



Social Media Toolkit

NOVEMBER 2025



Everything your
veterinary
practice needs to
plan out your
November 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:

Adopt a Senior Pet Month

National Pet Diabetes Month

National Senior Pet Month

National Adopt a Senior Pet Month

National Pet Cancer Awareness Month

Week-Long Events:

11/2 - 11/8

National Shelter Pet Appreciation Week



November

2025 CONTENT CALENDAR



National Cook for
your Pets Day

Pet Groomer
Appreciation Day

2	3	4	5	6	 National Canine Lymphoma Awareness Day	8
9	10	11 Veterans Day	 Fancy Rat and Mouse Day World Animal Enrichment Day	13	14	15
 National Slobber Appreciation Day	17 Take a Hike Day	18	 National Adoption Day National Get a Pal for Your Pet Day	20		22
 Thankful for My Dog Day	 National Border Collie Day	25	26	27 Thanksgiving	28	29
30						

NOVEMBER
**National
Senior Pet
Month**

VIDEOS

- **Video Idea 1:** Interview a pet owner who has been with your practice since their senior pet was young.
- **Video Idea 2:** The tough conversations - have a doctor talk about rating quality of life, palliative care, and other things to consider when making decisions during a pet's senior years.

PHOTOS

- Then and Now: Post photos of old pets who are just as cute and loveable as they were when they were young.
- Try a series such as #SeniorSaturdays or #SuperSeniors, and post photos throughout the month of senior pets - your staff pets or patients.

INFOGRAPHICS

- Create a checklist for senior pets with regular checkups, dental care, & joint health. Each item on the checklist could be accompanied by tips for keeping senior pets healthy.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: old dog, old cat, senior dog, senior cat
- Caption a photo of a happy older pet playing or enjoying some cuddles with: "Age is just a number!"

GeniusTip:

Test different content formats to see what resonates most with your audience.

INTERACTIVE

- Encourage pet owners to share photos of their senior pets on social media with a specific hashtag. Choose the most heartwarming photos and award the winners with a care package.

HASHTAGS

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

Here are our recommendations:

**#SeniorPetMonth #SeniorPets
#GoldenYears #SeniorPetCare**



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!

[How to Best Care for Your Cat as They Enter Senior Years](#)

[The Secret to Helping Your Senior Dog Face These Common Health Issues](#)



GeniusTip:

The optimal length of a Facebook video is between 3 and 5 minutes.

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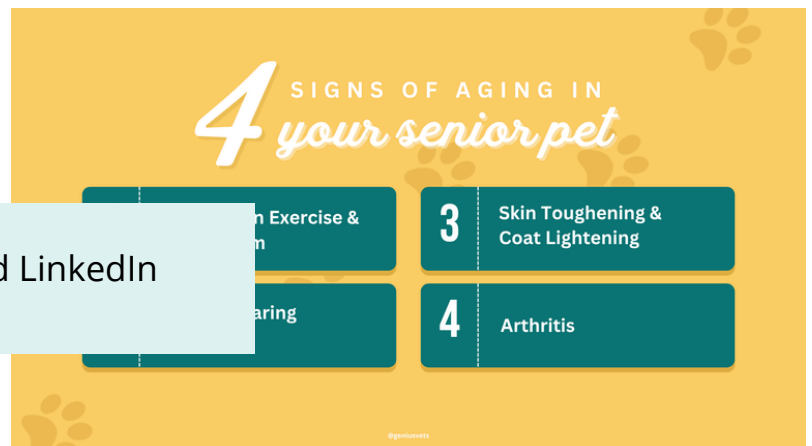
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Encourage engagement by quizzing, asking questions, or sharing fun facts.

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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!](#)

NOVEMBER

National Pet Cancer Awareness Month



VIDEOS

- **Video Idea 1:** Have a doctor talk about the importance of annual and/or bi-annual exams to detect signs of cancer as early as possible.
- **Video Idea 2:** Tell the story of a pet that has survived cancer. This could be a heartwarming story that inspires pet owners to have hope if their pet is diagnosed with cancer.

PHOTOS

- Take a photo of a pet wearing a cancer ribbon or bandana, and include information about the importance of early detection.
- Show a healthy meal for pets that is rich in cancer-fighting nutrients, such as fresh fruits and vegetables, lean protein, and healthy fats.

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

INFOGRAPHICS

- Create an infographic that outlines steps pet owners can take to reduce their pet's risk of developing cancer. Include tips such as providing a healthy diet, exercising regularly, and avoiding exposure to environmental toxins.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: Pet cancer, Cat cancer, Dog cancer, Sick dog, Sick cat, Cat at vet, Dog at vet

INTERACTIVE

- Create a quiz that tests pet owners' knowledge about the causes, symptoms, and treatment options of various types of pet cancer.



HASHTAGS

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

Here are our recommendations:

**#PetCancer #PetCancerAwareness
#CancerSucks #PetHealth**

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!

[Signs of Dog Cancer You Should Never Ignore](#)

[Can Cat Cancer Be Prevented? To a Certain Extent, Yes](#)

GeniusTip:

1.6 billion Facebook users are connected to a small business on the platform.

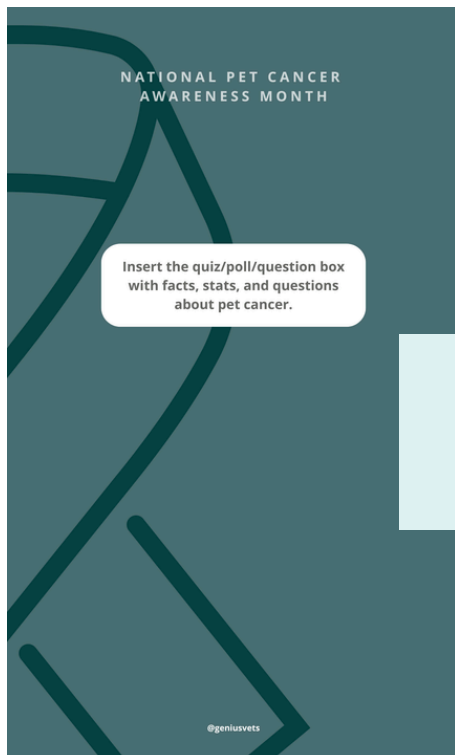
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NOVEMBER 1

National Cook for Your Pets Day

BONUS

VIDEO

- **Video Idea:** Bust some myths and provide some tips - have a doctor explain why some ingredients are not pet-safe, as well as provide guidance for ingredients that generally are safe.

PHOTO

- Share photos of healthy and nutritious homemade meals that pet owners can prepare for their pets. Highlight the importance of using high-quality ingredients and avoiding foods that may be harmful to pets.

INFOGRAPHIC

- Create an infographic that highlights the do's and don'ts of cooking for your pets. Include information on safe ingredients and cooking methods, as well as a list of foods to avoid.

MEME

- Feature a pet looking longingly at a plate of human food with a caption that reads, "When your pet gives you puppy eyes for your food, but you already have a homemade meal prepared for them on National Cook for Your Pets Day."

INTERACTIVE

- Create a quiz to see if pet owners know which ingredients are pet-safe and which are not pet-safe.



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...



NOVEMBER 16

National Slobber Appreciation Day

VIDEOS

- **Video Idea 1:** Create a short video of clips of some of your slobberist patients. Bonus if you can catch the slobber flying for a shake.
- **Video Idea 2:** Zoom in on a dog's mouth with slobber and have people try to guess the breed! Then post a full body shot to see how they did.

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

PHOTOS

- Have clients send in pictures of their dog's longest slobber strand and make it a competition to see whose stand is the longest.

INFOGRAPHICS

- Create a graphic the the top slobber breeds! Include some other breed traits as well.
- Have any tips for cleaning slobber? Create a funny graphic of how to clean slobber off ceilings, walls, car windows.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. We suggest search terms like: dog drool, dog slobber, Saint Bernard, Newfoundland, Bulldog

INTERACTIVE

- Quiz your followers about the top drooler breeds.
- Slobber contest: encourage your followers to submit their best slobber pictures of their pets and have others vote on the winner.

HASHTAGS

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

Here are our recommendations:

#SlobberDay

#NationalSlobberAppreciationDay

#SplashZone #SlobberDog



GeniusTip:

Videos get 21.2% more interactions than images and 18.6% more interactions compared to Instagram carousels.

BLOGS

Looking for more inspiration?
Check out these blogs!

[The Truth About Dog's Swollen Glands & Unsavory Spit](#)

[Why Do Dogs Like to Give Kisses?](#)



GeniusTip:

Infographics are liked and shared on social media 3x more than any other type of content.

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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NATIONAL SLOBBER APPRECIATION DAY

When was the last time
you cleaned drool off of
your walls?



Asking for
a friend...

@geniusvets

NATIONAL SLOBBER
APPRECIATION DAY

Insert the quiz/poll/question box with facts, stats, and questions about dog breeds that drool or facts about slobber!

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

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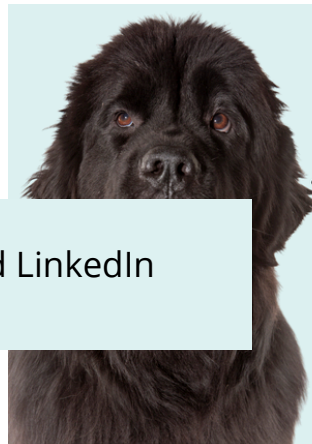
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NOVEMBER 27

Thanksgiving

VIDEOS

- **Video Idea 1:** Set up a Thanksgiving-themed photo booth with props like turkey hats and pumpkin toys for pets to pose with. Capture the cute and funny moments of pets posing and playing with the props.
- **Video Idea 2:** Ask your staff what they're thankful for - this could be a compilation video or a series of shorter videos.

PHOTOS

- Do you sell pet treats in the clinic? Post a photo of your displays to let pet owners know about safe treat alternatives to table scraps.
- Get sentimental! Think staff reflecting on great clients, clients and their pets, friendly staff members: show all the relationships within your practice that make you all thankful!

INFOGRAPHICS

- Decorate the pet-proof way! Create an infographic that walks through how pet owners can decorate and dress up their pets in a safe but festive way.

GeniusTip:
Posting
high-quality
content 2-5
times a
week on
Instagram is
ideal.

GIFS + MEMES

- Do you have pets or patients that are Macy's Parade float lookalikes? Create memes comparing them to Snoopy, Clifford, Blue from Blue's Clues, or other fun floats!
- Tie in your services: create memes showing pets "being thankful" for wellness exams, parasite preventives, and more.

INTERACTIVE

- Survey to ask what pet owners are thankful for.



HASHTAGS

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

Here are our recommendations:

**#Thanksgiving #Thankful
#ThankfulForMyPets #GiveThanks
#ThanksgivingFun**

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.



BLOGS

Looking for more inspiration?
Check out these blogs!

[Paws & Pies: Tips for a Pet-Safe Thanksgiving Celebration](#)

[Top 10 Holiday Safety Tips](#)

GeniusTip:

Businesses who blog receive on average 55% more web traffic than those who don't!

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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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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!

