



Social Media Toolkit






DECEMBER 2025



Everything your
veterinary
practice needs to
plan out your
December 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 Cat Lovers Month

Safe Toys and Gifts Month



December

2025 CONTENT CALENDAR

	 National Twin With Your Dog Day	 National Mutt Day	3	4 National Cookie Day	 Celebrate Shelter Pets Day International Volunteer Day	6
7	8	 International Day of Veterinary Medicine	 International Animal Rights Day	11	12	 National Horse Day
 Monkey Day Hanukkah Begins	 National Cat Herder's Day	16	17	18	 Underdog Day Ugly Sweater Day	20
21 Winter Solstice	22 Hanukkah Ends	23	24 Christmas Eve	25 Christmas Day	26 Kwanzaa Begins	27
28	29	30	31 New Year's Eve			



DECEMBER National Cat Lovers Month

VIDEOS

- **Video Idea 1:** Highlight a “Day in the Life” of a cat-loving client or team member. Show the special routines, quirks, and joyful moments that make their bond unique.
- **Video Idea 2:** Have a doctor or technician share tips for understanding cat body language and what common behaviors really mean.

PHOTOS

- Share photos of staff or patient cats showing off their distinct personalities — from the divas to the cuddlers.
- Invite clients to send in photos of their cats in their favorite cozy winter spots. Think blankets, boxes, beds, or even holiday décor.

INFOGRAPHICS

- Create a simple month-long checklist covering dental care, weight management, enrichment, hydration, and routine exams.
- Outline easy enrichment ideas like puzzle feeders, window perches, scent games, and safe plants.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: funny cat, sleepy cat, sassy cat, loaf cat.
- Use a photo of a judgmental or sassy cat with text like, “National Cat Lovers Month? They finally made a holiday worthy of me.”

GeniusTip:
Engage with other accounts by liking and commenting on their posts to increase visibility.

INTERACTIVE

- “Show Us Your Feline Overlord” Contest: Encourage pet owners to share photos of their cats being dramatic, cute, or chaotic with a specific hashtag.

HASHTAGS

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

Here are our recommendations:

#NationalCatLoversMonth
#CatLovers #CatLife #CatLove



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!

[National Cat Lover's Month: Decoding Your Kitty's Love Language](#)

[10 Cat Breeds That Make Perfect Pets](#)



GeniusTip:

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

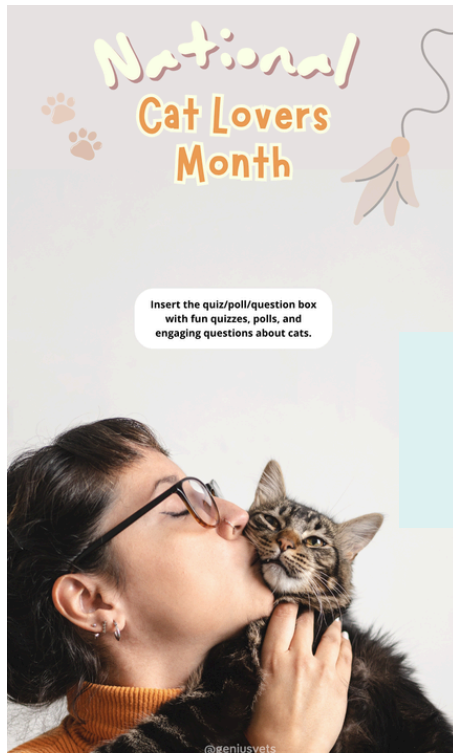
Graphics to Share

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](#)



Insert the quiz/poll/question box with fun quizzes, polls, and engaging questions about cats.

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!](#)



DECEMBER Holiday Safety

VIDEOS

- **Video Idea 1:** Have a veterinarian share quick safety tips for the most common holiday hazards, like toxic foods, decorations, plants, and travel stress.
- **Video Idea 2:** Share a short “Safe Holiday Home Tour,” pointing out important adjustments families can make like securing trees, keeping cords out of reach, and storing treats safely.

PHOTOS

- Post comparison photos showcasing safe holiday treats or toys next to unsafe ones
- Share photos of your team decorating the clinic for the holidays while demonstrating safety (covered cords, etc.).

GeniusTip:

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

INFOGRAPHIC

- Create a “Top 5 Holiday Hazards” Checklist with common dangers like tinsel, chocolate, bones, certain plants (like lilies and poinsettias), and holiday stress triggers.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: holiday dog, holiday cat, pet safety, curious cat, mischievous dog.
- Create a meme with a photo of a cat climbing a tree with text like, “Holiday tip: If it sparkles, your cat thinks it’s a challenge.”

INTERACTIVE

- “Spot the Hazard” Challenge: Post a decorated room scene and ask followers to identify hidden holiday hazards. Reveal answers in the next slide or a follow-up post.



HASHTAGS

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

Here are our recommendations:

#HolidaySafety #PetSafety

#HappyHolidays #PetCare

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!

[Top 10 Holiday Safety Tips for Pets](#)

[Holidays & Your Pets: Dos & Don'ts](#)

GeniusTip:

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

Graphics to Share

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Have a safe & happy
**HOLIDAY
SEASON**

Insert the quiz/poll/question box
with fun quizzes, polls, and tips for
holiday pet safety.

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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...



DECEMBER 5

Celebrate Shelter Pets Day

VIDEOS

- **Video Idea 1:** Invite an adopter to share what life was like before and after bringing their shelter pet home.
- **Video Idea 2:** Record a short Q&A with a veterinarian about shelter pets where they debunk myths, discuss common medical needs, and celebrate their resilience.

GeniusTip:

If your audience tends to scroll past longer posts, break safety tips into a short weekly series.

PHOTOS

- Share heartwarming transformation photos of pets who were adopted from shelters.
- Collaborate with a local shelter to feature adoptable pets. Include a fun fact or personality highlight with each photo.

INFOGRAPHICS

- Create a simple graphic with data points about adoption benefits, shelter pet behavior, and how adoption supports the community.
- Break down key first-month essentials for adopted shelter pets such as slow introductions, routine establishment, vaccinations, follow-up exams, and enrichment ideas.

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: rescue dog, rescue cat, shelter pet, foster pet.
- Pair a photo of a shelter pet with text like, "I didn't choose the human life... the human life chose me."

INTERACTIVE

- Create a simple quiz or poll asking followers what qualities they look for in a pet, then suggest adoptable animals who match those traits.

HASHTAGS

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

Here are our recommendations:

#ShelterPets #ShelterPetLove

#CelebrateShelterPetsDay

#AdoptADog #AdoptACat



GeniusTip:

Use the Facebook Events feature to promote webinars, clinic open houses, or adoption drives.

BLOGS

Looking for more inspiration?
Check out these blogs!

[Debunking 8 Common Myths About Adopting Shelter Pets](#)

[After Adoption: Why Your Shelter Pet Still Needs to See a Veterinarian](#)



GeniusTip:

Use countdown stickers in Stories to build anticipation for upcoming events or offers.

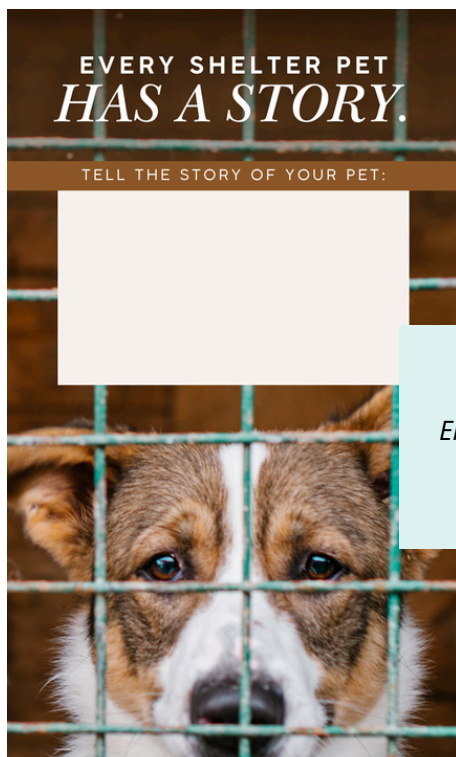
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Encourage engagement by filling out the template and sharing it to your stories, then sharing a blank template for your followers to screenshot and use.

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DECEMBER 19

Ugly Sweater Day

VIDEO

- **Video Idea:** Create a short, festive montage of staff pets (or patient pets with permission) showing off their ugly holiday sweaters. Add fun labels like “Most Festive,” “Most Chaotic Energy,” “Coziest Fit,” or “Grandma’s Favorite.”

PHOTO

- Post a group photo of your team in their own ugly sweaters. Staff pets are optional...but strongly encouraged.
- Share photos of pets in their most over-the-top holiday sweaters.

INFOGRAPHIC

- Create an infographic featuring “Pet Sweater Safety Tips.” Include reminders about fit, comfort, mobility, fabric irritation, and when sweaters should and shouldn’t be worn (outdoors vs. indoors, anxious pets, overheating concerns).

MEME

- Use a photo of a pet in an ugly sweater with a caption like: “Ugly Sweater Day: Because fashion is temporary, but holiday chaos is forever.”

INTERACTIVE

- Host an “Ugliest Sweater Contest.” Let your audience vote on categories such as “Ugliest,” “Funniest,” and “Most Likely to Be Hand-Knitted by Grandma.”

BONUS





DECEMBER 25 Christmas

VIDEOS

- **Video Idea 1:** Have a veterinarian share quick tips for keeping pets safe around classic Christmas hazards: ornaments, tinsel, chocolate, plants, and holiday guests.
- **Video Idea 2:** Create a festive “Clinic Holiday Greeting” video featuring your team and (with permission) a few pet patients.

PHOTOS

- Share photos of patient pets or staff pets in holiday accessories. Think cozy sweaters, plaid bandanas, or sitting next to a Christmas tree.
- Capture your team decorating the clinic or celebrating together. Show off your holiday party!

INFOGRAPHICS

- Create a “Pet-Friendly Stocking Stuffers” infographic. Feature safe treat ideas, enrichment toys, calming tools, and accessories that make great last-minute gift ideas.

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

GIFS + MEMES

- Search on sites like Giphy or Tenor for applicable Gif videos. Suggested search terms: Christmas dog, Christmas cat, holiday pet, Santa cat, Santa dog, dog present, cat present.
- Use a photo of a dog or cat staring up at a decorated tree with text like, “This was definitely put here for me.”

INTERACTIVE

- Use a poll to ask followers whether their pet has been naughty, nice, or somewhere in between this year.
- Post a wrapped box with a hint about the pet-safe item inside and let followers guess. Reveal in the next slide.



HASHTAGS

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

Here are our recommendations:

**#MerryChristmas #ChristmasDog
#ChristmasCat #HappyPawlidays**

GeniusTip:

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



BLOGS

Looking for more inspiration?
Check out these blogs!

[Classic Christmas Cookies for Dogs & Holiday-Inspired Treats for Cats](#)

[I Got a Pet for Christmas! Now What?](#)

GeniusTip:

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

Graphics to Share

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- Your practice has a full-page profile.
- 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!

