



# Social Media Toolkit

MARCH 2026



Everything your  
veterinary   
practice needs to  
plan out your  
March 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 Guinea Pig Month

**Week-Long Events:**  
March 1-7: Professional Pet Sitter Week  
March 15-21: National Pet Poison Prevention Week



# March

## 2026 CONTENT CALENDAR

 1 National Horse Protection Day National Pig Day	2	 3 World Wildlife Day If Pets Had Thumbs Day	4	5	6	7
8	9	10	11	12	 13 National K9 Veterans Day	14
15	16	17 St. Patrick's Day	18	19	20 First Day of Spring	21
22	 25 National Puppy Day Cuddly Kitten Day	24	 25 Manatee Appreciation Day	26	27	28
29	 30 Take a Walk in the Park Day National Doctors' Day	31				



MARCH 15-21

# National Pet Poison Prevention Week

## VIDEOS

- **Video Idea 1:** Share the top 5 most common pet toxins seen in your area (chocolate, xylitol, grapes/raisins, human medications, lilies for cats). Include clear “what to do first” steps.
- **Video Idea 2:** Create a short “What Happens If...” reel explaining what pet owners should do immediately if they suspect toxin ingestion.

## PHOTOS

- Flat lay photo of common household toxins labeled “Toxic to Pets” (chocolate, gum, medications, plants).
- Post behind-the-scenes photo of your team prepared for emergencies with caption about being here when it matters most.

## INFOGRAPHICS

- Create an infographic highlighting “Where Pets Find Trouble” with visuals of common risk zones: kitchen counters, coffee tables, nightstands (medications), backpacks & purses.

## GIFS + MEMES

- Search Giphy or Tenor using keywords like: guilty dog, sneaky cat, dog caught eating, curious cat, busted pet.
- Meme Idea: Use a photo of a dog looking suspicious with the text: “I only ate one piece of chocolate.” Caption it: “Even small amounts can be dangerous. Call us immediately if you suspect ingestion.”

**GeniusTip:**  
Instagram posts with faces get 38% more likes.

## INTERACTIVE

- Post an illustration of a living room scene with hidden toxins and ask followers: “Can you spot all 5 potential dangers? Comment what you see 🙌” Follow up the next day with answers!

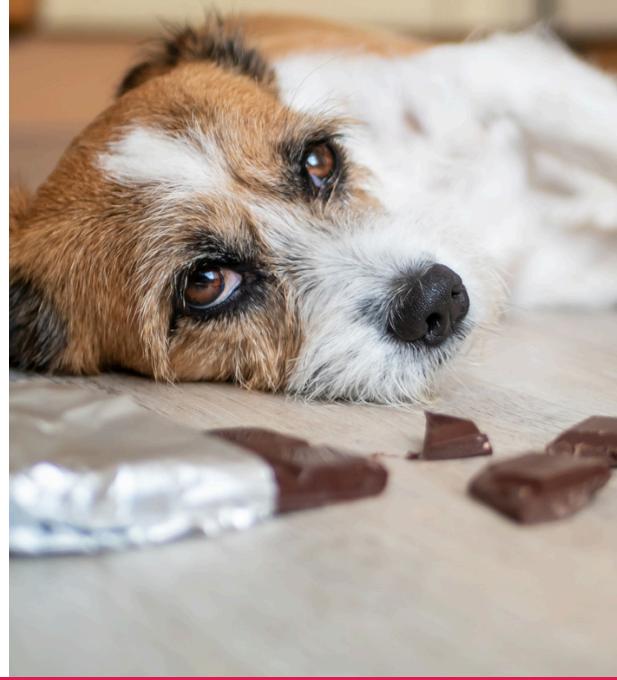
## HASHTAGS

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

Here are our recommendations:

**#PetPoisonPrevention #PetPoisons**

**#PetSafety #PetPoisonPreventionWeek**



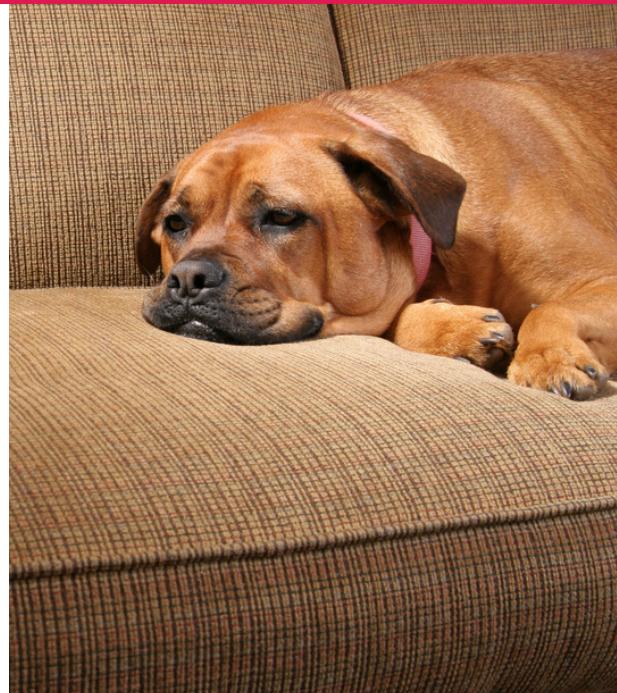
## GeniusTip:

Include a call-to-action in your TikToks, and keep it short and snappy with personal, direct language.

## BLOGS

Looking for more inspiration?

Check out these blogs!



[Pet Poison Prevention Week: Spring Flowers, Cleaning, and Other Toxic Items For Cats and Dogs](#)

[How to Prevent Accidental Pet Poisoning](#)

## GeniusTip:

Keep captions short and engaging—pairing them with emojis can increase retention.

# 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](#)

IF YOU THINK YOUR PET  
ATE SOMETHING TOXIC,  
**HERE'S WHAT  
TO DO FIRST...**

1	STAY CALM	2	REMOVE ACCESS
3	CALL YOUR VET	4	DO NOT INDUCE VOMITING UNLESS INSTRUCTED!

@geniusvets

NATIONAL PET POISON  
PREVENTION WEEK



Insert the quiz/poll/question box  
with quizzes, polls, and tips about  
pet poison prevention.

9x16

Formatted for Instagram and Facebook Stories  
*Encourage engagement by quizzing, asking questions, or sharing fun facts.*

[DOWNLOAD](#)

[HOW TO GUIDE](#)

IF YOU THINK YOUR PET ATE SOMETHING TOXIC,  
**HERE'S WHAT TO DO FIRST...**

16x9

Formatted for X, Facebook, and LinkedIn

[DOWNLOAD](#)

1	REMOVE ACCESS	2	CALL YOUR VET	3	DO NOT INDUCE VOMITING UNLESS INSTRUCTED!	4
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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!](#)

MARCH 20

# First Day of Spring



## VIDEOS

- **Video Idea 1:** "Spring Pet Safety Tips": Have a veterinarian share 3-5 seasonal reminders (parasite prevention, spring allergies, garden toxins, increased outdoor activity risks).
- **Video Idea 2:** Create a quick checklist-style reel covering spring necessities like heartworm prevention, flea/tick control, & updated vaccines.

## PHOTOS

- Post or share cute outdoor photos of patient enjoying spring weather (on leash, safe environment).
- Post a team photo outside the clinic with caption: "We're ready for spring...is your pet?"

### Genius Tip:

A simple way to get more interactions is to ask questions to your followers.

## INFOGRAPHICS

- Highlight "Seasonal Allergies in Pets" and share: common signs (itching, licking paws, ear infections), when to call the veterinarian, & treatment options available.

## GIFS + MEMES

- Search Giphy or Tenor using keywords like: happy dog running, dog in flowers, excited puppy outside, cat watching birds.
- Post a funny photo of a dog sprinting outside with the text: "POV: It's the first day of spring." Caption it: "Longer days = more adventures. Make sure prevention is up to date!"

## INTERACTIVE

- Create a question box and post: "Ask us your spring pet safety questions!" Answer throughout the day in Stories.



## HASHTAGS

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

Here are our recommendations:

**#FirstDayofSpring #SpringPets  
#SpringSafety**

## GeniusTip:

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



## BLOGS

Looking for more inspiration?  
Check out these blogs!

[First Day of Spring - Spring Toxins My Dog Needs to Avoid](#)

[Navigating Canine Allergies in Spring: A Doctor's Take](#)

## 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](#)

It's time to shed winter like that pesky coat.

Insert the quiz/poll/question box with quizzes, polls, and tips about the beginning of spring.



**16x9**

Formatted for X, Facebook, and LinkedIn

[DOWNLOAD](#)

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.

Say hello to spring... and goodbye to your dog's winter coat.

@geniusvets



**9x16**

Formatted for Instagram and Facebook Stories  
Encourage engagement by quizzing, asking questions, or sharing fun facts.

[DOWNLOAD](#)

[HOW TO GUIDE](#)

Say hello to spring...and goodbye to your dog's winter coat.



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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!



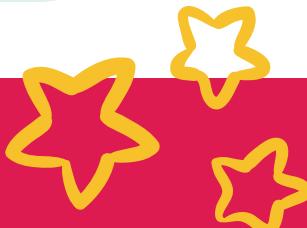
**LinkedIn:** Include **1 - 3 hashtags** in your posts, and keep the focus professional for LinkedIn's platform.

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...





MARCH 23  
**National  
Puppy Day**

## VIDEOS

- **Video Idea 1:** Create a “New Puppy 101” video and share 3 must-knows for new puppy parents (vaccines, parasite prevention, socialization).
- **Video Idea 2:** Share a reel covering what to expect in the first year like teething, training phases, spay/neuter timing, or energy changes.

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

## PHOTOS

- Share adorable puppy patient photos (with client permission)!
- Post throwback photos of team members' puppies vs. now.
- Create a “Puppy Wall” collage featuring recent new patients and share snapshots of this!

## INFOGRAPHICS

- “Your Puppy’s First-Year Checklist” including: core vaccine series, heartworm prevention start date, flea & tick prevention, microchipping, etc.

## GIFS + MEMES

- Search Giphy or Tenor using keywords like: excited puppy, zoomies, cute golden retriever puppy, sleepy puppy.
- Post a photo of a puppy mid-zoomies and caption it: “Energy level: It’s National Puppy Day.”

## INTERACTIVE

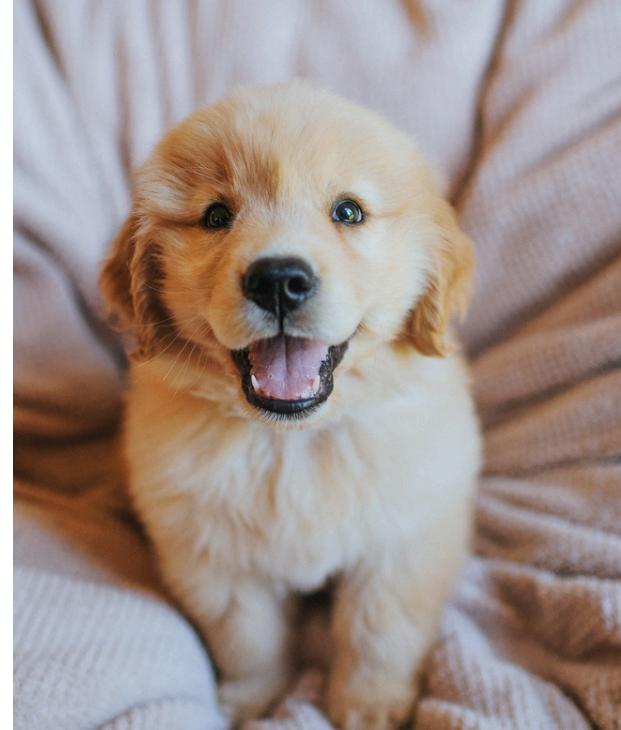
- Poll Idea: “What’s the best part of puppyhood?”
  - Puppy breath
  - Tiny paws
  - Zoomies
  - Learning new tricks

## HASHTAGS

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

Here are our recommendations:

**#NationalPuppyDay #NewPuppy  
#PuppyLove #CutenessOverload**



## GeniusTip:

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

## BLOGS

Looking for more inspiration?  
Check out these blogs!

[Puppy Guidelines for New Puppy Parents](#)

[7 Puppy Potty Training Tips to Save Your Sanity...and Your Home](#)



## GeniusTip:

Consistency is key—posting regularly builds trust and brand recall.

# Graphics to Share

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Energy level:  
it's National Puppy Day!

4x5

Formatted for Instagram

[DOWNLOAD](#)

National Puppy Day  
This or That



snuggles	playtime
treats	toys
snoozing	walking
puppy kisses	puppy hugs

@geniusvets



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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Energy level: it's National Puppy Day!

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MARCH 23

# Cuddly Kitten Day



## VIDEOS

- **Video Idea 1:** "Kitten Body Language 101": Have a team member explain what purring, kneading, tail flicking, and ear positions mean. Helps new owners understand behavior early.
- **Video Idea 2:** Create a quick walkthrough of how to prepare a safe starter area: litter box placement, scratching posts, safe toys.

## PHOTOS

- "Tiny Patients, Big Personalities" spotlight featuring a short fun fact about each kitten.
- Post before-and-after adoption glow-up photos (with permission).

## INFOGRAPHICS

- Create a list of kitten enrichment essentials with:
  - Vertical climbing space
  - Interactive toys
  - Puzzle feeders
  - Routine play sessions
  - Safe hiding spots

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

## GIFS + MEMES

- Search Giphy or Tenor using keywords like: kitten biscuits, kitten stretch, kitten purr, dramatic kitten.
- Create a meme with a photo of a kitten making biscuits and caption it: "Making biscuits like it's a full-time job."

## INTERACTIVE

- Post this or that stories on Instagram or Facebook with questions like:
  - Wet food or dry food?
  - Cat tree or cardboard box?
  - Morning zoomies or midnight zoomies?



## HASHTAGS

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

Here are our recommendations:

**#CuddlyKittenDay #KittenLove**

**#KittenCare #NewKitten**

## GeniusTip:

Sharing your Reels to your Instagram feed is one of the best ways to boost their views and increase their chances of going viral.



## BLOGS

Looking for more inspiration?  
Check out these blogs!

[\*\*Kittens Are Crazy: Here's How to Stay Sane!\*\*](#)

[\*\*How Should I Introduce My Kitten to His New Environment?\*\*](#)

## GeniusTip:

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

# Graphics to Share

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[DOWNLOAD](#)

Cuddly  
Kitten Day

Insert the quiz/poll/question box with quizzes, polls, and tips about caring for a new kitten.



16x9  
Formatted for X, Facebook, and LinkedIn

[DOWNLOAD](#)

9x16  
Formatted for Instagram and Facebook Stories  
*Encourage engagement by quizzing, asking questions, or sharing fun facts.*

[DOWNLOAD](#)

[HOW TO GUIDE](#)

How do you know you're providing the **right nutrition** for your new kitten?

A healthy kitten will:

be bright-eyed and energetic

have a glossy coat with bright eyes

steadily grow in size

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**MARCH 30**  
**National  
Doctors' Day**

## VIDEO

- **Video Idea:** Create a "Meet Our Doctors" spotlight with short clips of each veterinarian answering a question:
  - Why did you become a veterinarian?
  - What's your favorite part of your job?
  - What's one thing you wish pet owners knew?

## PHOTO

- Post a team appreciation photo featuring your veterinarians with caption thanking them for their dedication, long hours, and commitment to patient care.

## INFOGRAPHIC

- Create a graphic talking about what your doctors do behind the scenes, with ideas such as: Interpreting diagnostics, developing treatment plans, consulting with specialists, continuing education, and supporting your pet's lifelong health.

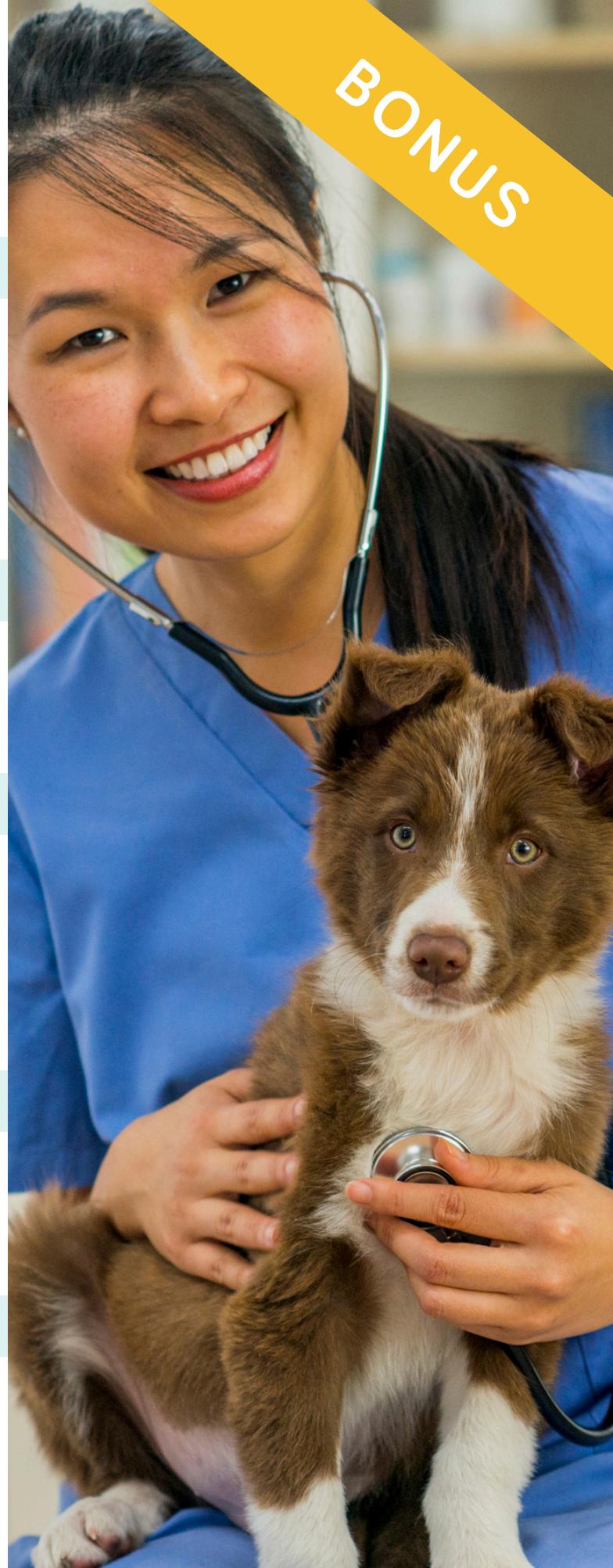
## MEME

- Post a photo of a veterinarian holding a puppy or kitten with the text "It's National Doctors' Day. And yes, we treat patients who can't tell us what's wrong."

## INTERACTIVE

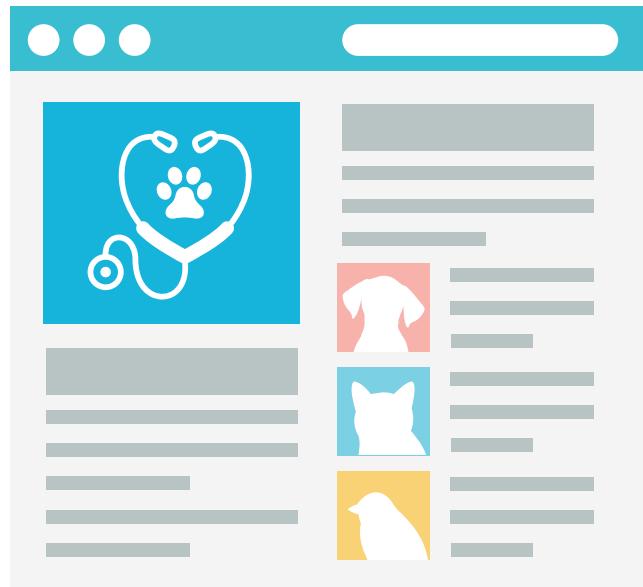
- Post a story question box and prompt followers: "Share a message of appreciation for your favorite vet!" Repost responses throughout the day.

**BONUS**



# Claim Your Profile in Our Free Directory

- 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!

