



Social Media Toolkit

JANUARY 2026



Everything your
veterinary 
practice needs to
plan out your
January 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 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 Train Your Dog Month
National Walk Your Pet Month
Unchain a Dog Month
Adopt a Rescued Bird Month

Week-Long Events:
International Hoof Care Week



January

2026 CONTENT CALENDAR

1						
2						
3						
4	5 National Bird Day	6 National Cuddle Up Day	7	8	9	10
11	12	13	14 National Dress Up Your Pet Day	15	16	17
18	19 Martin Luther King Jr. Day	20	21	22 National Answer Your Cat's Questions Day	23	24 Change a Pet's Life Day National Peanut Butter Day
25	26	27	28	29 Seeing-Eye Guide Dog Anniversary	30	31 National Have Fun at Work Day

JANUARY

National Train Your Dog Month



VIDEOS

- **Video Idea 1:** Have a veterinarian explain why consistent training supports better health, safety, and quality of life. Touch on basics like leash manners and recall.
- **Video Idea 2:** Share a "Training Tip of the Week" series with simple, positive-reinforcement techniques pet owners can practice.

PHOTOS

- Share photos of dogs practicing basic cues such as sit, stay, come, or leash walking. You can promote either staff pets or client submissions.
- Highlight before-and-after moments that show a dog's training progress, even small wins like calm greetings or relaxed nail trims.

INFOGRAPHICS

- Outline essential skills for every dog, including name recognition, leash manners, recall, polite greetings, and crate comfort.

GIFS + MEMES

- Search Giphy or Tenor using keywords like dog training, good dog, puppy training, dog treats.
- Use a photo of a proud dog sitting perfectly with text like, "I sat once. I expect praise forever."
- Create a funny graphic with the caption "Progress > Perfection."

GeniusTip:

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

INTERACTIVE

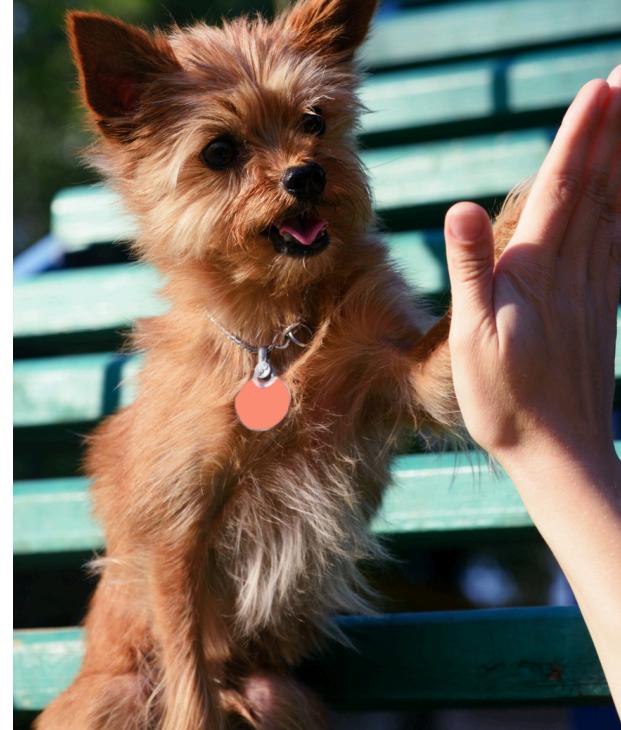
- Poll: Ask followers which skill they're currently working on (sit, stay, leash walking, recall, calm greetings).

HASHTAGS

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

Here are our recommendations:

#NationalTrainYourDogMonth
#DogTraining #DogTricks #SitStay



GeniusTip:

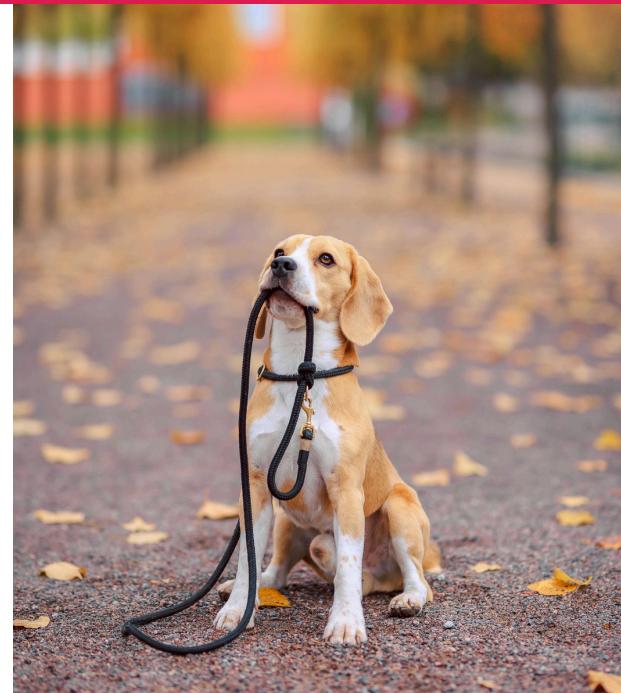
Repurpose top-performing Facebook posts into ads to maximize reach and engagement.

BLOGS

Looking for more inspiration?
Check out these blogs!

[The Power of Positive Reinforcement in Training Your Dog](#)

[Behavior: Why You Should Be Using Treats in Your Training Regimen](#)



GeniusTip:

People following directions with text and illustrations do 323% better than people following directions without illustrations.

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
TRAIN
YOUR DOG
MONTH

Insert the quiz/poll/question box with quizzes, polls, and tips about dog training.



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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!](#)

JANUARY 1

New Year's Day



VIDEOS

- **Video Idea 1:** Have a veterinarian or technician share “New Year Pet Wellness Resolutions,” focusing on preventive care, routine exams, dental health, nutrition, and enrichment.
- **Video Idea 2:** Create a short recap video for the new year, with clips of pets and a positive message about starting the year strong together.

PHOTOS

- Feature photos of team members or patients (with permission!) with their pets, paired with short pet-focused goals for the year such as more walks, more enrichment, more cuddles, etc.

Genius Tip:

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

INFOGRAPHICS

- Pet Wellness Goals for the New Year: Highlight key focus areas like annual exams, dental care, weight management, and training.
- New Year Safety Reminders: Include tips about winter hazards, cold weather care, and maintaining routines during schedule changes.

GIFS + MEMES

- Search Giphy or Tenor using keywords like new year dog, new year cat, pet resolutions.
- Use a photo of a pet with text like, “New year, same energy.” This could feature a dog with zoomies or a cat snoozing in the window.

INTERACTIVE

- Ask followers what goal they’re setting for their pet this year (health, training, enrichment, nutrition, all of the above).
- Invite followers to share how their pet has grown or changed over the past year.



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.



HASHTAGS

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

Here are our recommendations:

**#HappyNewYear #NewYearSameVet
#NewYearsDay**



BLOGS

Looking for more inspiration?
Check out these blogs!

[**Top New Year Resolutions for Pets & Their Owners**](#)

[**New Year's Eve Pet Safety: Hold the Booze**](#)

GeniusTip:

Evaluate what your audience responds to: 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.

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Formatted for Instagram

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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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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`, `#thedorakecenter`, `#lomiradogs`, `#encinitascats`, etc...





JANUARY 2
National Pet Travel Safety Day

VIDEOS

- **Video Idea 1:** Share essential pet travel safety tips, covering car restraints, carriers, air travel basics, and preventing motion sickness.
- **Video Idea 2:** Create a “Travel Checklist” video showing what pet owners should pack before travel: ID tags, medications, food, water, and comfort items.

GeniusTip:

Short-form entertainment rules on TikTok —keep videos short, focused, and engaging.

PHOTOS

- Share photos of dogs in secured car harnesses or crates, and cats safely resting in carriers.
- Feature cozy travel shots like pets bundled up, resting in the back seat, or enjoying a safe rest stop break.

INFOGRAPHICS

- Pet Travel Safety Checklist: Include tips like secure restraints, microchip verification, ID tags, vaccination records, and frequent breaks.
- Compare car vs. air travel tips for pets in a simple, easy-to-read layout.

GIFS + MEMES

- Search Giphy or Tenor using keywords like dog road trip, pet travel, car ride dog, cat carrier, traveling with pets.
- Use a photo of a dog eagerly waiting by the door with text like, “Ready to travel. Not ready to sit still.”

INTERACTIVE

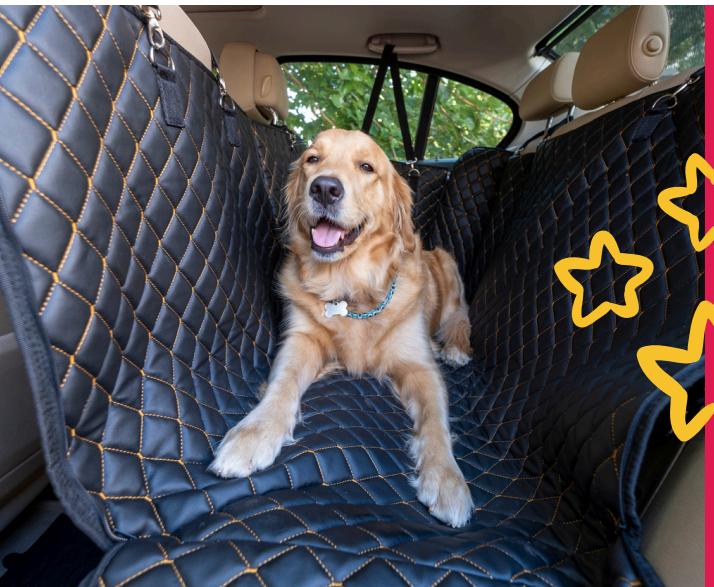
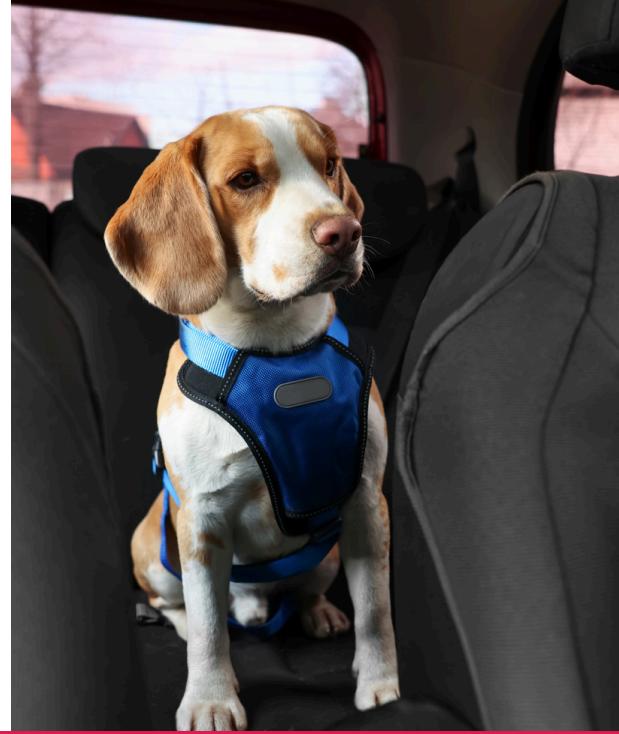
- Travel Q&A: Invite followers to submit travel questions about winter trips, long drives, or first-time travel with pets.
- Encourage pet owners to share their favorite road trip photo.

HASHTAGS

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

Here are our recommendations:

#NationalPetTravelSafetyDay
#PetTravel #PetSafety #PetCare



GeniusTip:

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

BLOGS

Looking for more inspiration?
Check out these blogs!

[Traveling with Your Dog Over the Holidays?
Here's What You Need to Know](#)

[How to Keep Your Dog Safe and Sitting Pretty
On Your Next Road Trip](#)



GeniusTip:

Responding to comments and messages promptly increases engagement and builds a loyal following.

Graphics to Share

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Formatted for Instagram

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The Pet Car Safety Checklist

Preparing to hit the road?
Check off this list first!

- Secure pets with proper restraints
- Check that ID & microchip are up-to-date
- Pack essentials like food, water, & waste bags
- Plan potty breaks every 2-3 hours
- Feed light to reduce motion sickness



9x16

Formatted for Instagram and Facebook Stories

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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JANUARY 14

National Dress Up Your Pet Day

VIDEO

- **Video Idea:** Create a compilation video of pets dressed in costumes or accessories. Include playful category labels like "Most Dramatic," "Most Confident," "Least Impressed," and "Steals the Show."

PHOTO

- Share photos of pets dressed in safe, comfortable costumes or accessories such as bandanas, hats, or sweaters. Encourage client submissions and feature staff pets for extra personality. Highlight comfort-first looks by pairing outfit photos with quick safety notes (proper fit, visibility, mobility).

INFOGRAPHIC

- Create a simple "Pet Costume Safety Tips" infographic. Include reminders about proper fit, breathable fabrics, visibility, supervision, and knowing when a pet is not enjoying dress-up time.

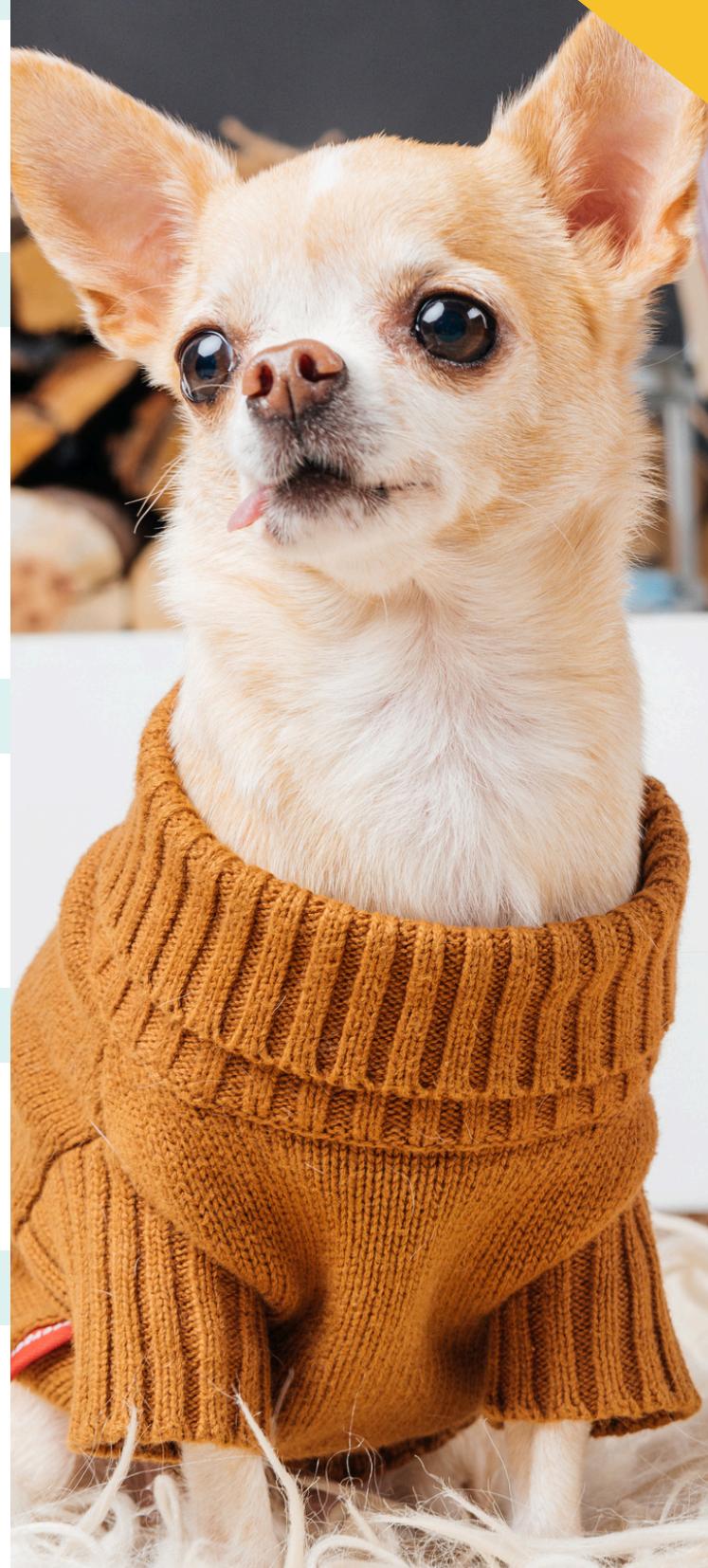
MEME

- Use a photo of a pet wearing a costume with playful caption options like: "I tolerate this because I love you." or "Fashion is temporary. Treats are forever."

INTERACTIVE

- Host a "Dress-Up Your Pet" Photo Contest. Ask followers to post photos using a specific hashtag and vote on categories like "Funniest," and "Most Creative."

BONUS



JANUARY 24

Change a Pet's Life Day



VIDEOS

- **Video Idea 1:** Share a heartfelt story of a pet whose life was changed through adoption, medical care, training, or ongoing preventive wellness.
- **Video Idea 2:** Record a short video highlighting simple ways pet owners can positively change their pet's life: routine vet visits, enrichment, proper nutrition, training, and preventative care.

PHOTOS

- Feature before-and-after photos of pets who have experienced positive change, whether through adoption, recovery, or more
- Share candid photos showing small but meaningful moments that reflect a pet's improved well-being: walks, playtime, & cuddles.

INFOGRAPHICS

- Highlight actions that improve a pet's life, such as dental care, mental stimulation, routine exams, and weight management.
- Ways to Change a Pet's Life Today: Create a checklist of actions pet owners can take immediately.

GeniusTip:

Encourage user-generated content by creating challenges or interactive prompts.

GIFS + MEMES

- Search Giphy or Tenor using keywords like happy dog, rescue pet, adopted dog, adopted cat, pet love.
- Use a joyful pet photo with text like, "One small change can mean everything to them."

INTERACTIVE

- Partner with a local shelter to highlight ways the community can help: adoption, fostering, or donations.

HASHTAGS

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

Here are our recommendations:

**#ChangeAPetsLifeDay #PetAdoption
#ShelterPets #PetWellness**

GeniusTip:

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



BLOGS

Looking for more inspiration?
Check out these blogs!

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

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

GeniusTip:

Employee spotlights and success stories on LinkedIn make for engaging content and humanize your brand.

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Formatted for Instagram

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CHANGE A PET'S LIFE DAY

Insert the quiz/poll/question box with quizzes, polls, and tips adopting shelter pets and changing their lives!

5 SIMPLE WAYS YOU CAN CHANGE YOUR CAT'S LIFE TODAY:

1. OPEN THE WINDOW
2. CLOSE THE WINDOW
3. OPEN IT AGAIN
4. FEED ME
5. REPEAT



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WE'VE GOT BIG NEWS



Here's a little hint:

Something exciting is happening... and we can't wait to share it with YOU! Whether you've been with us from the start or just joined the journey, this is a moment you won't want to miss. We've been working behind the scenes, and now it's finally time to reveal what's next.

[Learn More!](#)

At GeniusVets, WE HELP veterinary practices:

- Improve workplace satisfaction
- Attract high-quality doctors and staff
- Deliver great customer service
- Increase profitability

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