

2022

Vet Marketing Services

Social Media Post *Calendar*

MAY

Walk Your Dog Month
National Train Your Dog Month
Weight-Loss Awareness Month
01 New Year's Day
02 Pet Travel Safety Day
05 Bird Day
20 Get to Know Your Customers Day
24 Change a Pet's Life Day
26 Australia Day



JUNE

Spay or Neuter Awareness Month
Dog Training Education Month
Cat Health Month
01 Chinese New Year (Year of the Tiger)
03 Golden Retriever Day
14 Valentine's Day
15 Pet Adoption Day
20 Love Your Pet Day
22 Walk Your Dog Day
22 World Spay Day
23 International Dog Biscuit Appreciation Day



MARCH

- Polite Pets Month
- Pet Poison Prevention Awareness Month
- 01 The First Day of Autumn
- 03 World Wildlife Day
- 07 – 13 Professional Pet Sitters Week
- 08 International Women’s Day
- 17 St Patrick’s Day
- 18 World Sleep Day
- 20 International Day of Happiness
- 21 Harmony Day
- 23 Puppy Day/Kitten Day
- 26 Earth Hour
- 28 Respect Your Cat Day



APRIL

- National Pet Month
- Heartworm Awareness Month
- Adopt a Greyhound Month
- Prevention of Cruelty to Animals Month
- 01 – 07 International Pooper Scooper Week
- 01 April Fools Day
- 03 Daylight Savings Ends
- 04 World Stray Animals Day
- 11 Celebrate Shelter Pets Day
- 15 Good Friday
- 17 – 24 Pet ID Week
- 18 Easter Monday
- 20 Look Alike Day
- 25 ANZAC Day
- 27 International Guide Dog Day
- 29 Hairball Awareness Day
- 30 Adopt a Shelter Pet Day
- 30 World Veterinary Day



MAY

- Foster Care Month
- 03 – 10 Dog Anxiety Awareness Week
- 04 Star Wars Day
- 08 Mother’s Day
- 14 International Chihuahua Appreciation Day
- 20 World Bee Day
- 21 World Dog Day
- 30 International Hug Your Cat Day



JULY

- Adopt a Cat Month
- National Microchipping Month
- 01 International Day of Parents (Calling all pet parents)
- 01 First Day of Winter
- 02 International Dog Day
- 04 Hug Your Cat Day
- 05 – 11 Pet Appreciation Week
- 05 World Environment Day
- 20 – 26 Take Your Dog to Work Week
- 24 Take Your Dog to Work Day
- 25 Cat World Domination Day



AUGUST

- Christmas in July
- Lost Pet Prevention Month
- 02 International Dog Day
- 07 World Chocolate Day
(a reminder for pet-owner feeding responsibilities)
- 30 International Day of Friendship
- 31 National Tree Day



SEPTEMBER

- Immunisation Awareness Month
- Pet Dental Health Month
- 07 – 13 International Assistance Dog Week
- 08 International Cat Day
- 13 – 21 National Tick Awareness Month
- 20 International Homeless Animals Day
- 26 International Dog Day
- 28 Rainbow Bridge Remembrance Day



SEPTEMBER

- Pet Insurance Month
- Responsible Dog Ownership Month
- 01 Ginger Cat Appreciation Day
- 01 The First Day of Spring
- 04 Father's Day
- 08 Dog Walker Appreciation Day
- 11 Hug Your Hound Day
- 18 – 24 National Dog Week



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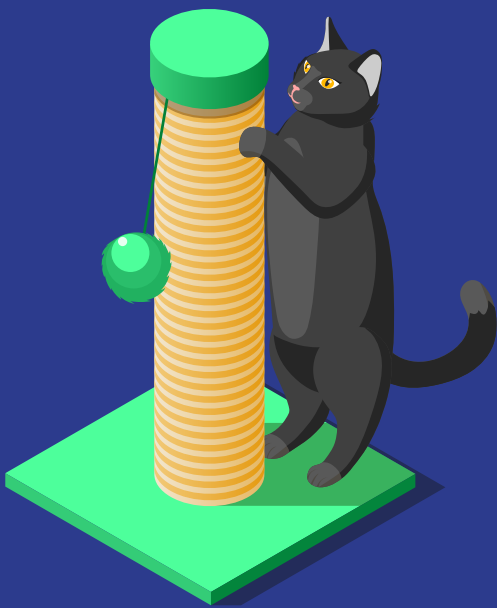


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October

- Adopt a Dog Month
- 01 Black Dog Day
- 02 Daylight Savings Starts
- 04 World Pet Day
- 05 World Teacher’s Day
- 09 Pet Obesity Awareness Day
- 10 World Mental Health Day
- 12 Pet Obesity Awareness Day
- 14 Vet Nurse Day
- 16 – 22 Vet Technician Week
- 20 Get to Know Your Customers Day
- 27 Black Cat Day
- 31 Halloween



November

- Adopt a Senior Pet Month
- Pet Diabetes Awareness Month
- Pet Cancer Awareness Month
- 11 Remembrance Day



December

- National Cat Lovers Month
- National Pet ID Month
- 09 International Day of Veterinary Medicine
- 04 Christmas Eve
- 25 Christmas Day
- 26 Boxing Day
- 31 New Years Eve



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.

