

2024

Vet Marketing Services

Social Media Post Calendar

JAN
FEB
MAR
APR
MAY
JUN
JUL
AUG
SEP
OCT
NOV
DEC

- 01 Walk Your Dog Month
- 01 National Train Your Dog Month
- 01 Weight Loss Awareness Month
- 01 New Years Day
- 02 Pet Travel Safety Day
- 14 Dress Up Your Pet Day
- 20 Get to know your Customers Day
- 24 Change a Pets Life Day
- 26 Australia Day



- 01 Spay/Neuter Awareness Month
- 01 Dog Training Education Month (best tips for training your dog)
- 01 Cat Health Month - (top cat health tips)
- 01 World Greyhound Day
- 03 Golden Retriever Day
- 05 World Animal Reiki Day
- 10 Chinese New Year - Tiger
- 14 Valentines Day
- 15 Pet Adoption Day
- 21 Skye Terrier Day
- 22 Walk Your Dog Day
- 23 International Dog Biscuit Appreciation Day
- 27 World Spay Day (always last Tuesday in Feb)



- 01 Polite Pets Month - month dedicated to raising awareness about behavioural issues in pets (animalaid.org.au)
- 01 Pet Poison Prevention Awareness Month
- 01 National Pet Adoption Month
- 03 Tripawd Awareness Day
- 07 Professional Pet Sitters Week - tips on finding a pet sitter you can trust
- 08 International Womens Day
- 17 St Patricks Day
- 20 International Day of Happiness
- 23 Puppy Day /Kitten Day / Earth Hour
- 28 Respect Your Cat Day
- 29 Good Friday
- 31 Easter



- 01 National Pet Month - celebrates & raises awareness of responsible pet ownership
- 01 Heartworm Awareness Month
- 01 Adopt a Greyhound Month
- 01 Prevention of Cruelty to Animals Month
- 01-07 International Pooper Scooper Week
- 04 World Stray Animals Day
- 07 Daylight Saving Ends
- 11 National Pet Day
- 17 - 22 Pet ID Week
- 20 Look alike day (do you look like your pet)
- 24 International Guide Dog Day
- 25 Anzac Day
- 26 Hairball Awareness Day
- 27 World Veterinary Day



- 01 Foster Care Month
- 01 International Samoyed Day
- 01 International Doodle Dog Day
- 04 Star Wars Day
- 06 - 12 Dog Anxiety Awareness Week
- 10 German Shepherd Day
- 12 Mothers Day
- 14 International Chihuahua Appreciation Day
- 21 World Dog Day



- 01 National Microchipping Month
- 01 Global Day of Parents (Pet Parents)
- 01 The First Day of Winter
- 04 Hug Your Cat Day
- 04 International Corgi Day
- 05 - 11 Pet Appreciation Week
- 11 World Pet Memorial
- 21 Take Your Dog to Work Day
- 24 Cat World Domination Day
- 29 World Day Against Pet Abandonment



- 01 Lost Pet Prevention Month
- 07 World Chocolate Day (Reminder to pet owners)
- 25 Christmas in July
- 30 National Tree Day



- 01 Immunisation Awareness Month
- 01 Pet Dental Health Month
- 04 - 10 International Assistance Dog Week
- 08 International Cat Day
- 15 Check the Chip Day
- 16 Saint Roch's Day (patron saint of dogs)
- 17 Black Cat Appreciation Day
- 20 International Homeless Animals Day
- 23 International Blind Dog Day
- 26 International Dog Day



- 01 Pet Insurance Month
- 01 Responsible Dog Ownership Month
- 01 Ginger Cat Appreciation Day
- 01 The First Day of Spring
- 08 Dog Walker Appreciation Day
- 21 Responsible Dog Ownership Day
- 26 International Remember-Me- Thursday



- 01 Adopt a Dog Month (best tips to adopt a shelter dog)
- 01 Black Dog Day
- 06 Daylight Saving Starts
- 09 National Pet Obesity Awareness Day
- 10 World Mental Health Day
- 11 Vet Nurse Day Australia
- 21 - 26 Vet Technician Week
- 22 Make Your Dog's Day
- 29 International Cat Day
- 31 Halloween



- 01 Adopt a Senior Pet Month (guide to care for senior dogs and cats)
- 01 Pet Diabetes Awareness Month
- 01 Pet Cancer Awareness Month
- 01 Cook For Your Pets Day
- 11 Remembrance Day
- 12 World Animal Enrichment Day



- 01 National Cat Lovers Month
- 01 National Pet ID Month
- 01 The First Day of Summer
- 04 Competition for clients (post your pets christmas photo)
- 09 International Day of Veterinary Medicine
- 10 International Animal Rights Day
- 24 Christmas Eve
- 25 Christmas Day
- 26 Boxing Day
- 31 New Years Eve



Additional Ideas For Engaging Posts

- As well as posting photos of clinic visitors and new arrivals, try showing pet rehabilitation journeys and success stories. You can encourage pet-owners to share engaging pictures and videos from their home environment too.
- Tips/educational posts for your clients like teasers from your online advice columns/blogs on your website
- Staffing Updates: Personal celebrations, weddings, births, new members to the team
- Turn popular holidays into competitions (encouraging clients to submit photos of their pets in costume or theme)
- Share testimonials/reviews to highlight the services you provide your patients
- Create case study posts showcasing the initial appointment, the diagnosis, treatment and recovery. It could be educational for clients and build trust and confidence in your brand.

Other Ideas

- Your Clinic's Birthday
- Consider running a live "Ask a Vet" session using Facebook Live Video where individuals can ask questions related to their pets. This idea can be an easy way to promote your staff, and it allows you to interact with future patients - educating them and building trust.
- Local Fairs or Holidays
- Any special offers you may wish to promote through the year.

