

2026

Vet Marketing Services



Vet Marketing Services

making veterinary practices a success

Social Media Post Calendar

JANUARY



Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

			01 New Years Day	02 Pet Travel Safety Day	03	04
05 Bird Day	06	07	08	09	10	11
12	13	14 National Dress Up Your Pet Day	15	16	17	18
19	20	21	22	23	24 Change a Pet's Life Day	25
26 Australia Day	27	28	29	30	31	

January is Walk Your Dog Month, National Train Your Dog Month, Weight Loss Awareness Month, Unchain a Dog Month.

FEBRUARY



Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

						01 World Greyhound Day
02	03 National Golden Retriever Day	04 World Cancer Day	05 World Animal Reiki Day	06	07	08
09	10	11 International Day of Women and girls in science	12	13	14 Valentines Day	15
16	17	18	19	20 Love Your Pet Day	21 International Skye Terrier Day	22 Walk Your Dog Day
23 International Dog Biscuit Appreciation Day	24 World Spay Day (always last Tuesday in Feb)	25	26	27	28	

February is Spay / Neuter Awareness Month, Dog Training Education Month, Pet Dental Health Month, Responsible Pet Owners Month.

March



Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

						01
02	03 World Wildlife Day Tripawd Awareness Day	04	05	06	07	08 International Womens Day
03/01 to 03/07 Professional Pet Sitters Week - tips on finding a pet sitter you can trust						
09	10	11	12	13 World Sleep Day	14	15
16	17 St Patrick's Day	18	19	20 International Day of Happiness	21	22 Puppy Day /Kitten Day / Earth Hour
03/17 to 03/23 Harmony Week						
23 National Puppy Day	24	25	26	27	28 Earth Hour	29
03/22 to 03/29 ICRAV 2026			03/25 to 03/27 VNCA 32nd Conference			
30	31					

March is Polite Pets Month, Poison Prevention Awareness Month, National Pet Adoption Month.

APRIL



Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

		01	02	03 Good Friday	04 World Stray Animals Day	05 Easter
06	07 World Health Day	08	09	10	11 National Pet Day	12
13	14	15	16	17	18	19
04/17 to 04/24 National Pet ID Week						
20	21 Earth Day	22	23 Lost Dog Awareness Day	24 World Day for Laboratory Animals	25 Anzac Day World Veterinary Day	26
04/19 to 04/25 Veterinary Receptionist Week						
27	28	29 International Guide Dog Day	30			

April is National Pet Month, Heartworm Awareness Month, Adopt a Greyhound Month, Prevention of Cruelty to Animals Month.

MAY



Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

				01	02	03 Mayday for Mutts (first Sunday in May)
04	05	06	07	08	09	10 Mothers Day International German Shepherd Day
05/04 to 05/10 Dog Anxiety Awareness Week						
11	12	13	14 International Chihuahua Appreication Day	15 Endangered Species Day	16 Horse Rescue Day	17
18 AVA Annual Conference 2026	19	20	21	22	23	24
25	26	27	28	29	30	31

May is Dog Anxiety Awareness Month.

JUNE



Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

01

02

03

04

Hug Your
Cat Day (World)

05

07

06/01 to 06/07 Pet Appreciation Week (First week in June)

08

09

World Pet
Memorial Day
(Second Tuesday in June)

10

11

12

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14

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24

Take Your Dog
to Work Day
Cat World
Domination Day

25

26

Take Your Dog
to Work Day
(World)

27

World Day
Against Pet
Abandonment

28

29

30

June is National Microchipping Month.

JULY



Monday

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Sunday

01

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World Zoonoses Day

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National Tree Day

07/19 to 07/25 Veterinary Assistant Week

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29

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31

July is National Lost Pet Prevention Month.

AUGUST



Monday

Tuesday

Wednesday

Thursday

Friday

Saturday

Sunday

					01 Universal Birthday for Shelter Dogs	02
03	04	05	06	07	08 World Cat Day (World)	09
08/02 to 08/08 International Assistance Dog Week						08/09 to 08/10
10	11	12	13	14	15	16
The VET Expo 2026						
17 Black Cat Appreciation Day	18	19	20 Homeless Animals Day	21	22	23
24	25	26	27 International Dog Day	28	29	30
31						

August is Pet Dental Health Month, National Tick Awareness Month for Pets.

SEPTEMBER



Monday

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Wednesday

Thursday

Friday

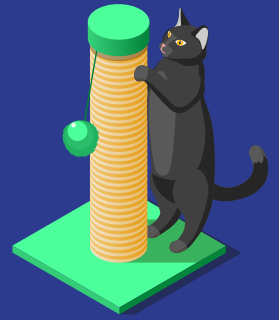
Saturday

Sunday

	01 Ginger Cat Appreciation Day	02	03	04	05	06
07	08 Dog Walker Appreciation Day	09	10 World Suicide Prevention Day	11 Hug Your Hound Day	12	13
14	15	16	17	18	19	20 Responsible Dog Ownership Day
21	22	23	24	25	26	27
28 World Rabies Day	29	30				

September is Pet Insurance Month, Dog Ownership Month.

OCTOBER



Monday

Tuesday

Wednesday

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Saturday

Sunday

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
			01	02 World Farm Animal Day	03	04 World Animal Day
05	06	07	08 National Pet Obesity Awareness Day	09 Vet Nurse Day Australia	10 World Mental Health	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31 Halloween	

October is Adopt a Dog Month, Dogtober.

NOVEMBER



Monday

Tuesday

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Sunday

						01 Cook for your Pets Days International Pet Groomer Appreciation Day
02	03	04	05	06	07	08
09	10	11 Remembrance Day	12	13	14	15
11/08 to 11/14 Human & Animal Relationship Awareness Week						
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

November is Adopt a Senior Pet Month, National Pet Diabetes Awareness Month.

DECEMBER



Monday

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Wednesday

Thursday

Friday

Saturday

Sunday

	01 The First Day of Summer	02	03	04	05	06
07	08	09	10 International Animal Rights Day	11	12	13
14	15	16	17	18	19	20
21	22	23	24 Christmas Eve	25 Christmas Day	26 Boxing Day	27
28	29	30	31 New Year's Eve			

December is National Cat Lovers.

Additional Ideas For Engaging Posts

- 1 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.
- 2 Tips/educational posts for your clients like teasers from your online advice columns/blogs on your website
- 3 Staffing Updates: Personal celebrations, weddings, births, new members to the team
- 4 Turn popular holidays into competitions (encouraging clients to submit photos of their pets in costume or theme)
- 5 Share testimonials/reviews to highlight the services you provide your patients
- 6 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.





Call Us (07) 5636 3766

