

# Veterinary Social Media Cheat-Code

People choose their veterinarian based on trust — built long before someone calls your front desk. Community-focused social posts put your team's faces, expertise, and love for animals in front of local pet owners every week. These five post types build familiarity, showcase care, and keep your practice top of mind when it matters most.

## YOUR WEEKLY POSTING PLAN — 5 POSTS

### 1 REEL · DOCTOR ON CAMERA

#### 60-second tip from the doctor

*One practical tip — seasonal health, parasite prevention, dental care, or a myth worth busting.*

- Good natural light, clean or branded background
- Doctor introduces themselves and the practice by name
- One clear takeaway — not a list of five things
- End with a call to action: call us, book online, or comment below
- Add captions — most viewers watch without sound

*Farm/equine: swap topic for herd health, vaccination schedules, or foaling season advice.*

### 2 REEL · VET TECH OR STAFF ON CAMERA

#### Behind the scenes with your team

*A vet tech, assistant, or front desk member on camera showing the human side of your practice.*

- Staff member introduces their role at the practice
- Genuine personality — encourage them to be themselves
- Keep it under 60 seconds; 30–45 is the sweet spot
- A patient cameo (with owner permission) adds warmth
- Tag the staff member if comfortable — it extends reach

*Farm/equine: a tech demonstrating bandaging or explaining a pre-surgery step reads as expert and trustworthy.*

### 3 PHOTO · LIGHTEARTED MOMENT

#### Funny or adorable animal moment with a team member

*A goofy dog, a side-eye cat, a hamster on someone's shoulder — real moments drive engagement.*

- Candid or lightly staged — not stiff or overly posed
- Playful caption, short and community-centered
- Get pet owner permission to post — most will be delighted
- Use the pet's name in the caption when you can
- Add a question to spark comments ("Does your dog do this?")

*Farm/equine: a mischievous foal or photobombing goat — same energy, different animal.*

### 4 PHOTO · TEAM + TESTIMONIAL

#### Team photo paired with a real client review

- Team photo: warm and welcoming, not corporate
- Pull the review from Google, Facebook, or a direct message
- Quote a specific detail — specifics feel more credible than vague praise
- Keep review text to two or three sentences max
- Credit reviewer by first name if they're comfortable

*Post this at least monthly — reputation content compounds and directly influences new clients searching your practice.*

### 5 PHOTO · DOCTOR AT WORK

#### The veterinarian caring for a patient

- Action shot: exam, treatment, or a quiet connection moment
- Caption leads with care and community, not clinical language
- Speak to the furry family members of your community — not the procedure
- Name the practice and doctor naturally in the text
- Always get pet owner consent

*Farm/equine: a field call or large animal exam tells a story of dedication most pet owners never see.*

**Consistency beats perfection.** Five posts done imperfectly every week build more trust than five flawless posts once a month. Batch-film reels in one session, capture moments as they happen, and schedule in advance. Your community is watching — show up the way your team shows up for their pets.