



# Social Media Toolkit






SEPTEMBER 2025



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

[www.geniusvets.com](http://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:**

Responsible Dog Ownership Month

Happy Healthy Cat Month

National Disaster Preparedness Month

National Pet Insurance Month

Pet Sitter Education Month

Animal Pain Awareness Month

National Service Dog Month

**Week-Long Events:**

9/15-21:

Adopt a Less-Adoptable Pet Week

9/20-27:

National Dog Week








9/21-27:

Deaf Pet Awareness Week



# September

## 2025 CONTENT CALENDAR

	 Ginger Cat Appreciation Day	2	3	 National Wildlife Day	5	6
7	 National Dog Walker Appreciation Day National Iguana Awareness Day	9	10	11 Patriot Day	12	 Pet Birth Defect Awareness Day
 National Pet Memorial Day Hug Your Hound Day	15	16	 National Pet Bird Day	18	19	 Responsible Dog Ownership Day
21	22	23	24	25	26	 International Rabbit Day World's Largest Pet Walk
 World Rabies Day	29	30				





ALL MONTH

# Happy Healthy Cat Month

## VIDEOS

- **Video Idea 1:** Do you have a clinic cat? Feature them in a “Day in the Life” video! You can walk through all of their fun daily tasks from their perspective, or showcase some preventive care measures.
- **Video Idea 2:** Create a slideshow featuring photos or video clips of cat patients. Include overlaid text with their names and maybe a fun fact!

## PHOTOS

- Share photos of cats at their wellness exams. Highlight what every cat needs to stay happy and well cared for!
- Share a carousel of pet owner submitted photos showing their cats in their “happy place” - whether that be in their human’s bed or at the top of a cat tree.

## INFOGRAPHICS

- Create a graphic highlighting the key ways pet owners can keep their cat healthy every year. This can include annual exams, vaccines, etc.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: *happy cat, smiling cat, cute cat*
- Caption photos of cats with their “thoughts” about what keeps them happy, like a tasty treat or sunny spot to sit and relax!

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

## INTERACTIVE

- Survey your social followers: what makes your cat happy?
- Quiz your social followers about basic cat care recommendations.



## HASHTAGS

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

Here are our recommendations:

**#HappyHealthyCatMonth**  
**#HappyHealthyCat #CatHealth**  
**#CatCare #HappyCats**



## GeniusTip:

67% of the best-performing videos on TikTok have their key message in the first three seconds.

## BLOGS

Looking for more inspiration?  
Check out these blogs!

[Why Does My Cat Do That? Common Cat Behavior Problems and How Your Veterinarian Can Help](#)

[5 Cat Wellness Tips](#)



## GeniusTip:

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

# 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](#)

### FIVE SIGNS OF A Happy, Healthy Cat

- ✓ Consistent Sleeping Schedule
- ✓ A Good, Healthy Appetite
- ✓ Purring, Kneading, Nuzzling
- ✓ Well-Kept Appearance
- ✓ Showing Curiosity and Wanting to Play



@geniusvets

### KNOW THE SIGNS OF A Happy, Healthy Cat

Insert the quiz/poll/question box  
with tips, tricks, and questions  
about happy, healthy cats.



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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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[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!](#)

# ALL MONTH National Disaster Preparedness Month



## VIDEOS

- **Video Idea 1:** Create a video demonstration of how to build a preparedness kit for pets. Show the items that should be included in the kit, such as first aid items, bedding, and dry food.
- **Video Idea 2:** Create a video discussing the importance of microchips in case a pet may become displaced during a disaster.

## PHOTOS

- Post a photo of a pet with an emergency preparedness kit, highlight any specific items you recommend or sell.
- Post a heartwarming photo paired with a story of a pet who endured an emergency situation and persevered.

### GeniusTip:

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

## INFOGRAPHICS

- Make three different infographics with safety tips—one for before the storm, one for during the storm, and one for after the storm. Create these for hurricanes, tornadoes, wildfires, etc.

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: pet first aid, pets in storms
- Post a photo of a smiling dog in the rain with a coat on and caption it: "A prepared dog is a happy dog!"

## INTERACTIVE

- Survey your followers – do they have a pet plan ready in case of emergency?
- Quiz followers about lost pet statistics during a disaster (plug ID tags and microchips).





## HASHTAGS

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

Here are our recommendations:

**#nationaldisasterpreparednessmonth**

**#disasterpreparedness**

**#petpreparedness**

## GeniusTip:

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



## BLOGS

Looking for more inspiration?  
Check out these blogs!

[Disaster Preparedness Kits For Pets](#)

[Paws and Prepare: Including Your Pets in Disaster Preparedness](#)

## GeniusTip:

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

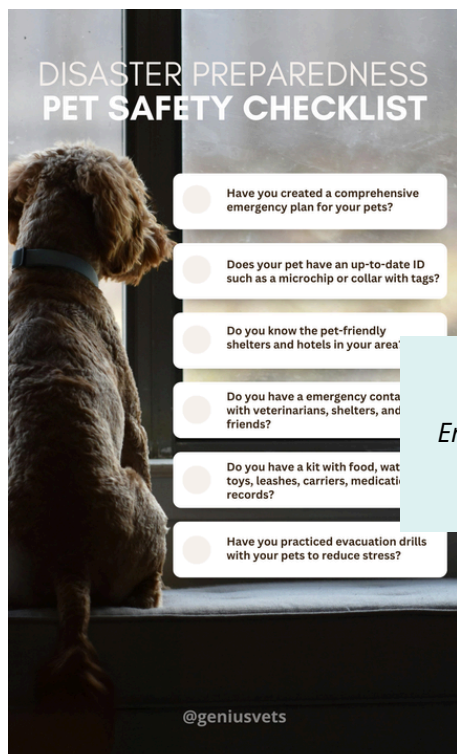
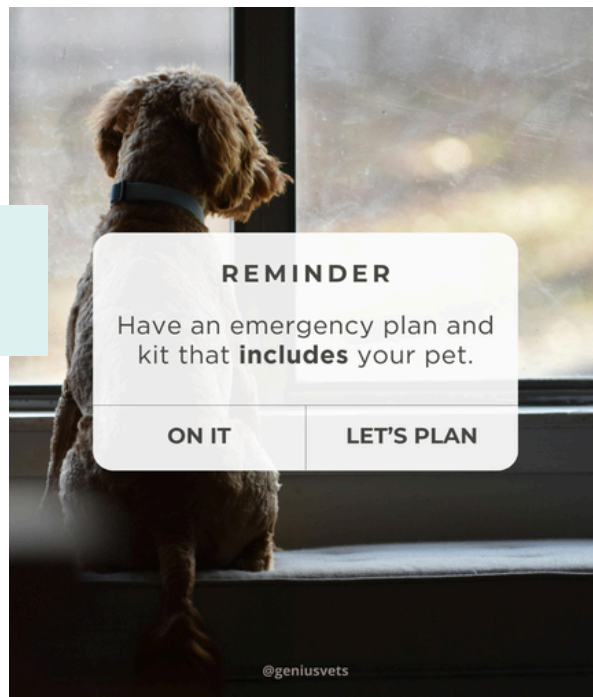
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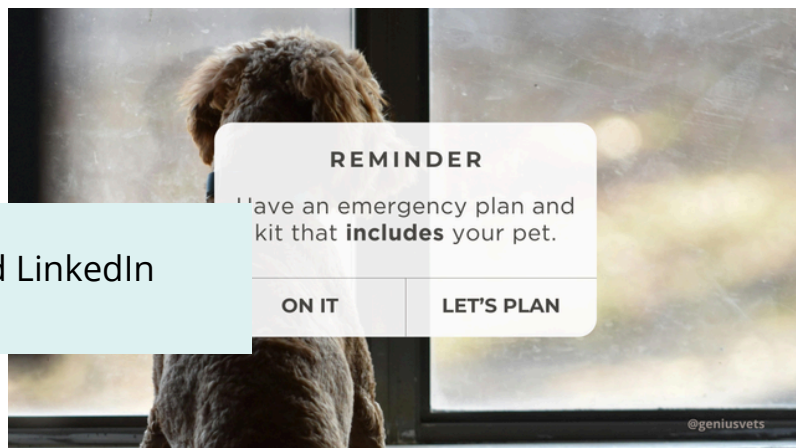
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*Encourage engagement by filling out the template and sharing it to your stories, then sharing a blank template for your followers to screenshot and use.*

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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...*

SEPTEMBER 17

# National Pet Bird Day

BONUS

## VIDEO

- **Video Idea:** Are there staff pets or patients who are avians? Use a video to showcase their plumage, speech, personalities... whatever makes them notable! Also, be sure to highlight the special husbandry needs of different avian pets.

## PHOTO

- Post photos of good “setups” for certain pet birds, thinking about cage sizes, perches, food types, etc. Include descriptions for your recommendations in the caption.

## INFOGRAPHIC

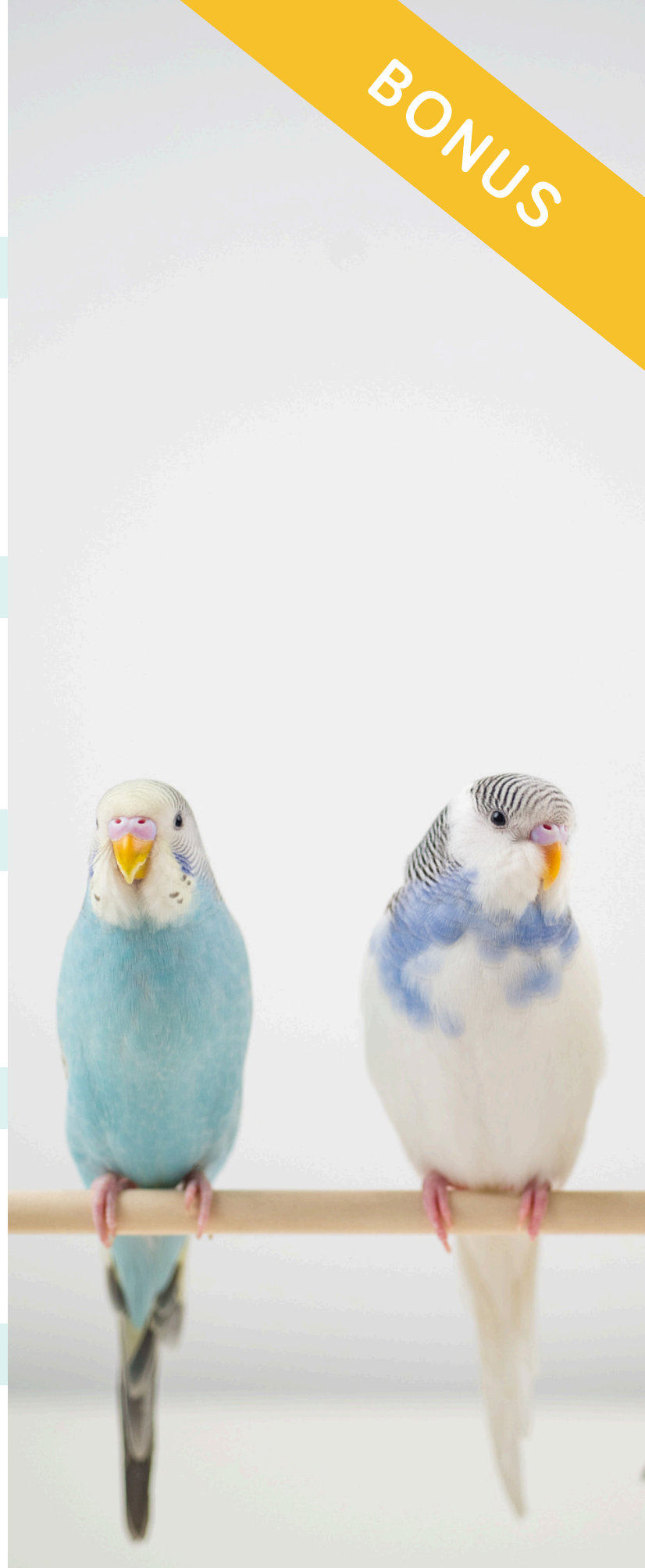
- Create a graphic with your top five tips a person should know before becoming a bird owner. Include awareness tips about different bird behaviors, like noise levels or veterinary needs.

## MEME

- Photos of birds can “go wrong.” When you intend to catch a beautiful pose in flight photo, you might get something silly instead. Use those photos with funny captions.

## INTERACTIVE

- Quiz: Post photos of different birds, and see if your social followers can correctly identify them.





SEPTEMBER 20

# Responsible Dog Ownership Day



## VIDEOS

- **Video Idea 1:** Have a doctor explain why regular, routine preventive care is part of responsible pet ownership - as well as how it can help dogs stay happy and healthy.
- **Video Idea 2:** Create a montage video of staff and clients giving brief statements of what responsible dog ownership means to them.

## PHOTOS

- Post photos of puppy or dog training classes, emphasizing the importance of proper behavioral training.
- Post photos of owners walking their dogs!

### GeniusTip:

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

## INFOGRAPHICS

- Create an infographic highlighting simple ways to be a responsible dog owner (regular exercise, good nutrition, regular veterinary care, obedience training, etc.)

## GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: walking dogs, dog cuddle, dogs playing.
- Caption photos of dogs with their “thoughts” about what it means to be a good dog owner.
- Create a video of a pet owner taking their dog to your practice with the caption: “POV - You’re a responsible dog owner.”

## INTERACTIVE

- Host a kids drawing contest where they can create posters or graphics explaining what it means or how to be a responsible dog owner.

## HASHTAGS

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

Here are our recommendations:

**#responsibledogownership**

**#responsibledogowner #dogowner**

**#dogparent**



## GeniusTip:

Ask questions in your Instagram captions to encourage your followers to share their answers in the comments.

## BLOGS

Looking for more inspiration?  
Check out these blogs!

[7 Ways to Celebrate Responsible Dog Ownership](#)

[Canine Good Citizenship: Can Your Pup Pass the Test?](#)





## GeniusTip:

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

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An easy way to be a  
**RESPONSIBLE  
DOG OWNER**



FILL IN THE BLANK  
**I AM A  
RESPONSIBLE  
DOG OWNER  
WHEN I**

@geniusvets

**9x16**

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SEPTEMBER 28

# World Rabies Day

## VIDEOS

- **Video Idea 1:** Have a doctor explain why we vaccinate against rabies (even urban wildlife can carry it, transmissible to humans, etc.). Explain local laws or ordinances.
- **Video Idea 2:** Record a pre-vaccine exam to explain why this is necessary. Choose a reliably calm pet to demo how easy the vaccine itself is, but avoid needle close ups.

## PHOTOS

- Share examples of wildlife that can be infected—particularly ones native to your community.
- Post a photo of a pet enjoying a walk in the wild with their owner, and emphasize their safe practices this pair may have taken in the caption.

## INFOGRAPHICS

- Create a graphic to demonstrate the timing of puppy and kitten vaccines from birth through adulthood. Emphasize the importance of preventative care!

### GeniusTip:

85% of videos are watched with the sound off. Make sure to add captions to increase watch time.

## MEMES

- Create a meme with a pet eagerly chasing after a vaccination tag with their health information, and caption it "No game of tag is complete without this essential tag! Make sure your pet's 'it' with a rabies vaccination.

## INTERACTIVE

- Create a quiz regarding how rabies can be spread (from what local wildlife, to humans, method of transmission, etc.)



## HASHTAGS

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

Here are our recommendations:

**#worldrabiesday #rabiesday  
#rabiesawareness**

## 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!

[The Essential New Pet Owner's Guide to Dog Vaccinations](#)

[The Seriousness of Rabies in Cats](#)



## GeniusTip:

39% of customers only trust brands if they have interacted with them on social platforms.

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FAKE OR FACT?

The main spreaders of the rabies virus are wild animals.

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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

Chat with us  
to learn more!

