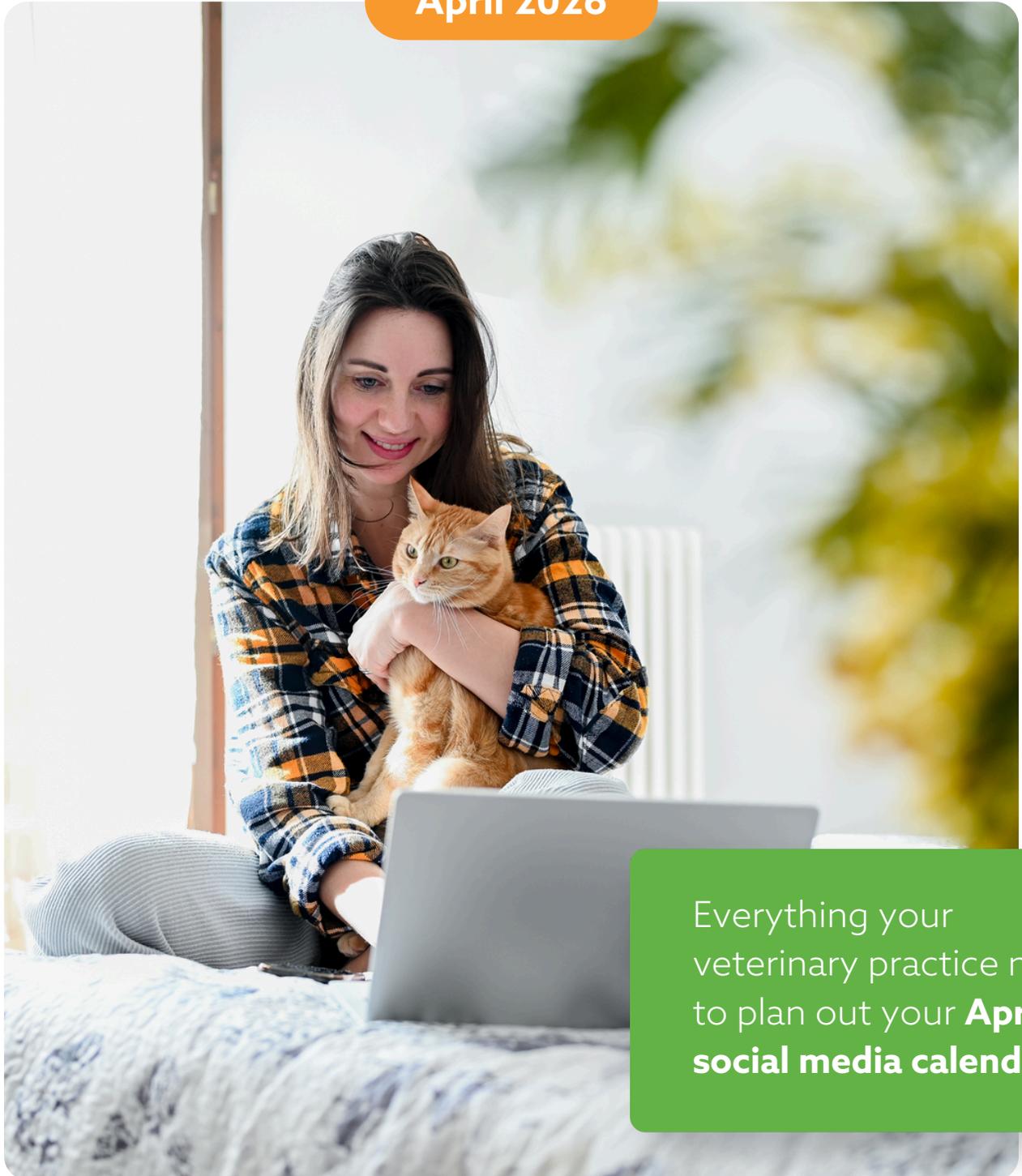


LIF=LEARN +  GeniusVets

Social Media Toolkit

April 2026



Everything your veterinary practice needs to plan out your **April social media calendar!**

Your 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!

Your Toolkit Just Became More Valuable

With LifeLearn and GeniusVets together, your practice now has access to a more powerful, flexible marketing ecosystem designed to grow with you. Whether you're focused on today's priorities or planning for the future, you can align solutions to your goals and budget with confidence.

By combining **GeniusVets' proven digital marketing expertise** with **LifeLearn's trusted client communication tools and educational resources**, this toolkit goes further than ever. You'll benefit from enhanced AI-driven marketing, stronger client engagement, high-quality educational content, and expanded support for practice growth.

Backed by GeniusVets' performance-driven methodology, this unified approach is built to deliver smarter strategies, better results, and long-term success for your practice.

Connect With Us!



Key

 Pet Specific Holiday

Month-Long Events:

- Canine Fitness Month
- Prevent Lyme Disease in Dogs Month
- Heartworm Awareness Month
- Pet First Aid Awareness Month

Week-Long Events:

- April 1-7: International Pooper Scooper Week
- April 12-18: National Dog Bite Prevention Week
- April 13-19: National Pet ID Week
- April 19-25: Veterinary Receptionist Week

April

2026 Content Calendar

			1	 National Ferret Day	3	4
5 Easter	 National Siamese Cat Day	7	8	9	10	 Dog Therapy Appreciation Day National Pet Day
 World Hamster Day	13	14	15	16	17	18
 National Cat Lady Day	20	21	22 Earth Day	 National Lost Dog Awareness Day	24	 World Veterinary Day
 National Kids and Pets Day National Pet Parent Day	27	28	29	 National Adopt a Shelter Pet Day		

APRIL

Heartworm Awareness Month



Want more content about heartworm awareness? Checkout LifeLearn's Free Parasite Prevention Kit!

FREE DOWNLOAD



VIDEOS

- **Video Idea 1:** Create a simple explainer video showing how mosquitoes transmit heartworm and why indoor pets are still at risk.
- **Video Idea 2:** "Heartworm Prevention 101" – Walk through monthly preventatives, annual testing, and what pet owners should expect at a heartworm check.

PHOTOS

- Post a photo of a dog at a wellness exam with the caption: "Heartworm disease is preventable. Ask us about testing and protection today."
- Share a close-up of your recommended heartworm preventative (chewable or topical) with text overlay: "One dose a month = year-round protection."

INFOGRAPHICS

- Create an infographic: "The Heartworm Lifecycle" showing transmission from mosquito → pet → bloodstream → heart/lungs.

MEMES

- Use a photo of a dog looking confused with text: "I feel fine... do I really need heartworm prevention?"
- Post a funny or gross mosquito photo with the caption: "Heartworm disease starts with a single bite."

GeniusTip:

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

INTERACTIVE

- Post a quiz: "True or False: My pet doesn't need heartworm prevention in cooler months." Encourage answers in comments, then reveal: *False! Prevention should be year-round.*

Hashtags

Using relevant hashtags and keywords can help your social posts reach more of your target audience. Here are our recommendations:

**#HeartwormAwareness #DogHeartworm
#CatHeartworm #ParasitePrevention**



GeniusTip

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

Blogs

Looking for more inspiration?
Check out these blogs!



[Heartworm in Dogs: Why You Shouldn't Wait Until There are Symptoms](#)



[A Veterinarian's Breakdown of Cat Heartworm](#)



GeniusTip:

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

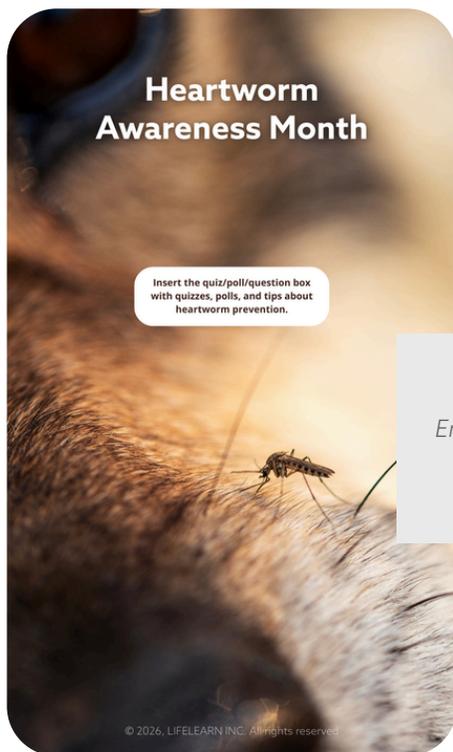
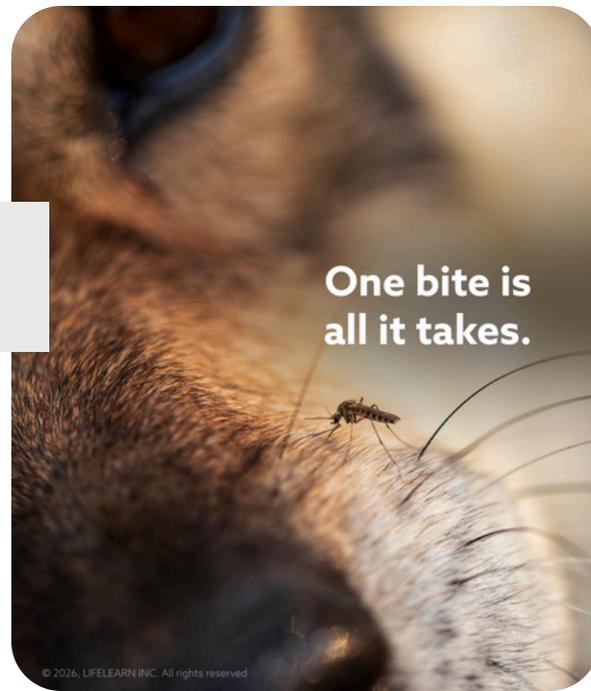
Graphics to Share

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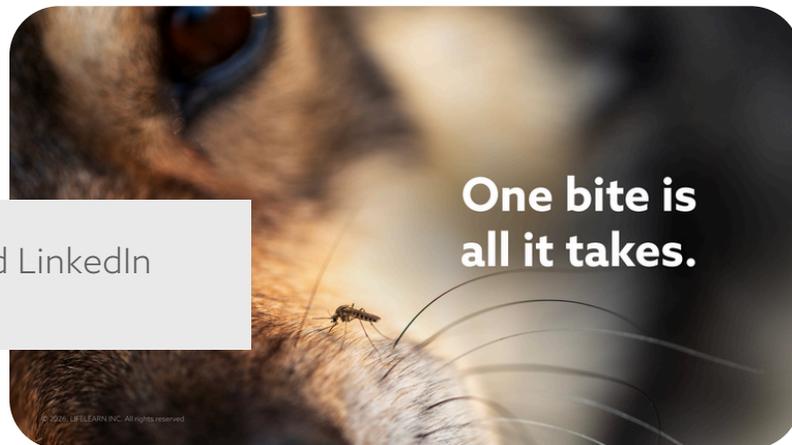
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Encourage engagement by filling out the template and sharing it to your stories, then sharing a blank template for your followers to screenshot and use.

[DOWNLOAD](#)

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The Best Post Timing

The overall best times to post on social media are weekdays (**Tuesday-Thursday**) between **10:00 AM – 5:00 PM EST**. Engagement is strongest during the workday. Weekends tend to see the lowest performance.

GeniusTip: Avoid posting exactly 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 EST.

GeniusTip: Saturday sees the least amount of engagement.



FACEBOOK

Best Time: Monday slightly before or after 10:00 AM EST.

GeniusTip: Sunday sees the least amount of engagement.



TIKTOK

Best Time: Evenings, typically 4:00 PM – 9:00 PM, especially midweek.

GeniusTip: Early mornings and weekends see less engagement.



LINKEDIN

Best Time: Monday slightly before or after 1:00 PM EST.

GeniusTip: The weekend sees the least amount of engagement.



YOUTUBE

Best Time: Tuesdays and Wednesdays around 6:00 PM EST.

GeniusTip: Sunday sees the least amount of engagement.

Source: Sprout Social

APRIL 19-25

Veterinary Receptionist Week



VIDEOS

- **Video Idea 1:** Create a “day in the life” video highlighting your receptionist team juggling phones, appointments, and client care with a message of appreciation.
- **Video Idea 2:** Feature quick intro clips of each receptionist sharing their favorite part of helping pets and clients.

PHOTOS

- Post a team photo of your reception staff with the caption: “The friendly faces who keep everything running—thank you for all you do!”
- Share a candid front desk moment (answering phones, greeting clients) with text overlay: “The heart of our practice starts here.”

GeniusTip:

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

INFOGRAPHICS

- “5 Ways Veterinary Receptionists Support Your Pet’s Care”: communication, coordination, compassion, efficiency, education.

MEMES

- Use a photo of a busy front desk or multitasking person with text: “Answering phones, checking in patients, and calming nervous pets... all at once.”
- Post a relatable meme about ringing phones with caption: “If you’ve called us, you’ve heard the real MVPs in action.”

INTERACTIVE

- Post: “Help us celebrate our amazing reception team! Drop a thank-you message or shoutout in the comments.”



Hashtags

Using relevant hashtags and keywords can help your social posts reach more of your target audience. Here are our recommendations:

#VeterinaryReceptionistWeek

#ReceptionistAppreciation

GeniusTip

Include a question in your Facebook posts to encourage comments and engagement.



Blogs

Looking for more inspiration?
Check out this blog!



[**How Veterinary Receptionists Turn First-Time Callers Into Lifetime Clients**](#)

GeniusTip:

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

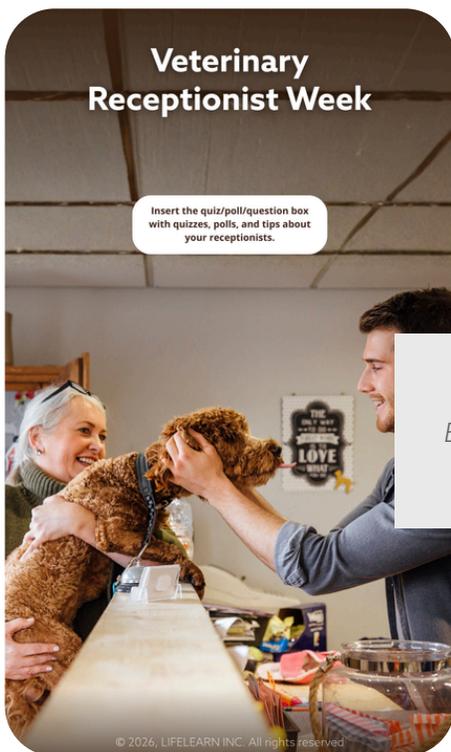
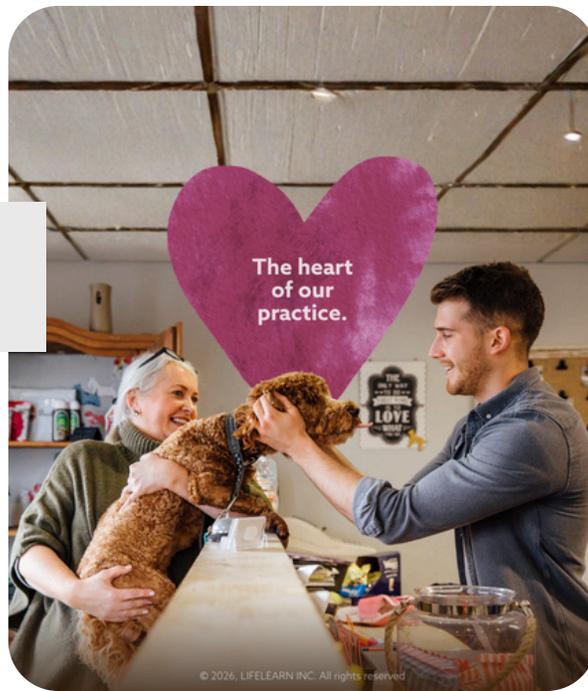
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Encourage engagement by quizzing, asking questions, or sharing fun facts.

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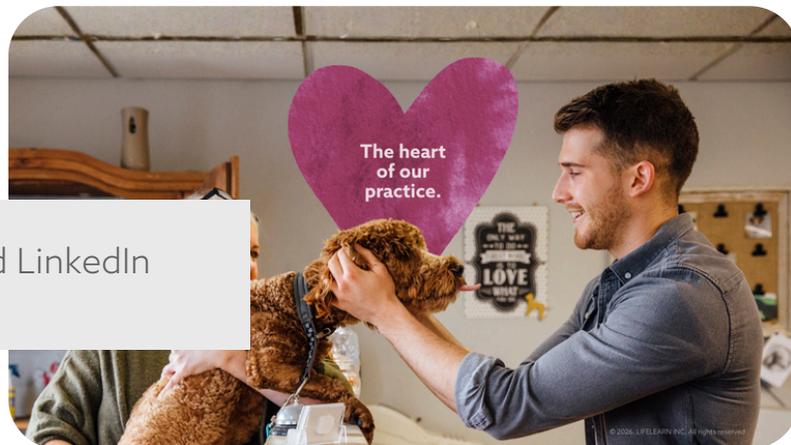
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APRIL 22

Earth Day



VIDEOS

- **Video Idea 1:** Share 3–5 simple ways pet owners can reduce their environmental impact (biodegradable waste bags, sustainable toys, eco-friendly litter).
- **Video Idea 2:** Explain how environmental health (clean water, green spaces, reduced toxins) directly impacts pet health.

GeniusTip:

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

PHOTOS

- Post a photo of a dog on a walk in nature with the caption: “Cleaner planet, healthier pets. Happy Earth Day!”
- Share a photo of eco-friendly pet products (waste bags, toys, food packaging) with text overlay: “Small changes make a big impact.”

INFOGRAPHICS

- Create an infographic: “5 Easy Ways to Be a Greener Pet Owner” (use reusable items, proper waste disposal, eco-friendly products, walk more/drive less, reduce plastic use).

MEMES

- Use a happy dog outdoors with text: “My favorite place? Anywhere clean enough to sniff.”
- Post a playful “before/after” style meme: messy park vs. clean park with caption: “Your pet votes for the clean version.”

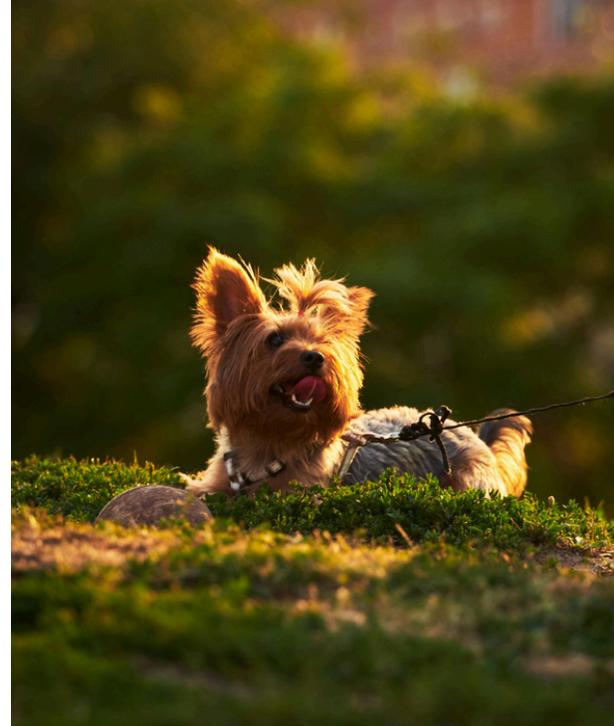
INTERACTIVE

- “Which of these is the most eco-friendly pet choice?” (with options like biodegradable bags, reusable toys, etc.) Reveal answer in comments.

Hashtags

Using relevant hashtags and keywords can help your social posts reach more of your target audience. Here are our recommendations:

**#EarthDay #EarthDog
#MotherEarth**



GeniusTip

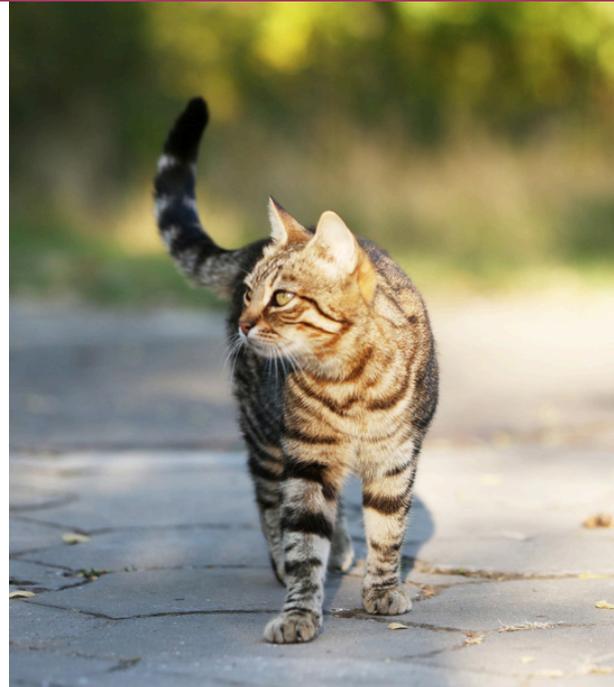
Stitch and Duet trending videos on TikTok to capitalize on popular content while adding your unique perspective.

Blogs

Looking for more inspiration?
Check out this blog!



[A Veterinarian's Look at How Zoos and Aquariums Save Animals](#)



GeniusTip:

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

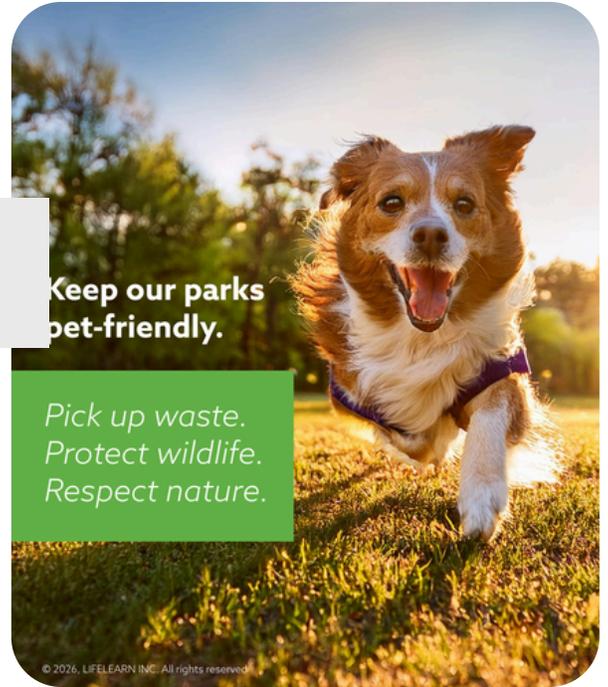
Graphics to Share

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Which sustainable pet products do you use?

- Biodegradable waste bags
- Eco-friendly cat litter
- Recycled or natural fiber toys
- Stainless steel or reusable bowls
- Sustainable pet food packaging
- Compostable poop bags

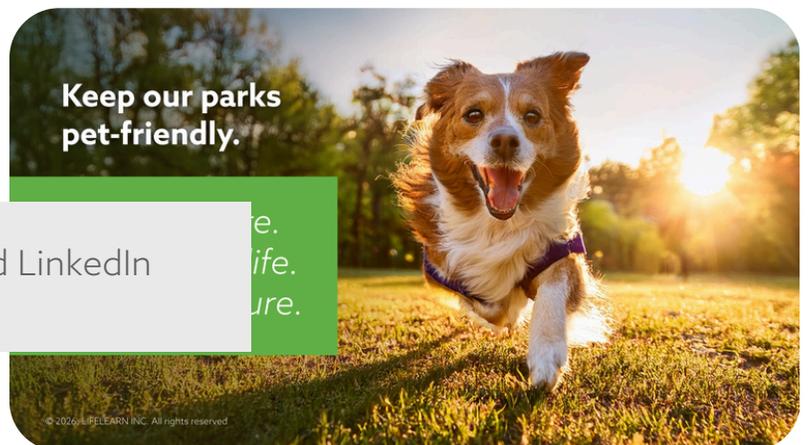


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BONUS

APRIL 26

National Pet Parent Day

VIDEO

- **Video Idea 1:** Share a “Thank You, Pet Parents” video featuring clips of pets with their owners, highlighting the love, care, and dedication pet parents provide every day.
- **Video Idea 2:** Create a short video: “What Makes a Great Pet Parent?” featuring your team sharing tips like routine vet visits, preventative care, and quality time.

PHOTO

- Post client-submitted photos of pets with their owners with caption: “Happy National Pet Parent Day to the amazing humans behind the paws!”

INFOGRAPHIC

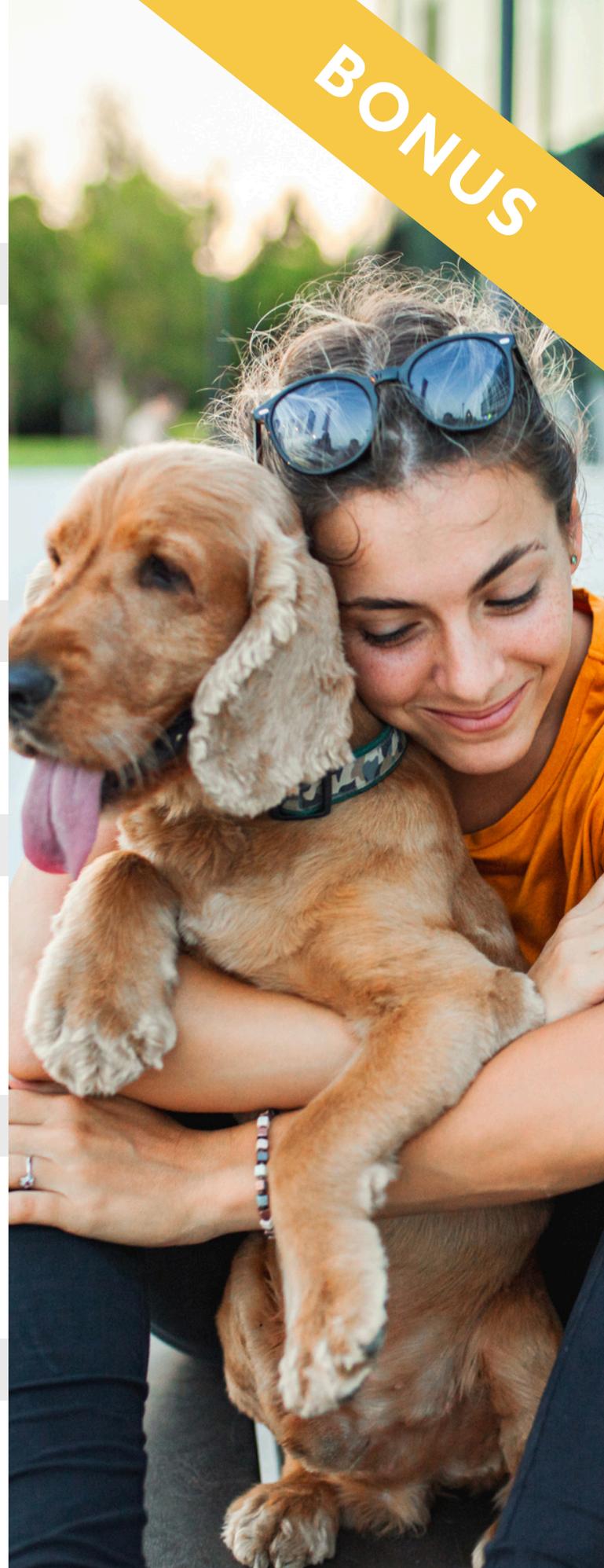
- Create an infographic: “5 Ways to Be a Great Pet Parent” (preventative care, proper nutrition, exercise, training).
- “Your Pet’s Health Checklist” showing what responsible pet parents need to stay on top of year-round.

MEME

- Use a relatable image with text: “I work hard so my pet can have a better life.”
- Post a funny pet perspective: “My pet parent says no more treats... I think they’re confused.”

INTERACTIVE

- Ask: “What’s one thing you do that makes you a great pet parent?” Encourage responses and engagement.



APRIL 30

National Adopt a Shelter Pet Day



VIDEOS

- **Video Idea 1:** Share a short before-and-after story of a rescued pet thriving in their new home. You can also include their first appointment at your practice!
- **Video Idea 2:** “What to Expect When You Adopt”: Walk through the first vet visit, vaccinations, and how to set a new pet up for success.

PHOTOS

- Post a photo of a recently adopted pet at your clinic with the caption: “Second chances start here. Happy National Adopt a Shelter Pet Day!”
- Share a side-by-side “Then vs. Now” adoption photo with text overlay: “Adopted and adored.”

INFOGRAPHICS

- Create an infographic: “The First 30 Days After Adoption” (vet visit, nutrition, training, bonding, routine).
- “Why Adopt?”: highlight benefits like saving lives, reducing overcrowding, and finding the perfect match.

MEMES

- Post a happy dog on a walk with “Adoption changes lives on both ends of the leash.”
- Post a playful meme of a pet settling in at home with caption: “Day 1: shy. Day 7: runs the house.”

INTERACTIVE

- Post: “Did you adopt your pet? Share their story or a photo—we’d love to celebrate them!”
- Poll: “Have you ever adopted a shelter pet?” (Yes / Thinking about it / Not yet)

GeniusTip:

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



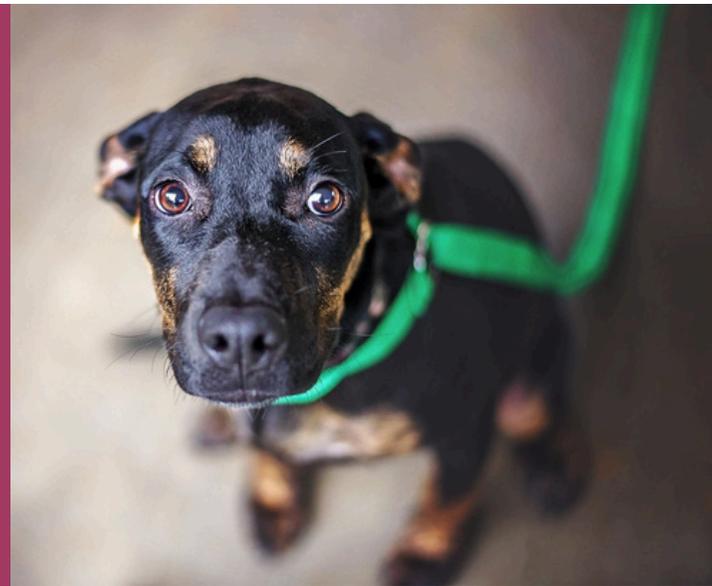
Hashtags

Using relevant hashtags and keywords can help your social posts reach more of your target audience. Here are our recommendations:

**#AdoptAShelterPetDay #PetAdoption
#ShelterPets**

GeniusTip

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



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:

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

Graphics to Share

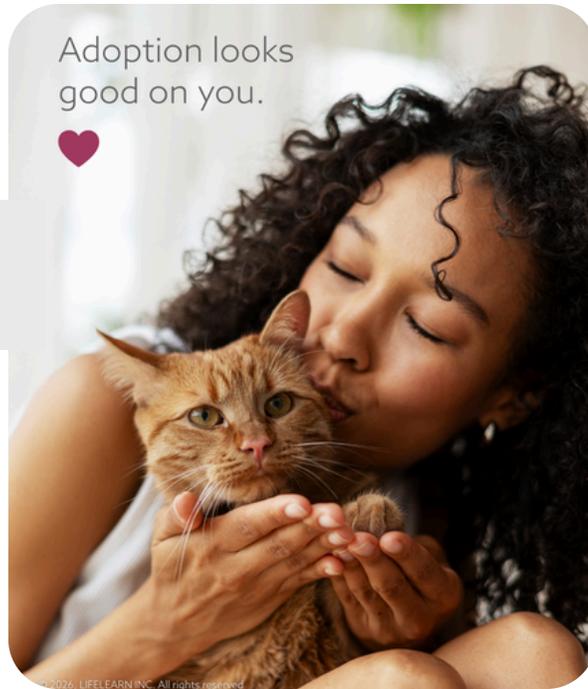
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Adoption looks good on you.



National Adopt a Shelter Pet Day 

Insert the quiz/poll/question box with quizzes, polls, and tips about adopting shelter pets.



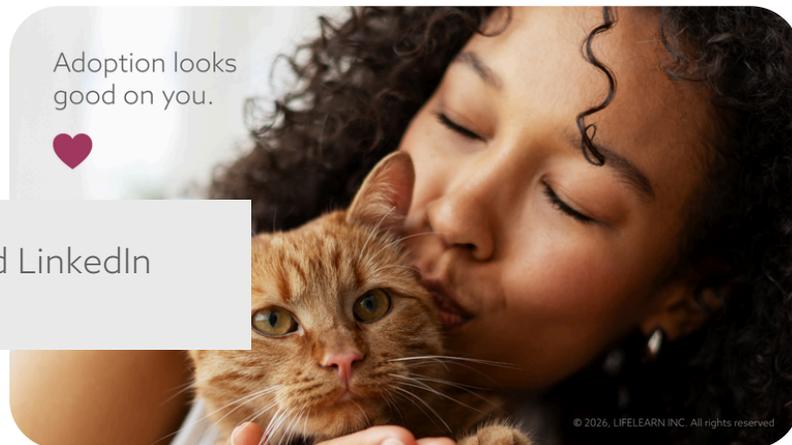
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Adoption looks good on you.



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Your toolkit is now backed by LifeLearn's industry-leading resources.

- Access trusted client education content designed to support **better pet care decisions**.
- Strengthen client communication with tools that **improve compliance and engagement**.
- Expand your marketing impact with integrated solutions **built for veterinary practices**.
- Explore even more resources to support your team and **grow your practice**.



With LifeLearn + GeniusVets, you can:



Enhance client communication and education



Improve patient compliance and outcomes



Build stronger, longer-lasting client relationships



Streamline your marketing and engagement efforts



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