



Social Media Toolkit

FEBRUARY 2026



Everything your
veterinary 
practice needs to
plan out your
February 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:

Adopt a Rescued Rabbit Month
Dog Training Education Month
National Cat Health Month
Pet Dental Health Month
Responsible Pet Owners Month
International Hoof Care Month

Week-Long Events:
Feb 22-28: National Justice
for Animals Week



February

2026 CONTENT CALENDAR

1	2 Groundhog Day	3 National Golden Retriever Day	4	5	6	7
8 Super Bowl	9	10	11	12	13 Valentine's Day National Pet Theft Awareness Day	
15	16 Presidents' Day	17	18	19 International Tug of War Day	20 National Love Your Pet Day	21
22 Walking the Dog Day	23 National Dog Biscuit Day	24 World Spay Day/Spay Day USA	25	26	27	28

FEBRUARY

National Cat Health Month



VIDEOS

- **Video Idea 1:** Have a veterinarian share the top health issues they commonly see in cats and how preventive care helps catch concerns early.
- **Video Idea 2:** Create a short “Healthy Cat Habits” video highlighting daily routines that support feline wellness, such as hydration, enrichment, litter box monitoring, and regular checkups.

PHOTOS

- Share photos of cats engaging in healthy behaviors such as drinking water, playing, stretching, or resting comfortably in cozy spaces.
- Feature photos of feline-friendly handling, quiet exam rooms, or gentle interactions that help reduce stress during veterinary visits.

INFOGRAPHICS

- “Signs Your Cat May Need a Veterinary Visit”: Highlight subtle symptoms cats often hide, such as changes in appetite, litter box habits, grooming, or behavior.

GIFS + MEMES

- Search Giphy or Tenor using keywords like cat wellness, healthy cat, playful cat, sleepy cat, curious cat.
- Use a judgmental or relaxed cat photo with text like, “I act fine. That’s why I need regular checkups.”

GeniusTip:
Engage in trending conversations by using relevant hashtags to increase discoverability.

INTERACTIVE

- Cat Health Q&A: Invite questions about nutrition, dental care, hydration, or senior cat needs and answer them throughout the month.

HASHTAGS

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

Here are our recommendations:

#HealthyCat #CatHealthMonth

#CatCare #VeterinaryCare



BLOGS

Looking for more inspiration?
Check out these blogs!

[National Cat Health Month: Ensuring Your Feline Has a Long, Fulfilling Life](#)

[Feline Baselines & Blood Work: How Knowing Your Cat's "Normal" Can Lead to Better Health Outcomes](#)

GeniusTip:

Make most of your LinkedIn posts educational to provide something valuable for followers to engage with.

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

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[DOWNLOAD](#)

NATIONAL
CAT HEALTH
MONTH

Insert the quiz/poll/question box with quizzes, polls, and tips about keeping your cat healthy year-round!



6 SIGNS YOUR CAT SHOULD SEE A VETERINARIAN

- Changes in appetite or water intake
- Weight loss or weight gain
- Litter box changes
- Changes in grooming habits
- Hiding or behavior changes
- Vomiting, diarrhea, or coughing

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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!](#)

FEBRUARY

Pet Dental Health Month



VIDEOS

- **Video Idea 1:** Have a veterinarian or technician explain why dental health matters for pets and how oral health impacts overall wellness. Keep it short, friendly, and educational.
- **Video Idea 2:** Share a quick “Dental Care at Home” demo showing tooth brushing basics, dental chews, and common mistakes to avoid.

PHOTOS

- Go behind-the-scenes of your practice’s dental Care! Feature photos of dental equipment, dental charts, or staff prepping for a dental procedure (no graphic imagery).

GeniusTip:

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

INFOGRAPHICS

- Pet Dental Care Checklist: Include routine dental exams, professional cleanings, at-home brushing, dental treats, and signs of dental disease.
- Signs Your Pet May Have Dental Disease: Highlight bad breath, red gums, drooling, pawing at the mouth, and changes in eating habits.

GIFS + MEMES

- Search Giphy or Tenor using keywords like pet teeth, dog smile, cat smile, brushing dog teeth, pet dental care.
- Use a photo of a pet with an awkward smile and text like, “I smile like this because dental care is important.”

INTERACTIVE

- Myth vs. Fact Quiz: Address common misconceptions such as “dry food cleans teeth” or “bad breath is normal.” Ask your followers to vote for their answers.



HASHTAGS

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

Here are our recommendations:

#PetDentalHealth

#PetDentalHealthMonth

#PetDentalCare

GeniusTip:

Use Instagram Highlights to showcase key services, promotions, and customer testimonials.



BLOGS

Looking for more inspiration?

Check out these blogs!

[The 7 Steps to Pet Dental Cleaning For Better Overall Health](#)

[The Secret to Great Dog Dental Care](#)

GeniusTip:

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

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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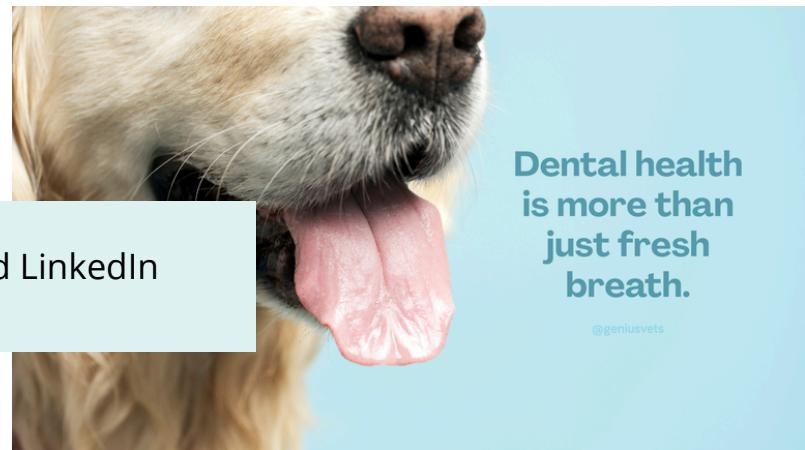


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Best Hashtag Practices

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!



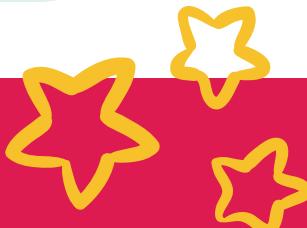
LinkedIn: Include **1 - 3 hashtags** in your posts, and keep the focus professional for LinkedIn's platform.

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...



FEBRUARY 14

Valentine's Day



VIDEOS

- **Video Idea 1:** Create a heartwarming montage of pets with their favorite people, paired with a message about showing love through everyday care
- **Video Idea 2:** Have a veterinarian share pet-safe Valentine's tips, including which treats, flowers, and chocolates to avoid.

GeniusTip:
85% of videos on Facebook are watched without sound, so adding text and subtitles to your videos is essential.

PHOTOS

- Share photos of pets cuddling, giving kisses, or relaxing with their favorite humans.
- Feature team members holding signs with "Why I love working with pets" or "What I love most about my patients."

INFOGRAPHICS

- Ways to Show Your Pet Love: Focus on actions that truly matter, like preventive care, dental health, enrichment, and quality time.

GIFS + MEMES

- Search Giphy or Tenor using keywords like valentine pet, dog kiss, cat cuddle, pet love, funny pet valentine.
- Meme idea: Use a clingy pet photo with text like, "Valentine? Sorry, my pet already claimed me."

INTERACTIVE

- Pet Valentine Photo Share: Encourage pet owners to share photos of their pets as their Valentine.
- Valentine's Q&A: Invite questions about pet-safe treats, gifts, and celebrations.

HASHTAGS

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

Here are our recommendations:

**#ValentinesDay #LoveYourPet
#PetLove #ValentinesDayPetSafety**



BLOGS

Looking for more inspiration?
Check out these blogs!

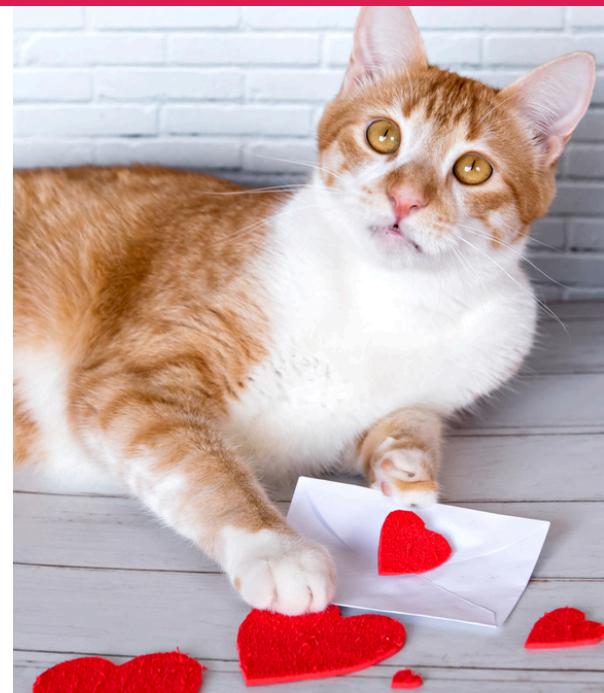
[Top 5 Valentine's Day Toxins!](#)

[Love Languages of the Animal Kingdom: How Our Furry Friends Show Affection](#)



GeniusTip:

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



GeniusTip:

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

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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Kisses guaranteed.
Personal space not included.
HAPPY VALENTINE'S DAY ❤



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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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FEBRUARY 20

National Love Your Pet Day

VIDEOS

- **Video Idea 1:** Create a montage of pets enjoying their favorite activities, such as cuddles, walks, playtime, naps. Pair these with a message about showing love through everyday care.
- **Video Idea 2:** Have a veterinarian share simple ways pet owners can support their pet's health and happiness, tying love to preventive care.

PHOTOS

- Share candid photos of pets being loved in small ways: belly rubs, head scratches, cozy naps, or quiet companionship.
- Feature team members with their pets and a short caption about why they love them.

INFOGRAPHICS

- **5 Ways to Show Your Pet Love:** Highlight actions that truly matter, such as routine vet visits, dental care, enrichment, nutrition, and quality time.

GeniusTip:

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

GIFS + MEMES

- Search Giphy or Tenor using keywords like pet love, dog cuddle, cat affection, funny pet love.
- Meme idea: Use a pet clinging to their human with text like, "National Love Your Pet Day. As if we needed a reminder."

INTERACTIVE

- Ask followers what their pet loves most: playtime, treats, cuddles, walks, or naps.
- **Gratitude Prompt:** Invite followers to comment with one thing they love most about their pet.



HASHTAGS

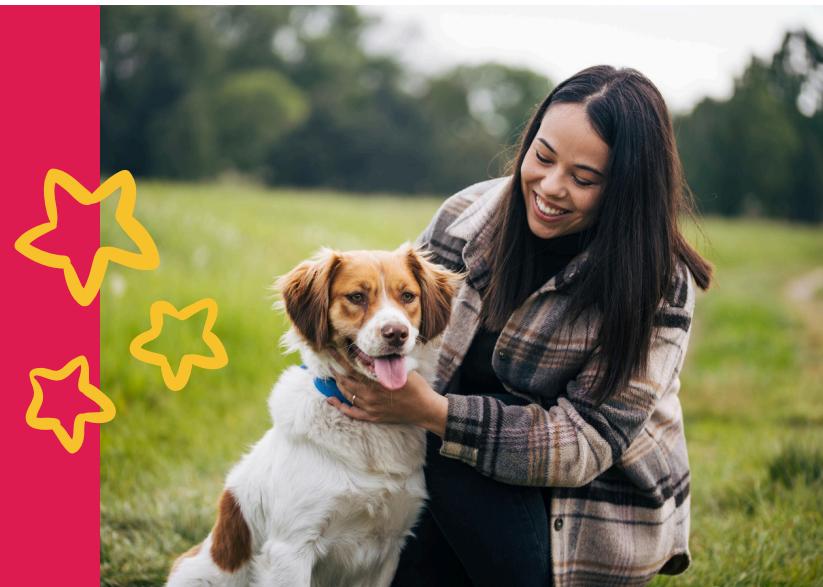
Using relevant hashtags can help your social posts reach more of your target audience.

Here are our recommendations:

**#LoveYourPet #LoveYourPetDay
#PetLove #PetCare**

GeniusTip:

Use GIFs and memes when appropriate. They tend to increase engagement and shareability.



BLOGS

Looking for more inspiration?
Check out these blogs!

[Loving Your Pet: Dos and Don'ts](#)

[Love Your Pet's Heart: Tips for Pet Heart Health](#)

GeniusTip:

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

Graphics to Share

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National
Love Your
Pet Day

Insert the quiz/poll/question box with quizzes, polls, and tips about the role health plays in loving your pet.

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5 Ways to
Your
Love
Treats)



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FEBRUARY 23

National Dog Biscuit Day

BONUS

VIDEO

- **Video Idea:** Create a fun, short video of dogs enjoying their favorite biscuits or treats (slow-motion crunches, happy tail wags, or treat anticipation faces). Add light text overlays like “Crunch approved” or “Five-star snack review.”

PHOTO

- **Biscuit Taste Test:** Share photos of dogs “reviewing” their treats with playful expressions. Bonus points for variety in breeds and personalities.

INFOGRAPHIC

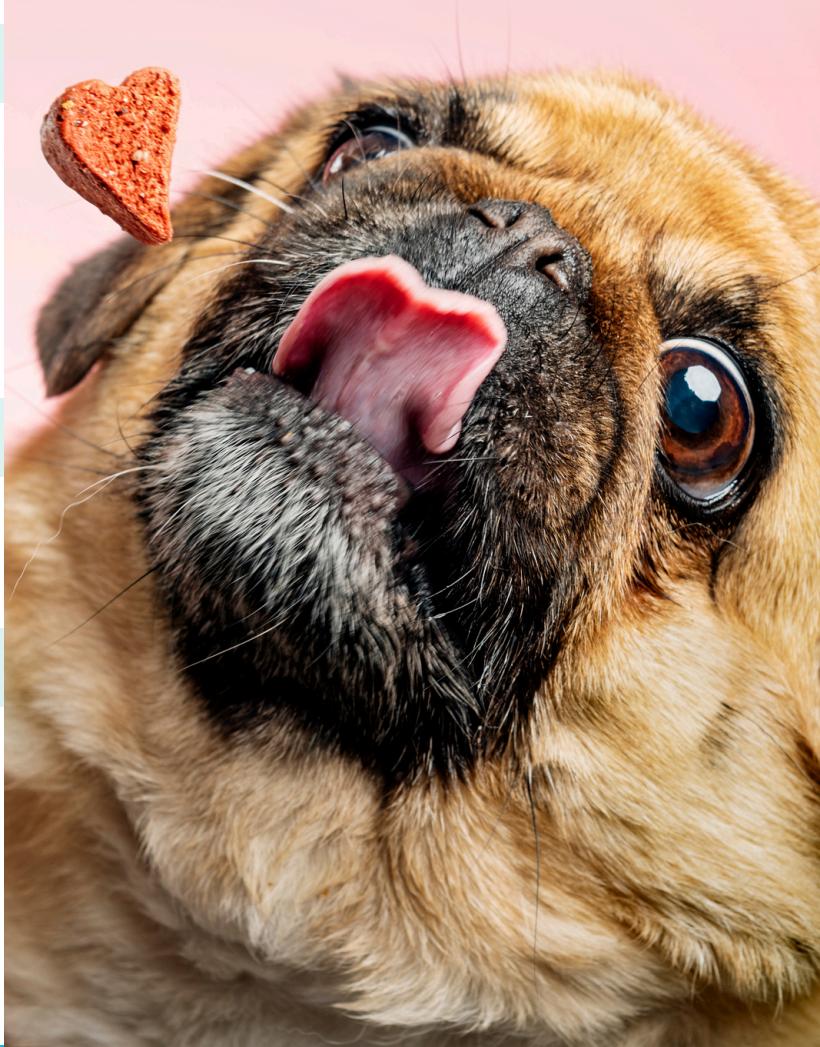
- Create a “Treat Smart” infographic highlighting:
 - Portion control
 - Ingredient awareness
 - Dental-friendly options
 - Treats as part of a balanced diet

MEME

- Use a photo of an extremely excited dog with text like: “I heard ‘biscuit’ and blacked out.”

INTERACTIVE

- “Favorite Biscuit?” Poll: Ask followers whether their dog prefers crunchy, soft, homemade, or dental treats.
- **Biscuit Photo Share:** Encourage pet owners to share photos of their dogs enjoying their favorite treats.



WE'VE GOT BIG NEWS AT OUR BIGGEST EVENT OF THE YEAR



Join Us at WVC 2026:

We're hosting The Veterinary Practice Ownership Symposium for the 5th year! An exclusive, in-person experience designed for practice owners who want to lead smarter, grow stronger, and build practices that truly work for them.

Whether you've attended WVC with us before or this will be your first time, 2026 is shaping up to be our most impactful year yet.

[Learn More!](#)

At GeniusVets, WE HELP veterinary practices:

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

[Schedule Your
Marketing Exam!](#)

