2022

Vet Marketing Services

Social Media Post *Calendar*

JAN

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

FEB

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

FEB

20 Love Your Pet Day
22 Walk Your Dog Day
22 World Spay Day
23 International Dog Biscuit Appreciation Day

MAR

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

APR

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

JUN

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

JUL

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

AUG

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

SEP

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

OCT

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

NOV

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

DEC

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.

Vet Marketing Services
making veterinary practices a success