



SOCIAL MEDIA CALENDAR 2024 *for vets*

365 days of content all planned out!

- 🐾 Seasonal messages
- 🐾 Notable dates
- 🐾 Pet health and safety tips
- 🐾 Fun facts



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Welcome, and thank you for downloading my FREE Social Media Calendar for Vets!

Knowing what to post on social media every day takes planning, research and TIME.

To help veterinary teams free up more time for patient care, I have created a calendar that gives you post suggestions for every single day of the year!

HOW TO USE THE CALENDAR

The monthly calendar sheets will help you to plan ahead and take the stress out of sourcing fresh content ideas.

All you have to do is take a photo, create your artwork in Canva, add some written content and post!

PATIENT AND TEAM PHOTOS

Patient and team photos are usually the best performing posts. Clients feel more personally connected to the team, and who can resist a cute puppy pic!

Please remember to ALWAYS ask permission from the pet's owner before publishing.

MEMES AND CARTOONS

A quick Google search will turn up plenty of pet related memes but be careful to use only family-friendly and 'wholesome' material.

Use the 'Mum test'. i.e. if you think your Mum would be offended by it, then don't post it.

If the image is not watermarked and signed by the artist, you should credit the image source in your post.

STILL SHORT ON TIME?

Having all of your posts planned out for the year is a huge time-saver. But what if your nurses still don't have time to spend creating artwork and writing content? I can help!

My social media package is only \$250 p/month + gst and includes the following:

- Branded animal health and safety posts including written content.
- Artwork in your own practice colours, fonts and logo
- Seasonal health and safety messages
- Infographics, noteworthy days, breed spotlights, FAQs, customer testimonials and any other content requested by the practice.
- UNLIMITED clinic supplied photos and patient stories
- 7 day monitoring and response to client comments, messages and reviews
- Spam control
- Monthly performance report

There are no contracts or commitments, and it's very easy to get started.

Call me on 0434 886 182 or send an email to info@waggydog.com.au



Donna Robson, Director















Waggy Dog Marketing





www.waggydog.com.au



January 2024 Social Media Marketing Calendar for Vets

Week 1	Sunday	Monday 01/01	Tuesday 02/01	Wednesday 03/01	Thursday 04/01	Friday 05/01	Saturday 06/01
Category	New Year's Day P/H						
Expertise			Summer Health: How to encourage your cat to drink more water 💧				FAQ: Does my dog need a life vest to go swimming? 🐶
Uplifting		Happy New Year! 🎉			Cute meme/cartoon 🐾		
Engaging				📷 Patient/team member pic		📌 Fun Fact Friday - Sheep can recognise faces	
Promotion							
Week 2	Sunday 07/01	Monday 08/01	Tuesday 09/01	Wednesday 10/01	Thursday 11/01	Friday 12/01	Saturday 13/01
Category							
Expertise				☀️ Summer Health: Caring for senior pets			Bird baths: Caring for wildlife during hot weather 🐦
Uplifting	💕 Inspirational Quote - Human/Animal Bond						
Engaging			🐱 Breed Spotlight - Persian cat		📷 Patient/team member pic	❓ What's your favourite local dog park/beach	
Promotion		🙏 Client testimonial / Google review					















Week 3	Sunday 14/01	Monday 15/01	Tuesday 16/01	Wednesday 17/01	Thursday 18/01	Friday 19/01	Saturday 20/01
Category							
Expertise		 Summer Safety: Hot artificial grass alert		 Tips for grooming your cat			
Uplifting							 Cute meme/cartoon
Engaging	 Patient/team member pic		 Myth buster - "I can't take my puppy out of the house until two weeks after their last vaccination"			 Patient/team member pic	
Promotion					Puppy Preschool graduate photos + next class dates 		
Week 4	Sunday 21/01	Monday 22/01	Tuesday 23/01	Wednesday 24/01	Thursday 25/01	Friday 26/01	Saturday 27/01
Category	Australia Day P/H						
Expertise		Summer safety: Brachycephalic breeds 		FAQ: Why does my pet need a blood test before surgery? 	Fireworks safety 		
Uplifting			 Cute meme/cartoon			 Happy Australia Day!	
Engaging	 Patient/team member pic						 Patient/team member pic
Promotion							






Week 5	Sunday 28/01	Monday 29/01	Tuesday 30/01	Wednesday 31/01	Thursday	Friday	Saturday
Category							
Expertise			 FAQ: Should I use sunscreen on my cat?				
Uplifting	 Cute meme/cartoon						
Engaging		 Patient of the Month					
Promotion				 Payment plans			



February 2024 Social Media Marketing Calendar for Vets












Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday 01/02	Friday 02/02	Saturday 03/02
Category							
Expertise					Back to school - separation anxiety		
Uplifting						Cute meme/cartoon	
Engaging							Golden Retriever Day
Promotion							
Week 2	Sunday 04/02	Monday 05/02	Tuesday 06/02	Wednesday 07/02	Thursday 08/02	Friday 09/02	Saturday 10/02
Category							
Expertise			The importance of vaccinations		Dental care for puppies		
Uplifting							Cute meme/cartoon
Engaging	Patient/team member pic			Patient/team member pic		Fun Fact Friday - Chow chows and Sharpeis are the only dog breeds with black tongues	
Promotion		Dental check ups					









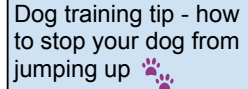






Week 3	Sunday 11/02	Monday 12/02	Tuesday 13/02	Wednesday 14/02	Thursday 15/02	Friday 16/02	Saturday 17/02
Category							
Expertise	Summer Safety: Hot weather tips for keeping pets cool 		 Canine enrichment tips		FAQ: How many treats does my pet need? 		
Uplifting						 Cute meme/cartoon	
Engaging		 Patient/team member pic		Happy Valentine's Day 			 Does your pet have a 'special' nickname
Promotion							
Week 4	Sunday 18/02	Monday 19/02	Tuesday 20/02	Wednesday 21/02	Thursday 22/02	Friday 23/02	Saturday 24/02
Category							
Expertise	 Hot pavements warning				 How to make your own dog first aid kit		
Uplifting							 Cute meme/cartoon
Engaging			 Love Your Pet Day	 Patient/team member pic		 Patient of the Month	
Promotion		 Hydrobath Services					










Week 5	Sunday 25/02	Monday 26/02	Tuesday 27/02	Wednesday 28/02	Thursday 29/02	Friday	Saturday
Category							
Expertise		Pet Safety: Not-so-pet-friendly snail pellets 		Summer Safety: Pool safety for dogs 			
Uplifting					Cute meme/cartoon 		
Engaging	 Describe your pet in 3 words						
Promotion			 Client testimonial / Google review				



March 2024 Social Media Marketing Calendar for Vets

Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday 01/03	Saturday 02/03
Category							
Expertise						 Caring for your senior cat	
Uplifting							 Cute meme/cartoon
Engaging							
Promotion						 WA Labour Day P/H opening hours	
Week 2	Sunday 03/03	Monday 04/03	Tuesday 05/03	Wednesday 06/03	Thursday 07/03	Friday 08/03	Saturday 09/03
Category	WA Labour Day P/H						
Expertise		FAQ: What does a pet dental check involve 			 FAQ: Why does my cat have bad breath		
Uplifting							 Inspirational Quote - Human/Animal Bond
Engaging	 World Wildlife Day		 Patient/team member pic	 Breed spotlight - English Staffy		 International Women's Day	
Promotion						 P/H opening hours VIC - Labour Day SA - Adelaide Cup	














Week 3	Sunday 10/03	Monday 11/03	Tuesday 12/03	Wednesday 13/03	Thursday 14/03	Friday 15/03	Saturday 16/03
Category	VIC & SA P/H						
Expertise	 Canine enrichment tips				 Moth Ball warning		
Uplifting		 Cute meme/cartoon				 Cute meme/cartoon	
Engaging			 Patient/team member pic				 Patient/team member pic
Promotion				 Payment plans			
Week 4	Sunday 17/03	Monday 18/03	Tuesday 19/03	Wednesday 20/03	Thursday 21/03	Friday 22/03	Saturday 23/03
Category							
Expertise			 Urinary - FLUTD cats			 Dog training tip - how to stop your dog from jumping up 	
Uplifting					 Cute meme/cartoon		
Engaging	 St Patrick's Day			 Patient/team member pic			 National Puppy Day
Promotion		Puppy Preschool graduate photos + next class dates 					


Week 5	Sunday 24/03	Monday 25/03	Tuesday 26/03	Wednesday 27/03	Thursday 28/03	Friday 29/03	Saturday 30/03
Category	Good Friday P/H						
Expertise		 Easter Safety: Say NO to hot cross buns		 Easter safety: chocolate toxicity		 Easter safety: Lilies	
Uplifting	 Cute meme/cartoon						
Engaging					 Patient of the Month		 Patient/team member pic
Promotion			 Client testimonial / Google review		Easter opening hours - emergency contacts & meds collection 		
Week 6	Sunday 31/03	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Category	Easter Sunday P/H						
Expertise							
Uplifting	 Happy Easter!						
Engaging							
Promotion							



April 2024 Social Media Marketing Calendar for Vets

Week 1	Sunday	Monday 01/04	Tuesday 02/04	Wednesday 03/04	Thursday 04/04	Friday 05/04	Saturday 06/04
Category	Easter Monday P/H						
Expertise			Prescription Diets vs. Life Stage Diets	Dog Park safety - signs of aggression			Desexing FAQs
Uplifting							
Engaging		International Bird Day			Patient of the Month		
Promotion						Payment plans	
Week 2	Sunday 07/04	Monday 08/04	Tuesday 09/04	Wednesday 10/04	Thursday 11/04	Friday 12/04	Saturday 13/04
Category							
Expertise			Things to consider before adopting a pet				Mushroom and toadstool poisoning
Uplifting						Cute meme/cartoon	
Engaging		Patient/team member pic		YOUR SAY - Would you include your pets in your wedding party?	National Pet Day		
Promotion	Client testimonial / Google review						















Week 3	Sunday 14/04	Monday 15/04	Tuesday 16/04	Wednesday 17/04	Thursday 18/04	Friday 19/04	Saturday 20/04
Category							
Expertise	? Urine testing - how can it help my pet?			 Caring for your senior cat			 How to administer a tablet to a cat
Uplifting		 Cute meme/cartoon					
Engaging			 National Pet Day		 Patient/team member pic	Fun Fact Friday - 9% of dog owners have birthday parties for their pets 	
Promotion							
Week 4	Sunday 21/04	Monday 22/04	Tuesday 23/04	Wednesday 24/04	Thursday 25/04	Friday 26/04	Saturday 27/04
Category	ANZAC Day P/H						
Expertise	 Choosing the right feeding bowl for your pet		 How to perform CPR on your dog				
Uplifting						 Cute meme/cartoon	
Engaging					 ANZAC Day - Lest We Forget - Animals who served in wars		 World Veterinary Day
Promotion		Veterinary Receptionist Week (21-27) 		 ANZAC Day P/H opening hours			







Week 5	Sunday 28/04	Monday 29/04	Tuesday 30/04	Wednesday	Thursday	Friday	Saturday
Category							
Expertise			5 Ways To Make Visits To The Vet Less Stressful For Your Cat 				
Uplifting							
Engaging		 Patient/team member pic					
Promotion	 Clinic Services - nail clips						



May 2024 Social Media Marketing Calendar for Vets









Week 1	Sunday	Monday	Tuesday	Wednesday 01/05	Thursday 02/05	Friday 03/05	Saturday 04/05
Category							
Expertise				Scooting and anal glands		Corn cob warning - intestinal blockage	
Uplifting							
Engaging					Patient/team member pic		Saturday Breed Spotlight - Persian Cat
Promotion					QLD P/H Labour Day - Opening hours		
Week 2	Sunday 05/05	Monday 06/05	Tuesday 07/05	Wednesday 08/05	Thursday 09/05	Friday 10/05	Saturday 11/05
Category	QLD Labour Day P/H						
Expertise			Cooler weather - arthritis in senior pets		Toilet training for puppies		
Uplifting							Cute meme/cartoon
Engaging	Patient/team member pic			Patient/team member pic		Fun Fact Friday - cats have nearly 300 unique facial expressions	
Promotion		Payment plans					















Week 3	Sunday 12/05	Monday 13/05	Tuesday 14/05	Wednesday 15/05	Thursday 16/05	Friday 17/05	Saturday 18/05
Category							
Expertise		 Grooming tips for older dogs					 Choosing the right cat for your lifestyle
Uplifting				 Cute meme/cartoon	 Inspirational Quote - Human/Animal Bond		
Engaging	 Mother's Day		 Guess what's in the x-ray - what do you see?				
Promotion						Puppy Preschool graduate photos + next class dates 	
Week 4	Sunday 19/05	Monday 20/05	Tuesday 21/05	Wednesday 22/05	Thursday 23/05	Friday 24/05	Saturday 25/05
Category							
Expertise			 Weight control - How does your pet shape up? (Hills chart)			Dental Health - Feline Odontoclastic Resorptive Lesions (FORL) 	
Uplifting	 Cute meme/cartoon						
Engaging		 Patient/team member pic		Myth Buster - Female dogs should have one litter of puppies before they get speyed 			 Patient/team member pic
Promotion					 Client testimonial / Google review		








Week 5	Sunday 26/05	Monday 27/05	Tuesday 28/05	Wednesday 29/05	Thursday 30/05	Friday 31/05	Saturday
Category							
Expertise		Pet safety - garden fertilisers and pesticides 			 Coping with the loss of a pet		
Uplifting			 Cute meme/cartoon				
Engaging	Fill in the Blanks - My pet's favourite sleeping spot is... 			 Patient of the Month			
Promotion						 WA DAY P/H Opening Hours	



June 2024 Social Media Marketing Calendar for Vets














Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday 01/06
Category							
Expertise							
Uplifting							
Engaging							 Hug Your Cat Day
Promotion							
Week 2	Sunday 02/06	Monday 03/06	Tuesday 04/06	Wednesday 05/06	Thursday 06/06	Friday 07/06	Saturday 08/06
Category	WA Day P/H						
Expertise			 Winter Safety: Pets and Heaters		 Winter Health: Tips for keeping pets warm		FAQ: What should I do if my dog has a torn nail 
Uplifting	 Cute meme/cartoon						
Engaging		 Patient/team member pic		 World Environment Day			
Promotion						 VIC & NSW P/H Opening Hours	















Week 3	Sunday 09/06	Monday 10/06	Tuesday 11/06	Wednesday 12/06	Thursday 13/06	Friday 14/06	Saturday 15/06
Category	King's Birthday P/H						
Expertise	 Pet safety: rat bait warning				 Raisin toast warning		
Uplifting				 Cute meme/cartoon			
Engaging			 Patient/team member pic			Myth Buster - "It's ok to skip flea and tick preventatives in the winter" 	 Patient/team member pic
Promotion		 King's Birthday P/H - ALL EXCEPT WA & QLD					
Week 4	Sunday 16/06	Monday 17/06	Tuesday 18/06	Wednesday 19/06	Thursday 20/06	Friday 21/06	Saturday 22/06
Category							
Expertise			 Puppy training tip - "Come"				FAQ: Can my pet still eat OK after having tooth extractions 
Uplifting		 Cute meme/cartoon					
Engaging	 Patient/team member pic			 Patient/team member pic		International Take Your Dog To Work Day 	
Promotion					 Puppy and kitten health checks		



Week 5	Sunday 23/06	Monday 24/06	Tuesday 25/06	Wednesday 26/06	Thursday 27/06	Friday 28/06	Saturday 29/06
Category							
Expertise		The importance of puppy and kitten vaccinations 		? FAQ: can older dogs go senile			
Uplifting					 Cute meme/cartoon	Fun Fact Friday - The first 6 months of kitten development is equivalent to the first 10 years of human growth. 	
Engaging			 Patient/team member pic				
Promotion	 Client testimonial / Google review						 Payment plans
Week 6	Sunday 30/06	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Category							
Expertise							
Uplifting							
Engaging	 Patient of the Month						
Promotion							



July 2024 Social Media Marketing Calendar for Vets

Week 1	Sunday	Monday 01/07	Tuesday 02/07	Wednesday 03/07	Thursday 04/07	Friday 05/07	Saturday 06/07
Category							
Expertise		 Winter Health: Special considerations for senior pets			 What can I do to help my arthritic cat?		
Uplifting				 Cute meme/cartoon			
Engaging			 Patient/team member pic			 Fun Fact Friday - A house cat's genome is 95.6 percent tiger	 World Zoonoses Day
Promotion							
Week 2	Sunday 07/07	Monday 08/07	Tuesday 09/07	Wednesday 10/07	Thursday 11/07	Friday 12/07	Saturday 13/07
Category							
Expertise			 Winter Health: How cold is too cold for a walk?			 Clinical signs of arthritis in cats	
Uplifting		 Cute meme/cartoon					
Engaging				 Patient/team member pic			 Patient/team member pic
Promotion	Puppy Preschool graduate photos + next class dates 				 Stress-free visits		
















Week 3	Sunday 14/07	Monday 15/07	Tuesday 16/07	Wednesday 17/07	Thursday 18/07	Friday 19/07	Saturday 20/07
Category							
Expertise	 Winter Health: Thirsty pets			 Winter Safety: essential oils warning			
Uplifting			 Cute meme/cartoon				 Inspirational Quote - Human/Animal Bond
Engaging		 Breed Spotlight - Golden Retriever				 Patient/team member pic	
Promotion					 Hydrobath Services (warm water)		
Week 4	Sunday 21/07	Monday 22/07	Tuesday 23/07	Wednesday 24/07	Thursday 25/07	Friday 26/07	Saturday 27/07
Category							
Expertise		 Cat health: furball prevention			 Arthritis Home Care for Senior Dogs		
Uplifting						 Cute meme/cartoon	
Engaging			 Patient/team member pic	 Guess the breed: Who Am I? Swipe for answer			 Describe your pet in 3 words
Promotion	 Payment plans						








Week 5	Sunday 28/07	Monday 29/07	Tuesday 30/07	Wednesday 31/07	Thursday	Friday	Saturday
Category							
Expertise			 Dog walking - Let them stop and sniff				
Uplifting							
Engaging		 Patient/team member pic		 Patient of the Month			
Promotion	 Client testimonial / Google review						



August 2024 Social Media Marketing Calendar for Vets

Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday 01/08	Friday 02/08	Saturday 03/08
Category							
Expertise							
Uplifting							Cute meme/cartoon
Engaging					Patient/team member pic	Fun Fact Friday - Dalmatian puppies are born completely white	
Promotion					Dental Month - FREE dental checks	NSW P/H Opening Hours	
Week 2	Sunday 04/08	Monday 05/08	Tuesday 06/08	Wednesday 07/08	Thursday 08/08	Friday 09/08	Saturday 10/08
Category	NSW Bank Holiday						
Expertise	Dental Month: Signs of dental disease			Dental Month: Is your dog in pain?			
Uplifting						Cute meme/cartoon	
Engaging		Patient/team member pic			International Cat Day		If you could ask your pet (past or present) one thing, what would it be?
Promotion			Client testimonial / Google review				















Week 3	Sunday 11/08	Monday 12/08	Tuesday 13/08	Wednesday 14/08	Thursday 15/08	Friday 16/08	Saturday 17/08
Category							
Expertise		 Dental Month: Dental scale & polish - what's involved?		Why does my pet need a general anaesthetic just to get their teeth cleaned? 		 Dental Month: The importance of dental x-rays	
Uplifting			 Cute meme/cartoon				
Engaging	 Patient/team member pic				 Check the Chip Day		 International Black Cat Appreciation Day
Promotion							
Week 4	Sunday 18/08	Monday 19/08	Tuesday 20/08	Wednesday 21/08	Thursday 22/08	Friday 23/08	Saturday 24/08
Category							
Expertise	 Dental Month: FORL in cats		 Dental Month: Water additives and how they work		 Dental Month: Puppy dental health - what is malocclusion?		
Uplifting						 Cute meme/cartoon	
Engaging		 Patient/team member pic		 Patient/team member pic			 Patient of the Month
Promotion		 Behavioural consults					

Week 5	Sunday 25/08	Monday 26/08	Tuesday 27/08	Wednesday 28/08	Thursday 29/08	Friday 30/08	Saturday 31/08
Category							
Expertise			 Dental health - is your dog in pain?			 Dental Month: Cats - Bad breath is a bad sign	
Uplifting					 Cute meme/cartoon		
Engaging		 International Dog Day		 Rainbow Bridge Remembrance Day			 Patient/team member pic
Promotion	Puppy Preschool graduate photos + next class dates 						



September 2024 Social Media Marketing Calendar for Vets

Week 1	Sunday 01/09	Monday 02/09	Tuesday 03/09	Wednesday 04/09	Thursday 05/09	Friday 06/09	Saturday 07/09
Category							
Expertise			Seasonal allergies - skin and ears		Spring Health: Why do we sterilise cats and dogs?		
Uplifting	Fathers Day						Cute meme/cartoon
Engaging	Ginger Cat Appreciation Day	Patient/team member pic				Myth Buster - You can't teach an old dog new tricks	
Promotion				Payment plans			
Week 2	Sunday 08/09	Monday 09/09	Tuesday 10/09	Wednesday 11/09	Thursday 12/09	Friday 13/09	Saturday 14/09
Category							
Expertise		How to check your pet for ticks		FAQ: How can I get my dog to take their tablet			
Uplifting					Cute meme/cartoon		
Engaging	Patient/team member pic					Patient/team member pic	Show us the last pic of your pet on your camera roll
Promotion			Puppy Preschool graduate photos + next class dates				















Week 3	Sunday 15/09	Monday 16/09	Tuesday 17/09	Wednesday 18/09	Thursday 19/09	Friday 20/09	Saturday 21/09
Category							
Expertise		? Commonly asked questions about fleas					 Dog walking: Allow your dog to stop and sniff
Uplifting	 Inspirational Quote - Human/Animal Bond				 Cute meme/cartoon		
Engaging			 Patient/team member pic			 Breed Spotlight: Siamese Cat	
Promotion				 Client testimonial / Google review		WA P/H King's Birthday P/H opening hours 	
Week 4	Sunday 22/09	Monday 23/09	Tuesday 24/09	Wednesday 25/09	Thursday 26/09	Friday 27/09	Saturday 28/09
Category	King's Bday WA			VIC AFL P/H			
Expertise	 Spring Health: Hotspots		 Why it is important to deworm your dog				
Uplifting							
Engaging		 Patient/team member pic		 Cute meme/cartoon		 Fun Fact Friday - Dogs' nose prints are identifiably unique	 International Rabbit Day
Promotion					VIC P/H AFL Grand Final P/H opening hours 		






Week 5	Sunday 29/09	Monday 30/09	Tuesday	Wednesday	Thursday	Friday	Saturday
Category							
Expertise	FAQ: I found a stray animal, what should I do ?						
Uplifting							
Engaging		★ Patient of the Month					
Promotion							



October 2024 Social Media Marketing Calendar for Vets

Week 1	Sunday	Monday	Tuesday 01/10	Wednesday 02/10	Thursday 03/10	Friday 04/10	Saturday 05/10
Category							
Expertise			 Spring Safety: Snake bite prevention		 Cat fight abscesses - prevention		
Uplifting							 Cute meme/cartoon
Engaging				 Patient/team member pic		 World Animal Day	
Promotion					QLD King's Birthday P/H opening hours NSW, SA, ACT Labour Day P/H open hours		
Week 2	Sunday 06/10	Monday 07/10	Tuesday 08/10	Wednesday 09/10	Thursday 10/10	Friday 11/10	Saturday 12/10
Category	QLD, NSW, SA P/H						
Expertise		 Inappropriate urination		 Spring Safety: Bee stings			
Uplifting					 Cute meme/cartoon		
Engaging	 Patient/team member pic					 Vet Nurse Day	 Patient/team member pic
Promotion		QLD King's Birthday P/H NSW, SA, ACT Labour Day P/H	 Client testimonial / Google review				
















Week 3	Sunday 13/10	Monday 14/10	Tuesday 15/10	Wednesday 16/10	Thursday 17/10	Friday 18/10	Saturday 19/10
Category							
Expertise	 Spring Safety: grass seeds			 What to do if you find a fledgling			
Uplifting							 Cute meme/cartoon
Engaging		 Patient/team member pic	 What is your pet's zodiac sign?		 Patient/team member pic	Dogs do sweat, but mainly through the glands in their paw pads 	
Promotion							
Week 4	Sunday 20/10	Monday 21/10	Tuesday 22/10	Wednesday 23/10	Thursday 24/10	Friday 25/10	Saturday 26/10
Category							
Expertise		 Dog park etiquette			 Spring Safety: Toxic flowers for pets		
Uplifting				 Cute meme/cartoon			
Engaging	 Patient/team member pic					 Patient/team member pic	Who's ready for Halloween? Show us your pet costumes 
Promotion			 Dental checks				








Week 5	Sunday 27/10	Monday 28/10	Tuesday 29/10	Wednesday 30/10	Thursday 31/10	Friday	Saturday
Category							
Expertise			 Paralysis ticks		 Howl-o-Ween pet safety tips		
Uplifting							
Engaging	 Patient/team member pic			 Patient of the Month			
Promotion		 Pet insurance and GapOnly					



November 2024 Social Media Marketing Calendar for Vets

Week 1	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday 01/11	Saturday 02/11
Category							
Expertise						 FAQ: How often should I bathe my dog	
Uplifting							 Cute meme/cartoon
Engaging							
Promotion							
Week 2	Sunday 03/11	Monday 04/11	Tuesday 05/11	Wednesday 06/11	Thursday 07/11	Friday 08/11	Saturday 09/11
Category	VIC Melb Cup P/H						
Expertise		 Ear mites			 Parvovirus warning		
Uplifting			 Cute meme/cartoon				 Cute meme/cartoon
Engaging	 Patient/team member pic					 Patient/team member pic	
Promotion		 P/H Opening Hours - VIC Melb Cup		 Nurse consults			















Week 3	Sunday 10/11	Monday 11/11	Tuesday 12/11	Wednesday 13/11	Thursday 14/11	Friday 15/11	Saturday 16/11
Category							
Expertise	Microchips - how to update your pet's details 		 Ear care at home - dogs				
Uplifting							 Cute meme/cartoon
Engaging		 Remembrance Day		 World Kindness Day		 Fun Fact Friday - A house cat's genome is 95.6 percent tiger	
Promotion					Puppy Preschool graduate photos + next class dates 		
Week 4	Sunday 17/11	Monday 18/11	Tuesday 19/11	Wednesday 20/11	Thursday 21/11	Friday 22/11	Saturday 23/11
Category							
Expertise			 Puppies - Toilet training tips			 Canine enrichment - snuffle mats	
Uplifting					 Cute meme/cartoon		 Inspirational Quote - Human/Animal Bond
Engaging		 Patient/team member pic		Breed Spotlight - German Shepherd Dog 			
Promotion	 Payment plans	Practice Manager Appreciation Week (17-23) 					



Week 5	Sunday 24/11	Monday 25/11	Tuesday 26/11	Wednesday 27/11	Thursday 28/11	Friday 29/11	Saturday 30/11
Category							
Expertise		 Dog Beach safety		 FLUTD cats - warning signs			
Uplifting	 Cute meme/cartoon						
Engaging					 Patient of the Month		 Patient/team member pic
Promotion			 Clinic Services - weight control			 Client testimonial / Google review	



December 2024 Social Media Marketing Calendar for Vets

Week 1	Sunday 01/12	Monday 02/12	Tuesday 03/12	Wednesday 04/12	Thursday 05/12	Friday 06/12	Saturday 07/12
Category							
Expertise	Tips for keeping your pets safe during the festivities		Christmas vaccinations reminder for boarders				
Uplifting				Cute meme/cartoon			Cute meme/cartoon
Engaging		Patient/team member pic			Patient/team member pic	Breed Spotlight - Dachshund	
Promotion							
Week 2	Sunday 08/12	Monday 09/12	Tuesday 10/12	Wednesday 11/12	Thursday 12/12	Friday 13/12	Saturday 14/12
Category							
Expertise	Holiday first aid - what to do when you're miles away from a vet		5 gift ideas for your dog			Preparing your pet for boarding	
Uplifting				Cute meme/cartoon			
Engaging		Patient/team member pic					Patient/team member pic
Promotion					Xmas / New Year opening hours		

Week 3	Sunday 15/12	Monday 16/12	Tuesday 17/12	Wednesday 18/12	Thursday 19/12	Friday 20/12	Saturday 21/12
Category							
Expertise	 Holiday safety - car safety for pets		 5 gift ideas for your cat				
Uplifting					 Cute meme/cartoon	 Animal shelters and rescues - how to help at Christmas time	
Engaging				 Patient/team member pic			 Patient/team member pic
Promotion		 Reminder - holiday meds collection					
Week 4	Sunday 22/12	Monday 23/12	Tuesday 24/12	Wednesday 25/12	Thursday 26/12	Friday 27/12	Saturday 28/12
Category				Christmas Day P/H	Boxing Day P/H		
Expertise	 What NOT to feed your pet at Christmas				 Leftovers and pancreatitis		
Uplifting				 Merry Christmas!			 Cute meme/cartoon
Engaging			 Patient/team member pic			 Patient/team member pic	
Promotion		 Client testimonial / Google review					

Week 5	Sunday 29/12	Monday 30/12	Tuesday 31/12	Wednesday	Thursday	Friday	Saturday
Category							
Expertise			New Year's Eve - fireworks safety tips for pets 🎆				
Uplifting		 Cute meme/cartoon					
Engaging	 Patient of the Month						
Promotion							