GeniusVets Social Media Toolkit

JULY 2025

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

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 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!

Key: 🍟 Pet Specific Holiday

Month-Long Events: National Lost Pet Prevention Month National Pet Hydration Awareness Month National Ice Cream Month Dog House Repair Month Week-Long Events: July 6-12: National Farriers Week





National Lost Pet Prevention Month

MISSING DOG



SUBSTANTIAL REWARD 777-888-999



VIDEOS

- Video Idea 1: Show different ID tag options, and talk about what info should be included on them. Also, talk about rabies tags, registration tags, or other info required in your municipality.
- Video Idea 2: Take a tour of a home and yard. Talk about do's and don'ts for pet loss prevention: fence gates, door latches, etc.

ΡΗΟΤΟΣ

- Show off pets modeling their collars and tags.
- Compare a microchip next to grains of rice or other small items to demonstrate the small size.
 Show latched gates, closed doors, and other
- Show latched gates, closed doors, and other safety measures your clients can implement.
- Post photos of hazards that could cause pets to "escape", such as holes under fences.

INFOGRAPHICS

• Create a graphic with recent stats about pets who have or haven't returned to their families with tags, with microchips, or without.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos.
 Suggested search terms: lost dog, lost cat, dog collar
- Use photos of pets running, especially if you catch them with funny looks on their faces. Caption them with what these pets might be thinking.

GeniusTip: Stickers on Stories enhance video performance 83% of the time.

INTERACTIVE

- Survey/poll: What is your favorite shape of ID tag: bone, fish, heart...?
- Quiz your social followers about the registration and rabies tag ordinances in your area.

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

#LostPetPreventionMonth #LostPet #LostDog #LostCat #ChipYourPet #MicrochipYourPet





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!

National Lost Pet Prevention Month: Our Best <u>Tips for Keeping Your Furry Friend Safe</u>

Dognapping on the Rise! Follow These Tips to Protect Your Precious Pup



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

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.



Terms of use: Image subject to copyright. Logo or tag may not be removed or altered from the image. You may add your company's logo to the image, so long as it is not obstructing GeniusVets logo or tag.

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.



www.geniusvets.com

Post tips for Threads are coming soon. Check out our blog to get your account started!

JULY 4 Independence Day



VIDEOS

- Video Idea 1: Demonstrate a "sanctuary" set up where pets can take refuge from the noise of fireworks. Show a cozy bed, a crate, a TV or radio with soothing music, etc.
- Video Idea 2: Tour a typical backyard cookout area and talk about how to create a fun, safe environment for pets during parties.

ΡΗΟΤΟΣ

- Use flags as props and take photos with your patients.
- Overlay photos of staff and/or patients with fireworks or flag graphics. Include a July 4th message in your caption.

GeniusTip:

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

INFOGRAPHICS

• Create a graphic about noise anxiety and fireworks safety. What can pet owners do to keep their pets safe and calm?

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: Independence Day, patriotic dog, patriotic cat, Fourth of July
- Post photos of pets in themed accessories or clothing with fun and cute captions like: "I didn't choose the paw-triotic life... the pawtriotic life chose me."

INTERACTIVE

- Survey your followers and ask them how they are celebrating July 4th. This is a good way to plug safety topics!
- Quiz your followers about heat safety, noise anxiety, cookout safety, etc.



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

#FourthOfJuly #IndependenceDay #PatrioticPets #IndependenceDog

GeniusTip:

Live video streams often receive higher engagement than pre-recorded videos use them for Q&As or behind-the-scenes content.





Looking for more inspiration? Check out these blogs!

<u>4 Ways to Spend the 4th of July</u> with Your Furry Friends

The Secret to Handling Fraidy Cats and Nervous Doggos This July 4th

Make the most of the Instagram "collab" feature to promote content to an expanded audience.

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4 x 5 Formatted for Instagram

<u>DOWNLOAD</u>





9x16

Formatted for Instagram and Facebook Stories Encourage engagement by quizzing, asking questions, or sharing fun facts.

DOWNLOAD

HOW TO GUIDE



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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...

National Pet Fire Safety Day

VIDEOS

- Video Idea 1: Interview a doctor that has treated burns on a pet, and talk about how they cared for these animals.
- Video Idea 2: Create a video that talks about the key ways a pet owner can prepare themselves for the unfortunate event of a fire.

GeniusTip:

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

ΡΗΟΤΟΣ

- Post a photo of any pets and their owners with captions that point out safety measures the owners have taken to prevent fires. Highlight these great examples!
- Post a photo of a cat or dog wearing a fire hat!

INFOGRAPHICS

 House fires are not the only threat a pet owner can face-wildfires can be deadly and dangerous. Create an infographic that walks through how to deal with the threat of wildfires, and how pet owners can prepare their animals for safety in the event of one.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: fire dog, fire cat, fire safety
- Post a photo of a dog in a firefighter's uniform.
 Caption it: "Don't worry, I know how to use the fire hydrant!"
- Share a photo of a cat looking at a candle with the caption: "Must...not...touch!"

INTERACTIVE

• Survey your followers – do they have an established emergency plan for their pets?

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

#PetFireSafetyDay #FireSafety #FireAwareness #PetFireSafety





GeniusTip:

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

BLOGS

Looking for more inspiration? Check out these blogs!

Paws and Prepare: Including Your Pets in Disaster Preparedness

Pet Emergency Preparedness: Tips for Ensuring Your Pets' Safety in a Crisis



Consistency is key posting regularly builds trust and brand recall.

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JULY 20 National Ice Cream Day

VIDEO

• Video Idea: Do you have a recipe for pet-safe ice cream? Show someone in your practice preparing this treat. You can also create a video talking about what kinds of ice cream might be safe for a pet to enjoy in moderation!

ΡΗΟΤΟΣ

- Show off photos of pets enjoying cold treats on a hot day! These treats can be pet-safe ice cream or pup-sicles.
- Set up a photo booth in your practice that looks like an ice cream truck.
 Snap plenty of cute pet photos here!

INFOGRAPHIC

• What are common ice cream ingredients that could be harmful to pets? Chocolate, of course, is number one, but include others that pet parents might not be aware of in a shareable infographic.

ΜΕΜΕ

 Post a picture of a pet owner eating ice cream and a dog staring them down with the caption: "My toxic trait? Thinking every day is Ice Cream Day."

INTERACTIVE

- Poll your followers does their pet enjoy ice cream?
- Ask your followers to share their recipes for pet-safe ice cream!

BONUS

JULY 30 International Day of Friendship

VIDEOS

- Video Idea 1: Create a video about any pets in your practice that have bonded with a doctor or staff member. Add plenty of clips of these best friends sharing snacks or a cuddle!
- Video Idea 2: Create a video of all the times you see pets showing affection, such as a litter of kittens cuddling together or two dogs that have spent their whole lives as best friends.

ΡΗΟΤΟS

- Post a series of photos of your clients with their pets, cuddling or playing and celebrating their time together! Share the love across your social platforms.
- Post a photo of a dog's excited face upon seeing their owner. Share these funny shots on your social media.

INFOGRAPHICS

- Share steps about how to introduce a new animal into a home that has other pets.
- How can you celebrate International Friendship Day with your pet? Create a list with plenty of fun ideas.

GIFS + MEMES

- GeniusTip: Infographics are liked and shared on social media 3x more than any other type of content.
- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: dog best friend, cat best friend, unlikely animal friends, best animal friends
- Ask for photos submissions of some unlikely animal friends. Share your favorites!

INTERACTIVE

Poll your followers – do their cats and dogs get along?



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

#InternationalFriendshipDay #MansBestFriend #MyDogIsMyBFF #MyCatIsMyBFF #UnlikelyAnimalFriends

GeniusTip:

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





Looking for more inspiration? Check out these blogs!

5 Great Large Dog Breeds for Families

10 Cat Breeds That Make Perfect Pets



Post behind-thescenes content, as it feels more authentic and relatable.

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- 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



