puppy massage
 - Eating a healthy treat
 - Going for a walk
 - Belly rubs

INFOGRAPHICS

- Create an infographic about healthy ways to spoil your dog: safe fruits and veggies, walks, wellness exams, belly rubs, a new toy, teach a new trick, etc.
- Walk through the basics a dog needs for their peak happiness. Include tips like how much exercise a dog should get, what vitamins they need, etc.

MEME

- “Spoil Your Dog Day....Isn’t that every day?” This sentiment will really connect with dog lovers! Create memes with how dogs are spoiled daily.

INTERACTIVE

- Have your followers send you a picture and submit what they do to spoil their dog. Post the photos in a Facebook album or Instagram carousel and caption them with the client submissions.

BONUS



AUGUST 17

Black Cat Appreciation Day



VIDEOS

- **Video Idea 1:** If you have patients or staff pets that fit the bill, demonstrate that black cats can be just as friendly and sweet at other cats.
- **Video Idea 2:** Have a doctor bust some black cat myths with common sense explanations - show that these sweet animals are not bad luck!

GeniusTip:
TikToks shot vertically have an average 25% higher 6-second watch-through rate.

PHOTOS

- Share a photo of an adorable black cat available for adoption at a local shelter or rescue organization. Encourage followers to consider adopting a black cat and highlight the benefits of having a black cat as a pet.

INFOGRAPHICS

- "10 Reasons Why Black Cats Make Great Pets" - Share the unique qualities of black cats and why they make wonderful pets. Include information about their affectionate and playful nature, as well as their loyalty and intelligence.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: black cat
- "Black cats are like a box of chocolates, you never know what you're gonna get" - Feature a picture of a black cat with this quote, referencing the uniqueness of black cats and how each one has their own personality and quirks.

INTERACTIVE

- Survey your social followers about the black cat myths they still hear today.

HASHTAGS

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

Here are our recommendations:

#BlackCatAppreciationDay

#BlackCatLove

#BlackCatAppreciation #BlackCat



GeniusTip:

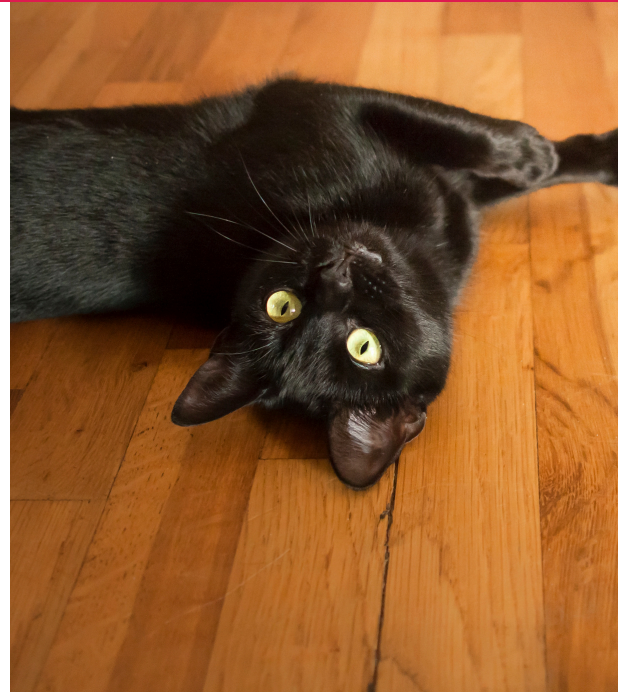
The most successful TikToks use trending audios - start saving your favorites to use ASAP!

BLOGS

Looking for more inspiration?
Check out these blogs!

[Celebrating the Mysterious Elegance:
Black Cat Appreciation Day](#)

[Myths and Facts About the Luck of a Cat](#)



GeniusTip:

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

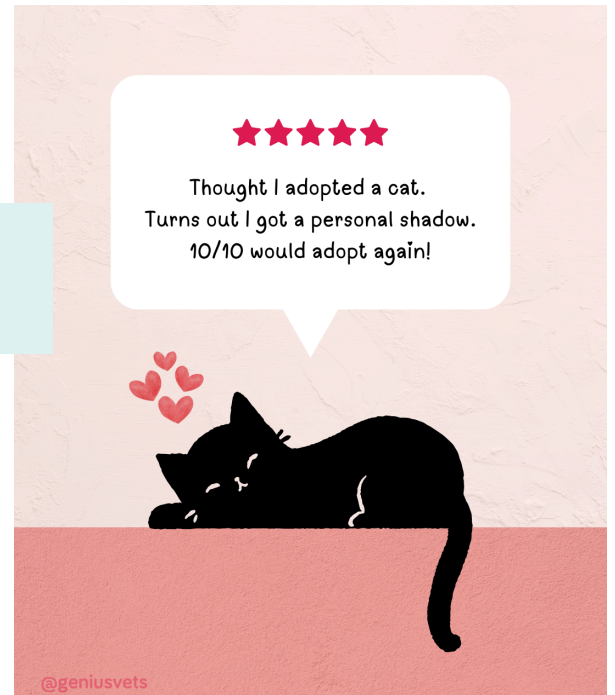
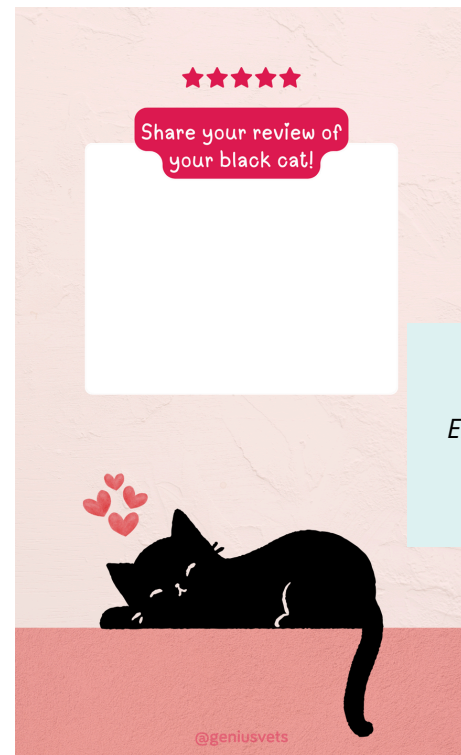
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Encourage engagement by filling out the template and sharing it to your stories, then sharing a blank template for your followers to screenshot and use.

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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...



AUGUST 26

National Dog Day

VIDEOS

- **Video Idea 1:** Film adoptable dogs at the local dog shelter to help get them adopted. Or simply share a video from their page!
- **Video Idea 2:** Have any doggie patients that are service animals? Or any other cool jobs or stories? Highlight them in a National Dog Day video!

PHOTOS

- Create a collage of staff dogs celebrating the joy they bring to your practice.
- Feature a doggie patient! Use the caption to share their name along with some fun facts about them.

INFOGRAPHICS

- Create an infographic with statistics about dog adoptions, and how many pets are still in shelters. Include resources to link your followers.
- Create a graphic that shares all the jobs that dogs can do!

GeniusTip:
Use LinkedIn to ask thoughtful questions that encourage comments.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: dog love, dog day, dog celebration
- Show an image of a dog peacefully laying on its back and caption it: "Ahhh, I like this National Dog Day thing!"

INTERACTIVE

- Ask your followers to submit photos of their dogs on the day they were adopted and share these on your social platforms.



HASHTAGS

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

Here are our recommendations:

#NationalDogDay #DogLove

#DogDay #DogLovers

GeniusTip:

Viewers retain 95% of a message when they watch it in a video compared to 10% when reading it in text.



BLOGS

Looking for more inspiration?
Check out these blogs!

[9 Health Tips Every Dog Owner Should Know on National Dog Day](#)

[Commonly Asked Questions About Your New Puppy](#)

GeniusTip:

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

Graphics to Share

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Formatted for Instagram

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Dog Parent Starter Pack



Half-eaten
tennis ball



2,000 photos
on phone



Veterinarian
on speed dial



Treats in every
jacket pocket



Unmatched
devotion

@geniusvets

National Dog Day

Insert the quiz/poll/question box with tips, tricks, and questions about being a dog owner.



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At GeniusVets, WE HELP veterinary practices:

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

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to learn more!

