



Social Media Toolkit






OCTOBER 2025



Everything your
veterinary
practice needs to
plan out your
October 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 Wellness Month

Adopt-A-Dog Month (American Humane Association)

Adopt a Shelter Dog Month (ASPCA)

National Animal Safety and Protection Month

National Pit Bull Awareness Month

National Pet Obesity Month

Week-Long Events:

10/1-7:

National Walk Your Dog Week

10/3-9:

Animal Welfare Week

10/19-25:

National Vet Tech Week



October

2025 CONTENT CALENDAR

			 National Black Dog Day	2	3	 4 World Animal Day
5	6	7	8	9	10	11
12	13	14	15	 16 Global Cat Day	17	 18 Pet Obesity Awareness Day National Fetch Day
19	20	 21 National Pets for Veterans Day National Reptile Awareness Day	22	23	24	 25 National Pit Bull Awareness Day
26	 27 National Black Cat Day	28	 29 National Cat Day	30	31 Halloween	



ALL MONTH National Pet Wellness Month

VIDEOS

- **Video Idea 1:** Have a doctor talk about the importance of regular wellness exams. Go through a mock examination of and emphasize the importance of preventative care.
- **Video Idea 2:** Talk about the best vaccine protocol for wellness. Share what dogs and cats need and when these vaccines occur.

PHOTOS

- Hold the camera from your point of view and get a photo of you feeding a dog a carrot, broccoli, etc. (something healthy to encourage veggies and fruit as a treat)
- Share a photo of a doctor giving a wellness exam to a pet, and talk about what is included in an annual exam.

INFOGRAPHICS

- Create an infographic about vaccine protocol, the importance of exercise, and healthy eating.
- What does wellness look like for pets of different breeds or ages? Consider making different infographics for different stages of life!

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: dog exercise, cat at the vet
- Did you get a funny photo of a dog snubbing a certain veggie? Make it into a meme about not wanting to eat healthy.

GeniusTip:

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

INTERACTIVE

- Poll: Ask pet owners if they take their dogs on daily walks.
- Survey: Do pet owners incorporate veggies into their pet's diet?

HASHTAGS

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

Here are our recommendations:

#NationalPetWellnessMonth

#PetWellness #PetWellnessMonth



GeniusTip:

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

BLOGS

Looking for more inspiration?
Check out these blogs!

[The Keys to Dog Wellness in Honor of Pet Wellness Month](#)

[5 Cat Wellness Tips in Honor of Pet Wellness Month](#)



GeniusTip:

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

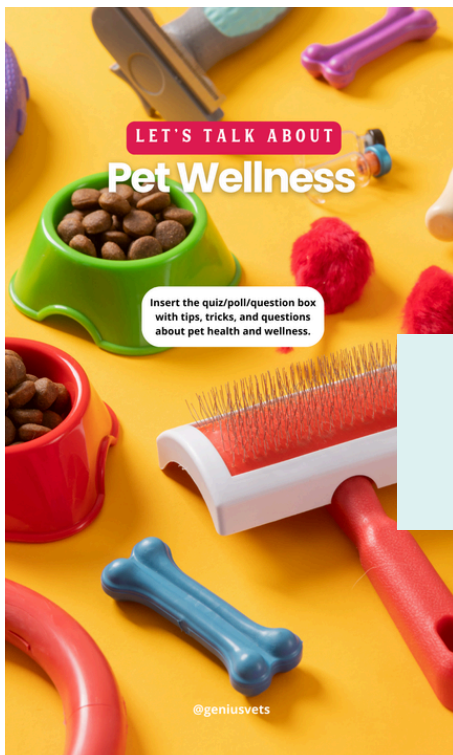
Graphics to Share

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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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!](#)

OCTOBER 18

Pet Obesity Awareness Day



VIDEOS

- **Video Idea 1:** Talk about a healthy diet. How owners should be measuring out correct portions, beneficial treats, etc.
- **Video Idea 2:** Talk about pet obesity/ overweight pets, including health risks associated with being overweight, and what pet owners should do if they believe their pet may be overweight.

PHOTOS

- Share before and after photos of a pet patient weight loss success story.
- Take a photo of a doctor examining an overweight pet with tips in the caption.

GeniusTip:

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

INFOGRAPHICS

- Create an infographic about dog and cat weight statistics in the U.S. Include the health risks associated with being overweight and your tips for staying healthy.

GIFS + MEMES

- Use a before and after image of an actual patient to create an inspiring meme. Keep it very positive and encourage your clients to lead a healthy example!
- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like dog exercise, cat exercise, and fat pet.

INTERACTIVE

- Create a poll on Facebook and ask followers if they think their pet is overweight.
- Quiz followers about pet obesity facts.



HASHTAGS

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

Here are our recommendations:

#PetObesityAwarenessDay

#PetObesity #PetHealth

GeniusTip:

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



BLOGS

Looking for more inspiration?
Check out these blogs!

[Can't-Miss Tips For Optimal Cat Nutrition](#)

[What Your Veterinarian Needs You To Know
About Your Dog's Weight](#)

GeniusTip:

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

Graphics to Share

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Overweight pets live shorter lives. Studies show obese dogs can live up to 2.5 years less than dogs at a healthy weight.

Source: Journal of Veterinary Internal Medicine

Insert the quiz/poll/question box with facts, stats, and questions about obesity in pets.

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

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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...

OCTOBER 19-25

National Vet Tech Week



VIDEOS

- **Video Idea 1:** "Meet Our Vet Techs" - Introduce your team! Showcase each vet tech with a short introduction and a fun fact about them.
- **Video Idea 2:** Create a behind-the-scenes video showcasing the daily tasks and responsibilities of a vet tech and call it "A Day in the Life of a Vet Tech".

PHOTOS

- Host a special day in your clinic to celebrate your vet techs. Take photos of them enjoying treats and gifts!
- Share a photo of you and your vet tech team with a caption thanking them for their hard work and dedication to the veterinary field.

GeniusTip:

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

INFOGRAPHICS

- Showcase the daily responsibilities of a vet tech. Include details on their tasks such as administering medication, assisting in surgeries, and providing care to hospitalized patients.

GIFS + MEMES

- Feature a photo of a vet tech multitasking with the caption, "When you're a vet tech, but also a therapist, a nurse, a pharmacist, and a superhero all rolled into one."

INTERACTIVE

- Ask followers what they think the best part of a vet tech's job is. Have your team read the responses on your social!

HASHTAGS

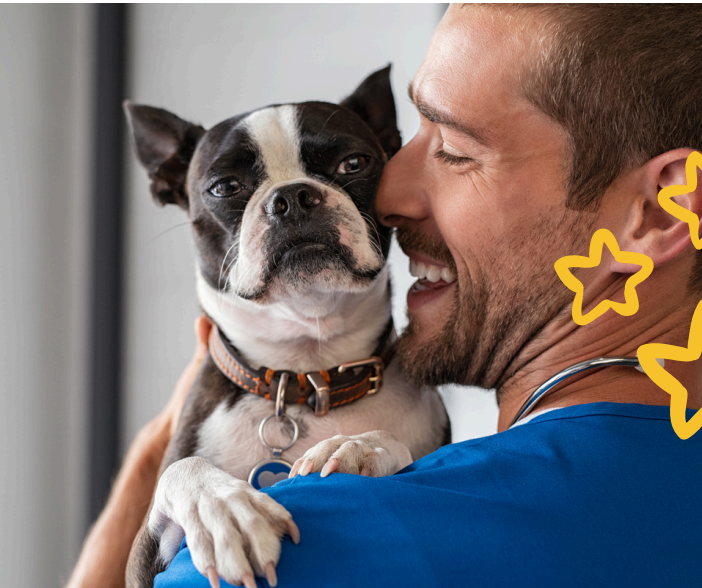
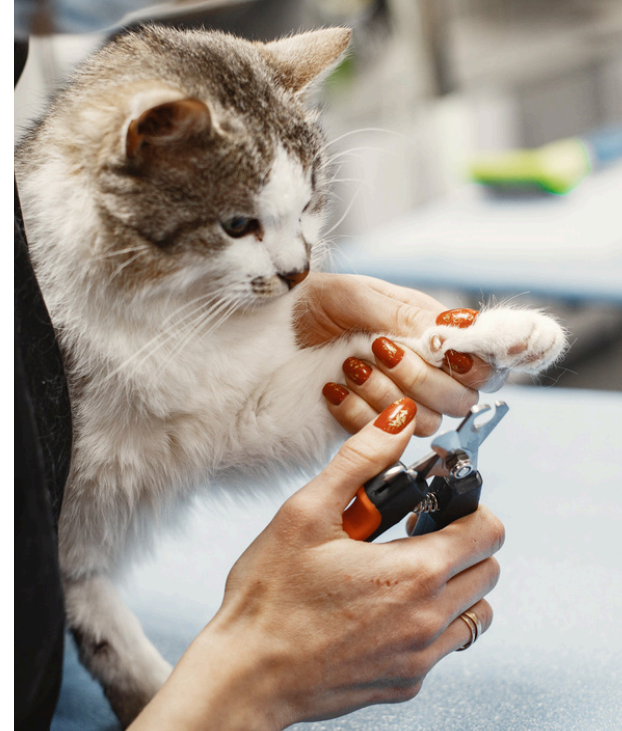
Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

#VetTechWeek #HappyVetTechWeek

#NationalVetTechWeek

#ILoveMyVetTech



GeniusTip:

Focus on bite-sized Facebook post types such as: quick questions or polls, quotes from a blog that require a click for more context, or educational statements paired with a picture.

BLOGS

Looking for more inspiration?
Check out these blogs!

[4 Reasons to Show a Vet Tech Some Love \(and How to Do It\)](#)

[Veterinary Practice Culture And Staff Training: Aligning Your Team To Provide Great Client Service](#)



GeniusTip:

A good CTA (call-to-action) motivates your followers to take action after viewing your post. This will help you reach your marketing goals.

Graphics to Share

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OCTOBER 19-25, 2025
NATIONAL VET TECH WEEK

Insert the quiz/poll/question box with tips, tricks, or questions about your vet tech staff or the profession in general!

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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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OCTOBER 21

Reptile Awareness Day

BONUS

VIDEO

- **Video Idea:** Reptiles face a high rate of abandonment due to a lack of education in pet owners. Create a video with the main facts a new reptile owner should know before adopting.

PHOTO

- Share a photo of a happy lizard preparing to be fed, with facts about its diet in the caption.
- Share a photo of a turtle sunning itself under a bright light, emphasizing the habitat needs of different reptile pets.

INFOGRAPHIC

- Create an infographic about the lifespans of reptilian pets. Some lizards can live up to 30 years!
- Create an infographic about specific reptile illnesses and their causes or treatments, such as Ranavirus.

MEME

- Post a photo of a reptile with sunglasses edited over the pet's eyes and caption it: "Calm, cold-blooded, and collected."

INTERACTIVE

- Quiz your followers on their reptile knowledge - share a carousel of images and see if can they name the different types of featured reptiles!



OCTOBER 31

Halloween



VIDEOS

- **Video Idea 1:** Make a video with creative ways that pets can participate in pumpkin carving, such as decorating with pet-safe paint pawprints.
- **Video Idea 2:** Create a video explaining why chocolate and candy can be toxic to pets, and offer tips on what to do if a pet accidentally ingests candy.

PHOTOS

- Share a photo of a pet enjoying a safe Halloween treat, such as a pumpkin or sweet potato, along with a recipe to try at home.
- Post a photo of common types of candy that can be toxic to pets, such as chocolate or xylitol, and provide information on the dangers of these ingredients.

INFOGRAPHICS

- Provide tips for keeping pets safe while wearing Halloween costumes, such as making sure the costume is comfortable and doesn't restrict movement or breathing.

GeniusTip:

The most successful TikTok's use trending audios.

GIFS + MEMES

- Caption photos of pet-themed Jack-o-lanterns with funny quotes that tie into the designs.
- Share photos with pun captions: can you make classic horror movie titles pet-themed by changing a word or two?
- "Matching Costumes for You and Your Pet": Create a carousel with ideas for costumes that pet owners can wear with their best friends.

INTERACTIVE

- Poll about the most popular costumes this Halloween. What do your followers expect to see?



HASHTAGS

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

Here are our recommendations:

**#Halloween #HappyHalloween
#Howloween #Spooktacular
#HalloweenFun #HalloweenPets**

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!

[Keep Pets Happy and Healthy This Halloween](#)

[4 Spooktacular Ways to Keep Your Pets Safe on Halloween](#)

GeniusTip:

Statistics show that Instagram posts with hashtags tend to receive 12.6% more engagement.

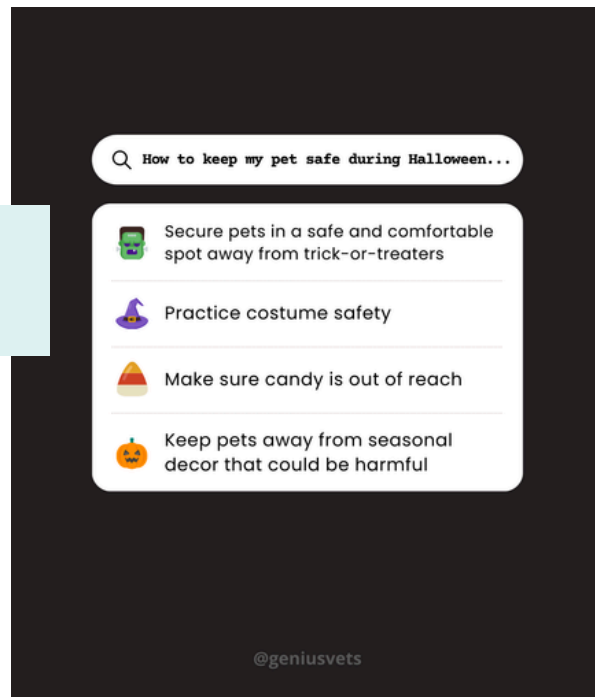
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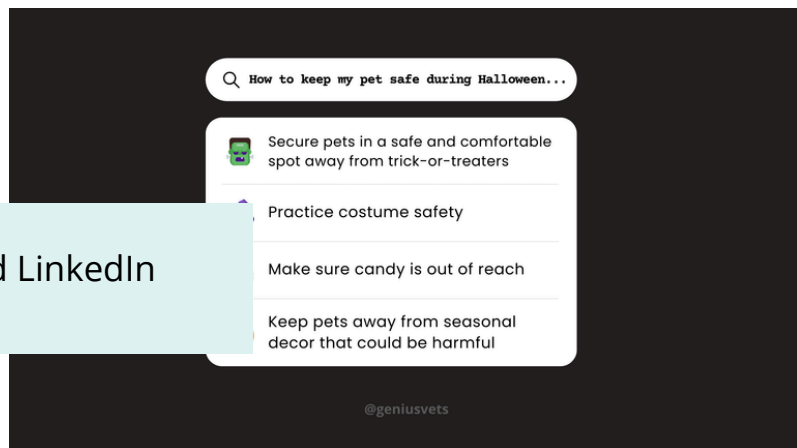
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- Enjoy access to your page for easy updates.
- Your profile is completely free – no charges for access or edits, ever.



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!

