VETERINARY MARKETING · FREE RESOURCE

Social Media Cheat-Code

Eight weeks of post ideas, captions, and video scripts · 3 posts a week

BEFORE YOU START

The Ground Rules

- **Real over polished.** Phone photos and short videos of your actual team and patients beat stock images and graphics every time.
- **Use AI for words, not pictures.** Let AI help with captions — never post AI-generated images of staff, patients, or your clinic.
- **Ask first.** Get a client's OK before posting their face, their pet, or their story.
- **Two or three posts a week is plenty.** Consistent beats perfect. Swap in a seasonal idea whenever it fits.

Replace everything in [brackets]. Check the box and add the date when each post goes live.

WEEK 1

Meet the Team

☐ POST 1 · VIDEO **Meet the Doctor** Posted on _____

Capture: Doctor speaking straight to the camera in an exam room.

> "Hi, I'm Dr. [Name] at [Practice Name]. I became a veterinarian because [one honest sentence].
>
> What I love most about practicing here in [City] is [something specific — the clients, the community, the variety].
>
> If you're looking for a team that will take the time to explain things and treat your pet like family — we'd love to meet you."
>
> **Caption:** Meet Dr. [Name]! [One fun fact — e.g., proud parent to two rescue cats.] Say hello in the comments!

☐ POST 2 · PHOTO **Front Desk Spotlight** Posted on _____

Capture: Your front desk team together, smiling, at the desk.

> **Caption:** These are the friendly voices you hear when you call us! [Names] keep everything running — from answering your questions to making sure [Pet Name]s everywhere get the treats they deserve. Next time you're in, say hi!

☐ POST 3 · PHOTO **What to Expect at Your First Visit** Posted on _____

Capture: A clean, welcoming exam room — or a team member greeting a new patient.

> **Caption:** New to [Practice Name]? Here's what to expect at your first visit:
> • A warm welcome (and probably a treat)
> • Unhurried time with the doctor
> • Clear answers about costs before anything is done.
> Questions? Call us at [phone] or book online at [website].

Video tips: film vertically, in a quiet spot with window light; keep it 20–45 seconds; add captions (most people watch with the sound off).

WEEK 2

Everyday Care

☐ POST 4 · VIDEO **How We Brush a Dog's Teeth** Posted on _____

Capture: A technician brushing a calm dog's teeth while explaining each step.

> "Hi, I'm [Name], one of the technicians here at [Practice Name]. Let me show you how to brush your dog's teeth at home.
>
> Use a pet toothpaste — never human toothpaste. Start by letting them lick a little off your finger. Then lift the lip and brush in small circles along the gum line.
>
> Thirty seconds a day makes a real difference. Questions? We're happy to show you at your next visit."
>
> **Caption:** Thirty seconds a day for a healthier smile. Save this video for later!

☐ POST 5 · PHOTO **Here's What We Commonly See: Itchy Ears** Posted on _____

Capture: A doctor or tech gently examining a dog's ear.

> **Caption:** One of the most common things we see this time of year: itchy ears. Watch for head shaking, scratching, redness, or an unusual smell. Ear problems are uncomfortable and usually easy to treat when caught early — give us a call at [phone] if you notice any of these.

☐ POST 6 · PHOTO **Friday Team Treat** Posted on _____

Capture: The team reacting to a treat, lunch, or small celebration — real smiles.

> **Caption:** Happy Friday from the [Practice Name] crew! [Reason — e.g., Celebrating a busy week and 50 new five-star reviews.] Thank you for trusting us with your pets!

WEEK 3

Calm, Low-Stress Care

☐ POST 7 · VIDEO **How We Handle Anxious Cats** Posted on _____

Capture: A team member with a cat, showing a towel wrap or a quiet exam spot.

> "A lot of cats get nervous at the vet — and that's completely normal. Here at [Practice Name], we [your approach — e.g., keep cats away from barking dogs, use calming pheromones, let them stay in the carrier for the exam].
>
> We go at your cat's pace. If your cat gets stressed at visits, tell us when you book — we'll plan ahead together."
>
> **Caption:** Calm cats, calm owners. Here's how we make visits easier for nervous kitties.

☐ POST 8 · PHOTO **Easier Car Rides for Your Cat** Posted on _____

Capture: A cat relaxing in an open carrier at home or in the lobby.

> **Caption:** Tip for a less stressful vet trip: leave your cat's carrier out a few days before the visit with a soft towel and a few treats inside. When the carrier becomes a cozy hangout, it stops being the scary box! Cover it with a light towel in the car, too.

☐ POST 9 · PHOTO **Patient Success Story** Posted on _____

Capture: The patient (and owner, with permission) at a recheck or on going-home day.

> **Caption:** Meet [Pet Name]! When [he/she] came to us, [what happened — in plain words]. After [treatment], [Pet Name] is back to [favorite thing]. Thank you, [Owner First Name], for trusting us with this sweet [species].

WEEK 4

Behind the Scenes

☐ POST 10 · VIDEO **A Morning at [Practice Name]** Posted on _____

Capture: Quick clips: doors opening, team huddle, first patient greeted, coffee pouring.

> Voiceover or on-screen text: "Here's what happens before you walk through our doors…
>
> 7:30 — our team huddle. We go over every patient on today's schedule.
>
> 7:45 — rooms ready and supplies checked.
>
> 8:00 — doors open and the first wagging tail walks in!"
>
> **Caption:** Ever wonder what goes on before we open? Here's a peek at our morning routine.

☐ POST 11 · PHOTO **Technician Spotlight** Posted on _____

Capture: One technician with a favorite patient or at their station.

> **Caption:** Meet [Name], one of our amazing veterinary technicians! [Name] has been with us for [X] years and loves [specialty or favorite part of the job]. Fun fact: [fun fact]. Drop a to say thanks!

☐ POST 12 · PHOTO **Show Us Their Favorite Nap Spot** Posted on _____

Capture: A team member's own pet napping somewhere funny.

> **Caption:** [Team member]'s pup [Pet Name] has claimed the laundry basket. Where's your pet's favorite nap spot? Share a photo in the comments — we want to see them all!

WEEK 5

Senior Pets

☐ POST 13 · VIDEO **Three Changes in Older Dogs Worth a Call** Posted on _____

Capture: Doctor with a senior dog, sitting on the floor if possible.

> "As dogs get older, some changes are easy to dismiss as 'just getting old.' Here are three worth a call:
>
> One — drinking or urinating more than usual. Two — stiffness or trouble with stairs. Three — sleeping much more or seeming less interested in things they love.
>
> Many of these are very manageable when we catch them early. If you're noticing any of them, let's talk."
>
> **Caption:** Gray muzzles deserve extra love. Save this for your senior pup.

☐ POST 14 · PHOTO **Celebrating a Senior Patient** Posted on _____

Capture: A senior patient with their owner (with permission).

> **Caption:** Happy [age]th birthday to [Pet Name]! [He/She] has been part of our [Practice Name] family for [X] years. Thank you, [Owner First Name], for sharing this sweet soul with us.

☐ POST 15 · VIDEO **New on Our Website** Posted on _____

Capture: A team member holding a phone or standing by the front desk.

> "We just posted a new article on our website about [topic — e.g., keeping senior pets comfortable]. It answers the questions we hear most often. Check it out at [website]!"
>
> **Caption:** New on the blog: [Topic]. Link in bio!

WEEK 6

Prevention Pays

☐ POST 16 · VIDEO **Why Wellness Exams Matter** Posted on _____

Capture: Doctor in an exam room, speaking to camera.

> "Pets are experts at hiding when something's wrong. That's why we recommend a wellness exam every year — even when your pet seems perfectly healthy.
>
> During that visit, we check [eyes, ears, teeth, heart, weight, and more] — and we often catch small things before they become big ones.
>
> If it's been a while, give us a call. We'd love to see you."
>
> **Caption:** Healthy pets still need checkups. When was your pet's last visit?

☐ POST 17 · PHOTO **Myth vs. Fact: Indoor Cats** Posted on _____

Capture: An indoor cat lounging by a window.

> **Caption:** MYTH: Indoor cats don't need regular vet visits. FACT: Indoor cats can still develop dental disease, weight problems, and other quiet issues that are easier to treat when caught early. Book your cat's wellness exam at [website].

☐ POST 18 · PHOTO **A Gift From a Grateful Client** Posted on _____

Capture: The team or doctor holding a card, drawing, or treats from a client — genuine reaction.

> **Caption:** This made our whole week. Thank you to [Owner First Name] and [Pet Name] for this [card/gift]. Moments like this are why we love what we do.

WEEK 7

Reviews & Trust

☐ POST 19 · VIDEO **Client Testimonial** Posted on _____

Capture: A happy client with their pet, filmed in the lobby or outside. Ask these three questions:

1. "What brought you to [Practice Name]?"
2. "What was your experience like?"
3. "What would you tell a friend who's looking for a vet?"

Caption: We're so grateful for clients like [First Name] and [Pet Name]. Thank you for sharing your story!

☐ POST 20 · PHOTO **Review Spotlight** Posted on _____

Capture: A screenshot of a real Google review (first name only), or a photo of the team member it mentions.

Caption: Reviews like this one make our day! "[Short quote from a real review]." Thank you, [First Name]! If we've helped your pet, we'd love to hear about it on Google: [review link].

☐ POST 21 · PHOTO **When Is It an Emergency?** Posted on _____

Capture: A calm team photo or your clinic sign with the phone number visible.

Caption: Not sure if it can wait? Call right away if your pet has:
• trouble breathing
• collapse or seizures
• straining to urinate (especially male cats)
• swallowed something toxic
• bleeding that won't stop
During business hours call us at [phone]. After hours: [emergency clinic name and number]. Save this post!

WEEK 8

Community & Looking Ahead

☐ POST 22 · VIDEO **Our Most-Asked Question** Posted on _____

Capture: Doctor or front desk team member answering one real question callers ask.

"One of the questions we hear most at the front desk is: '[real question].'

Here's the short answer: [answer in two or three plain sentences].

Have a question of your own? Leave it in the comments — we might answer it in our next video!"

Caption: You asked, we answered. What should we answer next?

☐ POST 23 · PHOTO **Community Moment or Giveaway** Posted on _____

Capture: Your team at a local event or shelter partner — or a basket of prizes for a giveaway.

Event caption: We had the best time at [event] supporting [organization]! Thank you to everyone who stopped by.

Giveaway caption: GIVEAWAY! To enter: 1) Follow us, 2) Share a photo of your pet in the comments, 3) Tag a friend. We'll pick a winner on [date] for [prize]!

☐ POST 24 · PHOTO **Team Thank-You** Posted on _____

Capture: A group photo of the whole team — everyone, even the shy ones.

> **Caption:** From all of us at [Practice Name] — thank you for letting us be part of your pet's life. We're here whenever you need us: [phone] or [website].

ANYTIME

Seasonal Swap-Ins

Swap any post above for one of these when the timing is right.

- ☐ **Halloween:** Costume photos of patients or the team. Tip: keep candy — especially chocolate and anything sugar-free with xylitol — away from pets.
- ☐ **Thanksgiving & holiday meals:** Team gratitude post. Tip: skip fatty scraps, cooked bones, onions, and garlic for pets.
- ☐ **Winter:** Paw care after walks on salted sidewalks; keep antifreeze out of reach.
- ☐ **New Year's Eve & July 4th:** Fireworks can frighten pets — keep them indoors, make sure ID tags and microchips are up to date.
- ☐ **February: Pet Dental Health Month:** Repeat the tooth-brushing video; show a before-and-after cleaning (with permission).
- ☐ **Spring:** Flea, tick, and heartworm prevention reminders; a "spring check-up" photo.
- ☐ **Summer heat:** Never leave pets in parked cars. Pavement test: if it's too hot for the back of your hand for 5 seconds, it's too hot for paws.
- ☐ **National Dog Day (Aug. 26) & National Cat Day (Oct. 29):** Ask followers to share photos of their pets; feature favorites.

My own post ideas for next time:

1. _____
2. _____
3. _____