

LIFELEARN +  GeniusVets






# Social Media Toolkit

June 2026



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

## Your Social Toolkit Includes:

-  **Content Calendar:** Keep track of all the major pet events for the month.
-  **Expert Tips:** 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 toolkit is more than a collection of creative ideas and recommendations. It brings together practical tips and strategies used by successful veterinary practices to connect with more local pet owners and strengthen client relationships.

## LifeLearn + GeniusVets: # 1 in Veterinary Marketing

**You deserve a single provider that understands veterinary care.**

We help practices thrive with a full range of trusted education, communication, and marketing solutions designed to simplify online discovery and practice growth so teams can stay focused on delivering exceptional care.

Whatever your goals, we have a solution to get you there.

### Connect With Us!



Key

 Pet Specific Holiday

**Month-Long Events:**











- National Adopt a Cat Month
- National Microchipping Month
- National Pet Preparedness Month
- National Foster a Pet Month
- National Zoo and Aquarium Month
- Professional Wellness Month
- National Camping Month
- National Hug Your Cat Month

**Week-Long Events:**

- June 7-13:** Pet Appreciation Week
- June 15-21:** Animal Rights Awareness Week
- June 22-26:** Take Your Pet to Work Week

# June

## 2026 Content Calendar

	1  International Sheltie Day	2  National Greyhound Day	3	4  Hug Your Cat Day International Corgi Day	5	6
7	8	9  World Pet Memorial Day National Call Your Doctor Day	10	11	12	13  Missing Mutts Awareness Day
14  National Dog Dad Day	15	16  Take Your Cat to Work Day	17	18  Veterinary Appreciation Day	19  Juneteenth Take Your Dog to Work Day	20 First Day of Summer
21 Father's Day	22	23	24  Cat World Domination Day	25	26	27
28	29	30				



JUNE  
**Adopt a  
Cat Month**

## VIDEO

- **Video Idea 1:** Does your practice work closely with a certain shelter or rescue group? Visit their facility to highlight their adoptable cats.
- **Video Idea 2:** Interview a rescue group, ask about their adoption process, and how many cats are waiting for homes in their facility.

## PHOTO

- Feature recently adopted cats in your patient base, and include their stories in the caption.
- Post photos of the recommended materials a new cat owner should have, such as a cozy bed, food and water bowls, and a breakaway collar. Feature products from your practice if you sell the suggested items.

## INFOGRAPHICS

- Create an infographic to show how many kittens an unspayed cat can have over certain time periods.
- Create a list of everything a potential cat owner should have purchase before adopting,

## MEMES

- Use photos of adoptable cats and caption them with statements about why new adopters would be their heroes.
- Joke about the “cat distribution system,” when a cat chooses their owner or when a cat is attached to a visitor at a shelter.

### Pro Tip:

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

## INTERACTIVE

- Survey or poll: How many of your social followers have ever adopted a cat? (Bonus: This could open up a source of new client leads!)

## Hashtags

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

**# AdoptACatMonth # AdoptACat  
# CatAdoption # CatLove # NewCat**



## Pro Tip

Short-form video is the most engaging type of in-feed social content.

## Blogs

Looking for more inspiration?  
Check out these blogs!



[National Adopt a Cat Month: 10 Reasons to Adopt a Kitty](#)



[Myth vs. Fact: Debunking Common Misconceptions About Adopting a Cat](#)



## Pro Tip:

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

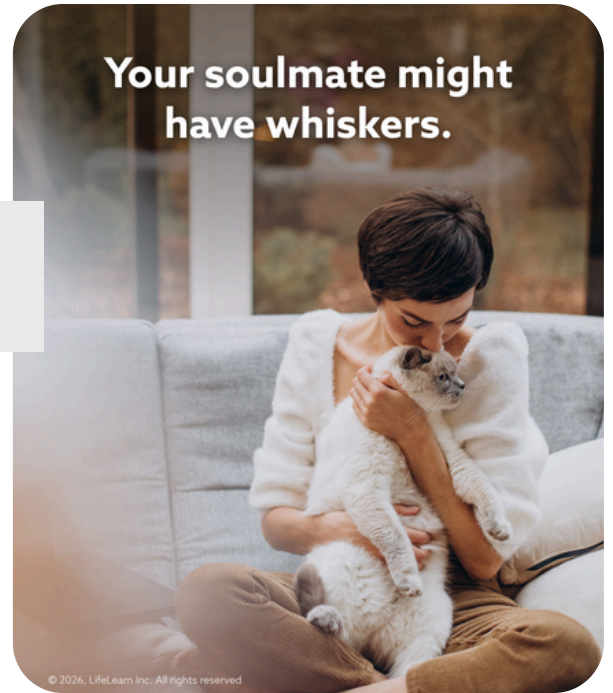
# Graphics to Share

Make a lasting impression with followers and save time with ready-to-post graphics sized for each social platform.

**4x5**

Formatted for Instagram

[DOWNLOAD](#)



**JUNE IS  
Adopt a Cat Month**

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



**9x16**

Formatted for Instagram and Facebook Stories  
*Encourage engagement by adding polls or questions and sharing it to your stories.*

[DOWNLOAD](#)

**16x9**

Formatted for X, Facebook, and LinkedIn

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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.

**Pro Tip:** Avoid posting exactly on the hour or on the half hour. Instead, share content a few minutes before or after. E.g.: Post at 9:12 am.



INSTAGRAM

**Best Time:** Wednesdays between noon and 6 p.m. ET.

**Pro Tip:** Saturday sees the least amount of engagement.



FACEBOOK

**Best Time:** Wednesdays between 9 and 11 a.m. ET.

**Pro Tip:** Sunday sees the least amount of engagement.



TIKTOK

**Best Time:** Tuesdays through Thursdays between 2 p.m. and 6 p.m. ET.

**Pro Tip:** Early mornings and weekends see less engagement.



LINKEDIN

**Best Time:** Tuesdays between 11 a.m. and 5 p.m. ET.

**Pro Tip:** The weekend sees the least amount of engagement.



YOUTUBE

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

**Pro Tip:** Sunday sees the least amount of engagement.

Source: Sprout Social

JUNE

# National Microchipping Month



## VIDEO

- **Video Idea 1:** Create a video that shares success stories of reunited families! Show footage of happy pets and their loving parents.
- **Video Idea 2:** Remind pet owners to check their pet's microchip information. A microchip only works if the registration details are kept up to date with the owner's current contact information.

## PHOTO

- Caption a cat photo with, "Roses are red, violets are blue, collars come off but microchips stay true!"
- Share a carousel of dogs who were once lost. Share their stories and celebrate with happy memories of reuniting with their families!

### Pro Tip:

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

## INFOGRAPHICS

- Share statistics about how many pets are lost or stolen every year. Include info on how microchips reduce these numbers and provide an opportunity for pets to come home safely.

## MEMES

- Post a photo of a cat sitting on top of their owner looking super cozy-caption the photo, "Reunited and it feels so good!"
- Post a photo of a happy dog being hugged by their owner. Caption: "Microchip = the world's fastest 'return to sender' label."

## INTERACTIVE

- Quiz your followers: do they know the percentage of pets that are lost or stolen every year?



## Hashtags

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

**# NationalMicrochippingMonth**  
**# Microchip # ChipYourPet**

## Pro Tip

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



## Blogs

Looking for more inspiration?  
Check out this blog!



[A Pet Parent's Guide to Microchipping](#)

## Pro Tip:

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

# Graphics to Share

Make a lasting impression with followers and save time with ready-to-post graphics sized for each social platform.

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Formatted for Instagram

[DOWNLOAD](#)



Collars have commitment issues.  
**Choose a microchip.**

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## Is Your Pet's Microchip Working for You?

Check off all that apply!

- Your pet is microchipped
- The chip is registered
- Your phone number is current
- Your address is updated
- Emergency contacts are listed
- Your pet wears an ID tag too
- You know the microchip company name
- Your vet scans the chip yearly

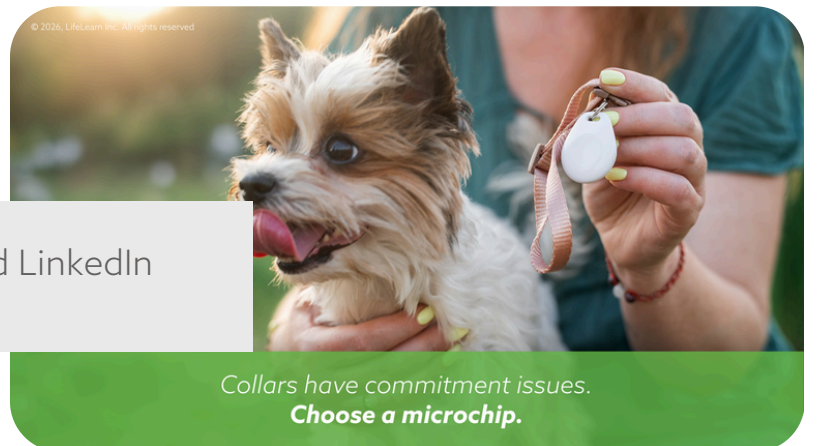
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9x16

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.

[DOWNLOAD](#)



Collars have commitment issues.  
**Choose a microchip.**

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JUNE 9

# National Call Your Doctor Day



## VIDEO

- **Video Idea 1:** Have a veterinarian explain the importance of pet wellness and preventive care. Where relevant/possible, use animations and/or engaging captions to make the content interesting.
- **Video Idea 2:** Feature members of your reception team to showcase the friendly, personalized support pet owners can expect when they call your clinic.

## PHOTO

- Pose dogs and cats with phones in your practice.
- Feature photos of your reception staff, who will answer your clients' calls.
- Post photos of happy pets during their wellness visits!

### Pro Tip:

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

## INFOGRAPHICS

- Create a graphic to show how many of your patients are up to date per your recommendations for wellness exams. Don't shame anyone who is overdue, but instead celebrate those who are on the ball!

## MEMES

- Post a photo of a dog with a stethoscope around their neck. Caption: "Diagnosis: needs more treats."
- Post a photo of a cat glaring from inside their carrier. Caption: "POV: Your doctor is trying to help you and you take it personally."

## INTERACTIVE

- Quiz pet owners about the importance of wellness and preventive care.

## Hashtags

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

# NationalCallYourDoctorDay # CallYourVet  
# CallYourDoctor # PetWellness



## Pro Tip

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!



[The Secret to Stress-Free Veterinary Visits With Your Cat](#)



## Pro Tip:

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

# Graphics to Share

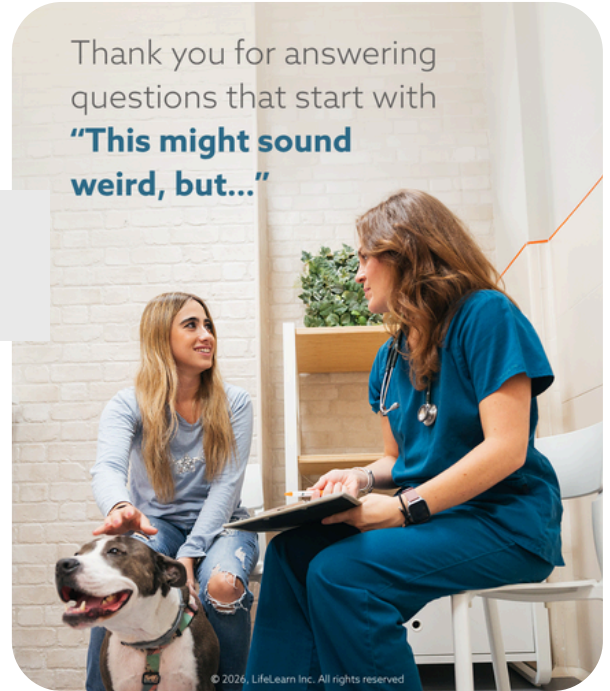
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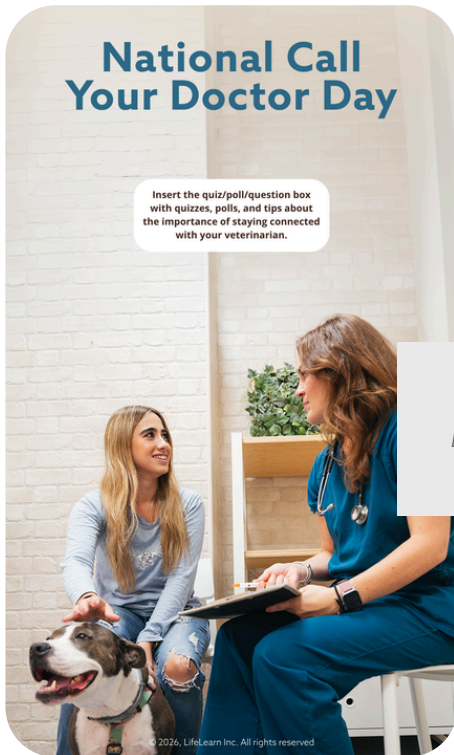
[DOWNLOAD](#)

Thank you for answering questions that start with **"This might sound weird, but..."**



## National Call Your Doctor Day

Insert the quiz/poll/question box with quizzes, polls, and tips about the importance of staying connected with your veterinarian.



9x16

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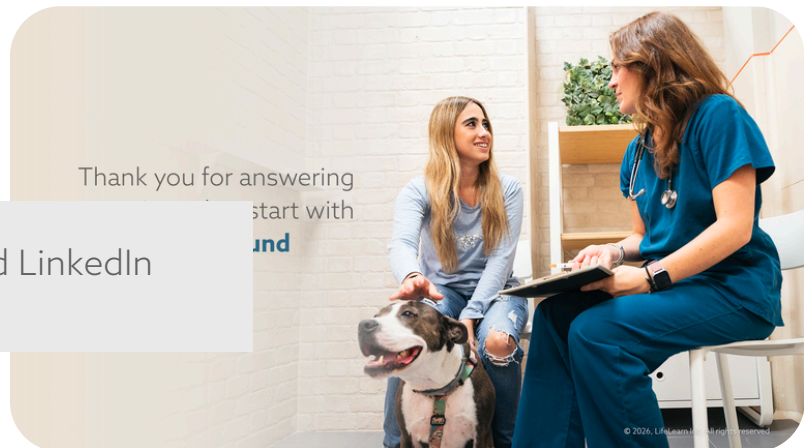
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Thank you for answering questions that start with **and**



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JUNE 21

# Father's Day

## VIDEO

- **Video Idea 1:** Create a video of any dads that work in your practice. Have them share about their families!
- **Video Idea 2:** Create a collage/ montage video of your staff members sharing messages of thanks to their dads/pet dads in your client base.

## PHOTOS

- Post pictures of men in your practice with their pets, or celebrate them with their human kids!
- Post pictures of male clients with their pets.

## INFOGRAPHIC

- Create a graphic or series of graphics to explain how regular preventive care is what's best for "fur babies." Encourage the dads who follow you to schedule an appointment for their pets!
- Create an infographic of fun ways that dog dads can celebrate Father's Day with their pets. If you host any local events, promote those here!

## MEME

- Think of "dad problems" or "dog dad problems," and add relatable captions to photos.

## INTERACTIVE

- Survey or poll your followers about their favorite part of being a dog dad.



JUNE 20

# First Day of Summer



## VIDEO

- **Video Idea 1:** Create a video that walks through warm weather safety. Share your expert input on topics such as heat stroke, hot pavement, sunscreen, hot cars, and more.
- **Video Idea 2:** Create a video that highlights water safety: focus on pools, oceans, or lakes. Consider sharing precautions before swimming as well as emphasizing the importance of teaching your dog to swim.

## PHOTO

- Share a photo of a dog in a car and use the caption to emphasize proper car safety in the summer.
- Post a photo of a dog with booties (for hot pavement). Share your favorite ways to protect paws from damage!

## MEMES

- Share a picture of a cat with the caption: "I'm not lazy, I'm just conserving energy for the long summer days ahead."
- Post a picture of a dog wearing sunglasses and laying in the sun with the caption: "Summer is ruff, but someone's got to enjoy it."

## INFOGRAPHICS

- Create an infographic about beach safety. Include what a pet owner should bring to the beach for their pet, along with tips to keep animals safe.

### GeniusTip:

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

## INTERACTIVE

- Survey clients to ask them what their summer plans are!



## Hashtags

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

**# FirstDayofSummer # SummerDog**  
**# SummerCat # SummerPets**

## Pro Tip

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



## Blogs

Looking for more inspiration?  
Check out these blogs!



[How to Keep Your Pets Safe From Extreme Heat This Summer](#)



[Avoiding Water, Sand, and Algae Risks That Can Put a Damper on Your Dog's Summer Fun](#)

## Pro Tip:

LinkedIn posts with links tend to see 45% higher engagement than those without.

# Graphics to Share

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4x5

Formatted for Instagram

[DOWNLOAD](#)

### Summer Checklist

- ✓ SPF
- ✓ Water toys
- ✓ Sunglasses
- ✓ Flea prevention

## Hello Summer!

Insert the quiz/poll/question box with quizzes, polls, and tips about the importance of staying safe and having fun with pets in the summer.

9x16

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### Summer Checklist

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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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