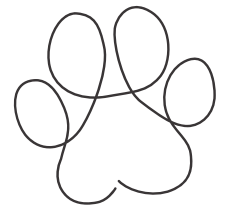


JANUARY

2025

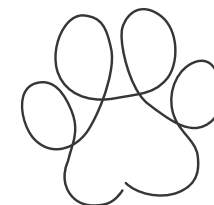


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<p>Happy New Year! Share a Happy New Year post with a cute pet image, and ask followers what their New Year's resolutions are for their pets.</p> <p>1</p>	<p>Resolution Tip #1: Highlight the importance of a healthy diet. Share tips on choosing nutritious pet food.</p> <p>2</p>	<p>Resolution Tip #2: Post about incorporating more exercise into pets' routines (e.g., daily walks, playtime).</p> <p>3</p>	<p>Did You Know?: Share an infographic about pet obesity statistics and its health impacts.</p> <p>4</p>
<p>Resolution Tip #3: Discuss regular grooming as part of a pet's health care (brushing, nail trimming).</p> <p>5</p>	<p>Interactive Post: Ask followers to share photos of their pets staying active.</p> <p>6</p>	<p>Encourage scheduling annual check-ups with a "New Year, New Health" post.</p> <p>7</p>	<p>Winter Safety Tip #1: Share tips on keeping pets warm in cold weather (e.g., indoor time, coats for dogs).</p> <p>8</p>	<p>Winter Safety Tip #2: Post about paw care in winter, especially protection from ice and salt.</p> <p>9</p>	<p>Did You Know?: Share facts about how cold weather affects different breeds and their tolerance to cold.</p> <p>10</p>	<p>Pet Fashion Fun: Post photos of pets in winter gear and invite followers to share their pets' winter outfits.</p> <p>11</p>
<p>Winter Safety Tip #3: Highlight the importance of hydration during winter months, especially with heating systems drying the air.</p> <p>12</p>	<p>Behind-the-Scenes: Post a video of how your clinic helps pets during the winter (e.g., providing extra warmth, winter care advice).</p> <p>13</p>	<p>Ask the Vet: Do a Q&A session about winter health concerns for pets.</p> <p>14</p>	<p>Meet the Vet: Introduce one of your veterinarians, sharing their background, experience, and passion for animal care.</p> <p>15</p>	<p>Behind-the-Scenes: Share photos or videos of your clinic, highlighting areas where pets are cared for (exam rooms, play areas, etc.).</p> <p>16</p>	<p>Meet the Team: Feature a vet tech or assistant, introducing them and their role in the clinic.</p> <p>17</p>	<p>Testimonial Tuesday: Share a client's testimonial or success story about their pet's care at your clinic.</p> <p>18</p>
<p>Did You Know?: Post about the importance of preventative care (vaccines, parasite control) and how it keeps pets healthy year-round.</p> <p>19</p>	<p>Interactive Post: Ask your followers, "What's the funniest thing your pet has done at the vet?" and encourage them to share stories or photos.</p> <p>20</p>	<p>Vet Tip of the Day: Share a simple yet effective veterinary tip (e.g., why regular wellness exams are crucial).</p> <p>21</p>	<p>Wellness Focus: Share a post on the importance of dental health in pets and recommend scheduling a dental check-up.</p> <p>22</p>	<p>Interactive Post: Host a poll asking what health goal followers are focusing on for their pets in 2024 (e.g., weight loss, more exercise, regular vet visits).</p> <p>23</p>	<p>Resolution Tip #4: Discuss mental stimulation for pets and ways to keep them engaged (puzzle toys, interactive play).</p> <p>24</p>	<p>Did You Know?: Post a fun fact about common household items that are dangerous to pets (e.g., chocolate, certain plants).</p> <p>25</p>
<p>Vet Tip of the Day: Share advice on maintaining a healthy coat and skin during the winter months (e.g., bathing frequency, moisturizing).</p> <p>26</p>	<p>Throwback Thursday: Share a cute or funny "throwback" photo from your clinic or of a pet patient from years past.</p> <p>27</p>	<p>Testimonial: Share another success story or before-and-after transformation from your veterinary services.</p> <p>28</p>	<p>Health Focus: Post about the importance of routine vaccinations and parasite prevention in the New Year.</p> <p>29</p>	<p>Clinic Service Highlight: Feature a special service you offer (e.g., grooming, dental cleaning) and promote scheduling for February.</p> <p>30</p>	<p>End-of-Month Recap: Share a post reflecting on the month, highlighting success stories, pet health tips shared, and thank your clients for their trust and support.</p> <p>31</p>	

FEBRUARY

Pet Dental Health Month

2025

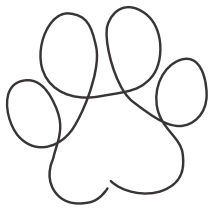


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						Pet Dental Health Month Kickoff: Announce Pet Dental Health Month with a post on why dental care is crucial for pets. Include an infographic about common dental diseases. 1
Dental Care Tip #1: Share a post on the importance of regular teeth brushing for pets and demonstrate how to do it. 2	Did You Know?: Post a fun fact about how dental disease can affect a pet's overall health, linking it to heart and kidney issues. 3	Interactive Post: Ask followers if they brush their pet's teeth and how often. Encourage sharing tips or stories. 4	Vet Tip of the Day: Share the signs of dental disease that pet owners should watch for, such as bad breath, difficulty chewing, or pawing at the mouth. 5	Behind-the-Scenes: Post a video or photo of a dental procedure at your clinic (with client permission) and explain what's happening. 6	Dental Trivia: Post a trivia question about how many teeth dogs and cats have. Engage followers to comment their answers. 7	Dental Care Tip #2: Share a post on why professional dental cleanings are essential for maintaining pet health. 8
Service Spotlight: Highlight your clinic's dental services. Explain what a dental cleaning involves and why it's different from brushing at home. 9	Interactive Post: Post a "before and after" photo of a pet that had a dental cleaning (with client permission). Ask followers if they've noticed their pet's teeth looking cleaner after a cleaning. 10	Did You Know?: Post about the cost savings of preventive dental care versus treating advanced dental disease. 11	Testimonial Tuesday: Share a client testimonial about a pet that benefited from a dental procedure at your clinic. 12	Vet Tip of the Day: Discuss the importance of checking pets' gums regularly and how gum health can indicate dental issues. 13	Valentine's Day Post: Share a fun and lighthearted post about how much you love caring for your clients' pets. Include photos of pets in Valentine's Day-themed attire. 14	Dental Care Tip #3: Offer a post about dental chews and toys that help clean teeth naturally. Recommend some safe options. 15
Interactive Post: Ask your followers, "Does your pet have a favorite chew toy?" and encourage them to share photos of their pets with toys that help keep their teeth clean. 16	Service Spotlight: Highlight the importance of early intervention for dental disease. Share photos of dental X-rays to show how they help detect issues early. 17	Behind-the-Scenes: Share a post showing your dental tools and equipment, explaining what each tool is used for during a dental procedure. 18	Did You Know?: Post a fact about how poor dental health can lead to changes in a pet's behavior (e.g., avoiding food, being more irritable). 19	Vet Tip of the Day: Talk about how to make brushing easier for anxious or resistant pets. Share tips on gradual introduction to brushing. 20	Interactive Post: Ask your followers to share photos of their pets' smiles, and encourage them to tag your clinic for a chance to be featured. 21	Dental Care Tip #4: Post about the connection between nutrition and dental health. Explain how certain foods can benefit or harm pet teeth. 22
Testimonial Tuesday: Share a success story of a pet's dental recovery after treatment at your clinic. 23	Did You Know?: Share a fact about how untreated dental issues can affect a pet's life expectancy. 24	Service Reminder: Promote any dental discounts or offers you're running for Pet Dental Health Month. Encourage booking appointments before the end of February. 25	Vet Tip of the Day: Explain the importance of regular follow-ups after a dental procedure to ensure long-term oral health. 26	Clinic Highlight: Share a photo of your clinic team celebrating the end of Pet Dental Health Month and reflect on the month's successes. 27	End-of-Month Recap: Share a final reminder to book dental appointments and thank your clients for their support during Pet Dental Health Month. Post a collage of pets who received dental care during February. 28	

MARCH

Spring Safety & Poison Prevention Awareness Month

2025

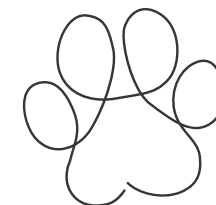


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						Spring Safety Kickoff: Post about the seasonal change and introduce March as a time to focus on keeping pets safe as they head outdoors more often. 1
Spring Safety Tip #1: Share tips on protecting pets from seasonal allergies, including common allergens and signs of pet allergies. 2	Interactive Post: Ask your followers if they have a spring routine for their pets. Encourage them to share how they get their pets ready for the new season. 3	Did You Know?: Post about the increase in parasites (fleas, ticks) in spring, emphasizing the need for preventive measures. 4	Spring Safety Tip #2: Share tips on flea and tick prevention and recommend products available at your clinic. 5	Behind-the-Scenes: Post a video of your team preparing flea and tick prevention treatments for pets. Discuss the importance of starting these treatments early. 6	Pet Exercise Tip: Encourage pet owners to ease their pets back into outdoor activity after winter. Share tips for safely increasing exercise for pets. 7	Poison Prevention Kickoff: Announce Poison Prevention Awareness Month, emphasizing how important it is for pet owners to be aware of household toxins. 8
Poison Prevention Tip #1: Share a post about common household items that are toxic to pets (e.g., cleaning products, plants, human medications). 9	Did You Know?: Post about lesser-known toxins, such as certain essential oils or foods like grapes and chocolate. Use an infographic for easy sharing. 10	Interactive Post: Ask your followers, "What's one thing in your home you've made safer for your pets?" Encourage them to share pet-proofing tips. 11	Poison Prevention Tip #2: Share a guide on what to do if you think your pet has ingested something toxic, including a list of emergency contacts (e.g., poison control). 12	Clinic Service Highlight: Post about the emergency services you provide for poisoning cases and how you handle critical situations. 13	Interactive Post: Conduct a quiz on common toxins, with questions like "Can pets eat this?" to engage your audience and increase awareness. 14	Spring Cleaning Tip #1: Share tips on using pet-safe cleaning products during spring cleaning and avoiding harmful chemicals. 15
Behind-the-Scenes: Post a video or photo of your clinic being cleaned, highlighting the pet-safe products you use. 16	Spring Cleaning Tip #2: Post a reminder to pet owners to safely store cleaning supplies, especially those that are harmful if ingested by pets. 17	Did You Know?: Share a fact about how pets can be exposed to harmful substances during yard work, such as fertilizers and pesticides. 18	Spring Cleaning Tip #3: Encourage pet owners to clean their pets' bedding, toys, and areas frequently to reduce the risk of allergens and pests. 19	Interactive Post: Ask your followers to share photos of their pets "helping" with spring cleaning. 20	Service Highlight: Post about the importance of parasite prevention as part of spring cleaning. Promote flea and tick treatments available at your clinic. 21	Poison Prevention Tip #3: Share information on toxic plants that can be harmful to pets, particularly popular spring plants (e.g., lilies, tulips). 22
Interactive Post: Ask your followers to post photos of their favorite pet-safe plants at home and share how they keep their pets safe from toxic plants. 23	Did You Know?: Post a fact about the risk of pesticides and herbicides during spring gardening, and how pet owners can protect their pets. 24	Service Reminder: Share an educational post on the importance of regular check-ups, especially for older pets who might have a weakened immune system to fight off toxins. 25	Vet Tip of the Day: Post about safe alternatives to common toxic household items, such as pet-friendly cleaning products or pet-safe pest control solutions. 26	Interactive Post: Run a poll asking, "Which spring activities do you and your pet enjoy the most?" (e.g., hiking, playing in the yard, going to the dog park). 27	Spring Health Focus: Share a post about the importance of transitioning pets to a springtime routine, including hydration, nutrition, and increased activity. 28	Did You Know?: Post about the increased risk of heartworm during the warmer months and promote heartworm prevention treatments available at your clinic. 29
Interactive Post: Ask your followers what their pets are looking forward to in the spring. Encourage them to share fun outdoor activities. 30	Month Recap: Share a post reflecting on the month, highlighting your clinic's role in promoting poison prevention and spring safety. Thank your clients for their engagement and remind them to schedule spring wellness check-ups. 31					

Heartworm Awareness Month

APRIL

2025

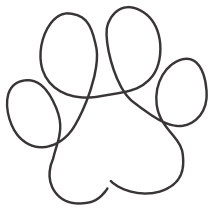


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Heartworm Awareness Kickoff: Announce April as Heartworm Awareness Month. Share an infographic on how heartworm is transmitted and why prevention is key. 1	Heartworm Prevention Tip #1: Share the importance of regular heartworm testing. Include a call-to-action to schedule testing at your clinic. 2	Did You Know?: Post a fact about how heartworms can be fatal if left untreated. Emphasize the importance of year-round prevention. 3	Service Highlight: Showcase the heartworm prevention services you offer, including heartworm testing and preventive medications. 4	Interactive Post: Ask your followers if they keep their pets on year-round heartworm prevention and what methods they use (e.g., pills, topical treatments). 5
Heartworm Prevention Tip #2: Share tips on how to protect pets from mosquitoes, especially in warmer months when heartworm transmission is more likely. 6	Behind-the-Scenes: Post a video of your team performing a heartworm test on a pet (with client permission), explaining the simplicity and importance of regular testing. 7	Heartworm Myth Buster #1: Debunk the myth that indoor pets don't need heartworm prevention. Explain that mosquitoes can still enter homes. 8	Interactive Post: Share a fun trivia question about heartworms, such as "How long can heartworms live in a dog's body?" Encourage followers to guess and share their answers. 9	Heartworm Prevention Tip #3: Discuss how combining flea/tick and heartworm prevention treatments can simplify pet care. 10	Did You Know?: Post about how cats can also get heartworms, though it's less common than in dogs. Encourage cat owners to talk to their vet about heartworm prevention. 11	Heartworm Myth Buster #2: Address the misconception that heartworm disease isn't common in certain regions. Highlight how heartworm exists in all states. 12
Service Spotlight: Promote a heartworm prevention package or discount for Heartworm Awareness Month, encouraging clients to book their pets' tests. 13	Interactive Post: Ask followers to share how they keep their pets protected from mosquitoes in the warmer months. 14	Spring Health Focus: Post a reminder about the importance of seasonal wellness exams, especially as pets transition to more outdoor activity. 15	Did You Know?: Share a post about common springtime parasites (ticks, fleas, mosquitoes) and how they can affect pets. Promote parasite prevention treatments. 16	Vet Tip of the Day: Share tips for keeping pets hydrated and safe during outdoor activities in warmer weather. 17	Interactive Post: Run a poll asking, "Does your pet love or hate their vet visits?" Encourage followers to share photos of their pets at the vet. 18	Service Highlight: Post about the wellness services your clinic offers (e.g., exams, vaccinations, parasite prevention) to keep pets healthy in the spring. 19
Heartworm Prevention Tip #4: Remind pet owners to refill their pets' heartworm preventatives and keep them on a consistent schedule. 20	Did You Know?: Post about how untreated heartworm can cause lasting damage to a pet's heart and lungs, even after the parasites are removed. 21	Earth Day Post: Celebrate Earth Day by sharing tips on eco-friendly pet care, such as using biodegradable poop bags, or pet-safe natural cleaning products. 22	Spring Safety Tip #1: Post about safe gardening tips for pet owners, including keeping pets away from toxic plants and harmful chemicals. 23	Did You Know?: Share a fact about tick-borne diseases in pets, such as Lyme disease, and the importance of tick prevention in spring. 24	Interactive Post: Ask followers to share their pets' favorite outdoor activities as the weather warms up. Encourage them to share photos. 25	Spring Safety Tip #2: Share tips on protecting pets during outdoor excursions, such as hiking or trips to the park. Include information on safe hydration and avoiding dangerous wildlife. 26
Service Highlight: Promote a tick and flea prevention program or product. Highlight how early prevention can save pets from discomfort and health issues. 27	Did You Know?: Post about how heartworm larvae can take up to six months to mature in a pet's body. Emphasize the need for continuous protection. 28	Heartworm Disease Success Story: Share a testimonial or success story from a client whose pet successfully recovered from heartworm disease (with client permission). 29	End-of-Month Recap: Post a final reminder to book heartworm tests or refill preventatives before the month ends. Thank your clients for their focus on keeping pets safe from heartworm disease. 30			

MAY

National Pet Month / Lyme Disease Prevention Month

2025

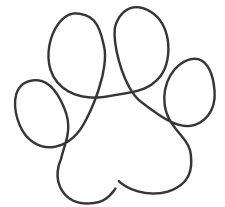


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				National Pet Month Kickoff: Announce May as National Pet Month. Celebrate pets with a post highlighting the joy they bring to our lives. Encourage followers to share photos of their pets. 1	Pet Wellness Tip #1: Share the importance of regular veterinary check-ups to keep pets healthy year-round. 2	Did You Know?: Post about the benefits of spaying and neutering pets, including health benefits and reduced pet overpopulation. 3
Adoption Success Story: Share a success story from a client who adopted a pet. Encourage others to consider adoption. 4	Interactive Post: Ask your followers, "What's one thing you love most about your pet?" Encourage them to share their answers and photos. 5	Pet Wellness Tip #2: Highlight the importance of regular vaccinations and parasite prevention, especially in spring. 6	Meet the Team: Introduce one of your team members and their pet to celebrate National Pet Month. 7	Lyme Disease Awareness: Introduce Lyme Disease Prevention Month and explain how ticks transmit Lyme disease to pets. 8	Lyme Disease Prevention Tip #1: Share a post about the importance of using tick prevention products and how they protect pets. 9	Did You Know?: Post a fact about how Lyme disease can affect both pets and humans, emphasizing the importance of protection for everyone. 10
Clinic Service Highlight: Showcase your Lyme disease testing services and encourage pet owners to schedule a check-up. 11	Lyme Disease Prevention Tip #2: Offer tips on checking pets for ticks after they've been outdoors, especially after hikes or park visits. 12	Interactive Post: Ask followers if they've taken any special steps to protect their pets from ticks this spring. Encourage them to share their methods. 13	Did You Know?: Share information about tick-borne diseases besides Lyme, such as Ehrlichiosis and Anaplasmosis, and how prevention helps protect against these as well. 14	Adoption Awareness: Celebrate National Pet Month by posting about the benefits of adopting a pet from a shelter. Encourage followers to consider adopting if they're looking to add a pet to their family. 15	Pet Microchipping Awareness: Share the importance of microchipping pets and how it can increase the chances of reuniting lost pets with their owners. 16	Interactive Post: Ask your followers if their pets are microchipped and if they've had any stories of being reunited thanks to a microchip. 17
Testimonial Tuesday: Post a client testimonial about a positive experience with pet adoption or microchipping. 18	Adoption Success Story: Share another success story from a client or shelter partner to encourage pet adoption. 19	Did You Know?: Share a statistic on how microchipping has increased the number of lost pets reunited with their families. 20	Interactive Post: Ask followers to share photos of their adopted pets and encourage them to tell their adoption stories. 21	Pet Wellness Focus: Post about the benefits of routine wellness check-ups, including early detection of health issues. 22	Did You Know?: Share a fact about how annual exams help detect common age-related diseases early, leading to better treatment outcomes. 23	Service Highlight: Promote a wellness check-up package for National Pet Month, encouraging pet owners to schedule their pets' appointments. 24
Pet Health Tip: Share a tip on maintaining a balanced diet for pets and the role nutrition plays in preventing health issues. 25	Interactive Post: Run a poll asking, "How often do you take your pet for a wellness exam?" (Options: Once a year, Twice a year, Only when sick) 26	Pet Safety Reminder: Share a post about keeping pets safe during outdoor activities, such as keeping them hydrated and avoiding hot surfaces. 27	Vet Tip of the Day: Offer advice on maintaining a pet's mental wellness with activities like puzzle toys, training, and regular play. 28	Heartwarming Story: Share a story from a client about their pet's journey to better health, as a testimonial for routine care and wellness exams. 29	Thank You Post: Thank your followers and clients for celebrating National Pet Month with you. Share a collage of photos shared by followers throughout the month. 30	End-of-Month Recap: Recap National Pet Month and Lyme Disease Prevention Month, highlighting key takeaways and encouraging clients to keep up with their pets' wellness year-round. 31

Summer Safety & Adopt-a-Cat Month

JUNE

2025

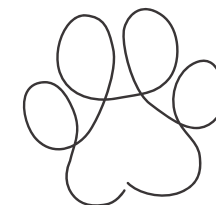


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
<p>Summer Safety Kickoff: Announce June as a month to focus on summer safety tips for pets.</p> <p>1</p>	<p>Summer Safety Tip #1: Share a post on keeping pets cool and avoiding heatstroke.</p> <p>2</p>	<p>Did You Know?: Share a fact about how pets are affected by heat differently than humans, especially dogs with shorter snouts.</p> <p>3</p>	<p>Service Highlight: Promote any grooming services for summer, like hair trims, to help keep pets cool.</p> <p>4</p>	<p>Interactive Post: Ask followers to share how they keep their pets cool during the summer. Encourage photos!</p> <p>5</p>	<p>Summer Safety Tip #2: Post about keeping pets hydrated and the importance of clean, fresh water.</p> <p>6</p>	<p>Did You Know?: Share the dangers of hot pavement for pets' paws and tips for protection.</p> <p>7</p>
<p>Adopt-a-Cat Month Kickoff: Announce June as Adopt-a-Cat Month and encourage considering adoption.</p> <p>8</p>	<p>Adoption Success Story: Share a story about a cat that was adopted and found a loving home.</p> <p>9</p>	<p>Did You Know?: Post a fact about the benefits of cat adoption, like reducing stress and companionship.</p> <p>10</p>	<p>Interactive Post: Ask your followers, "If your cat could talk, what would it say?" and encourage fun comments.</p> <p>11</p>	<p>Pet Safety Reminder: Highlight the importance of microchipping adopted cats for safety.</p> <p>12</p>	<p>Meet the Cats: Introduce a few adoptable cats from a partner shelter to promote adoption.</p> <p>13</p>	<p>Interactive Post: Ask followers to share photos of their adopted cats and their unique personalities.</p> <p>14</p>
<p>Travel Tip #1: Share tips on safely transporting pets in cars, such as proper restraints</p> <p>15</p>	<p>Did You Know?: Post about how traveling with pets can impact their stress levels and how to help them stay calm.</p> <p>16</p>	<p>Interactive Post: Ask followers to share their favorite pet-friendly travel destinations.</p> <p>17</p>	<p>Travel Tip #2: Post about pet-friendly travel essentials (food, water, blankets, etc.).</p> <p>18</p>	<p>Service Highlight: Promote any travel health checks or certifications you offer for pets.</p> <p>19</p>	<p>Vet Tip of the Day: Offer advice on keeping pets entertained during long trips.</p> <p>20</p>	<p>Did You Know?: Share a tip on preparing pets for boarding if they can't join the family vacation.</p> <p>21</p>
<p>Pet Health Tip: Share a post on preventing fleas and ticks during summer.</p> <p>22</p>	<p>Did You Know?: Post about how hot weather can exacerbate dehydration in pets and why hydration is critical.</p> <p>23</p>	<p>Interactive Post: Ask followers to share photos of their pets enjoying summer activities.</p> <p>24</p>	<p>Wellness Reminder: Remind clients of regular check-ups and preventative care for summer.</p> <p>25</p>	<p>Heartworm Prevention: Post about the importance of heartworm prevention, especially in summer months.</p> <p>26</p>	<p>Interactive Post: Run a poll on "What summer treat does your pet love most?"</p> <p>27</p>	<p>Pet Health Success Story: Share a wellness story from a client's pet and how regular care helped them thrive.</p> <p>28</p>
<p>Summer Wellness Tip: Share a reminder about checking pets for ticks after spending time outdoors, especially in grassy or wooded areas.</p> <p>29</p>	<p>End-of-Month Recap: Reflect on the summer safety and Adopt-a-Cat Month tips shared throughout June, and thank your followers for keeping their pets safe and healthy.</p> <p>30</p>					

JULY

Pet Fire Safety Month & Summer Wellness

2025

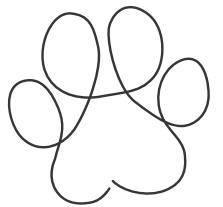


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		Fire Safety Kickoff: Announce July as Pet Fire Safety Month with safety tips. 1	Fire Safety Tip #1: Share tips on creating a fire escape plan with pets. 2	Did You Know?: Post a statistic on home fires affecting pets each year. 3	4th of July Safety: Share a post about keeping pets safe during fireworks and celebrations. 4	Fire Safety Tip #2: Remind pet owners to place "pet inside" decals on windows. 5
Interactive Post: Ask followers if they have fire safety plans for their pets. 6	Fire Safety Tip #3: Share tips on pet-proofing the home to reduce fire risks (e.g., unplugging appliances). 7	Summer Health Check Reminder: Encourage pet owners to schedule mid-year check-ups. 8	Did You Know?: Post about how sun exposure can lead to skin issues in pets, especially short-haired breeds. 9	Pet Wellness Tip #1: Share advice on protecting pets' skin with pet-safe sunscreens. 10	Service Highlight: Promote your grooming services for summer, like fur trims and paw care. 11	Interactive Post: Ask followers to share photos of their pets staying cool. 12
Vet Tip of the Day: Offer advice on monitoring pets' hydration levels. 13	Did You Know?: Share a tip about the risks of heatstroke and how to prevent it. 14	Adopt-a-Shelter Pet Month: Encourage followers to consider shelter pets if they're looking to adopt. 15	Adoption Story: Share a story about a pet adopted from a shelter, including before and after pictures. 16	Did You Know?: Post about how many animals are waiting for homes in shelters. 17	Interactive Post: Ask followers to share the story of how they found their pet. 18	Adoptable Pets Spotlight: Feature an adoptable pet from a local shelter. 19
Service Highlight: Promote microchipping as a way to keep adopted pets safe. 20	Interactive Post: Ask followers to share a picture of their pets "before and after" they adopted them. 21	Did You Know?: Share a fact on summer allergens affecting pets and tips for managing allergies. 22	Summer Safety Tip: Post about the importance of flea/tick control as pets enjoy the outdoors. 23	Pet Wellness Tip #2: Share tips on dental care, especially as pets eat more treats in summer. 24	Interactive Post: Ask followers to share their pets' favorite summer treats. 25	Service Reminder: Promote your clinic's summer wellness exams and flea/tick preventatives. 26
Did You Know?: Post a fact about common summer hazards like poisonous plants. 27	Thank You Post: Thank your clients for following July's summer tips and encourage them to stay vigilant. 28	Summer Fun Highlight: Post a reminder about fun, safe summer activities for pets, like water play or shaded walks. Encourage followers to enjoy the last full month of summer with their pets safely. 29	Did You Know?: Share a fact about how summer heat can impact different breeds differently. Include tips on recognizing signs of overheating in short- and long-haired pets. 30	End-of-Month Recap: Wrap up July by highlighting key takeaways from Pet Fire Safety Month and summer pet safety tips. Thank followers for staying engaged and encourage them to keep their pets safe as summer continues. 31		

Immunization Awareness Month

AUGUST

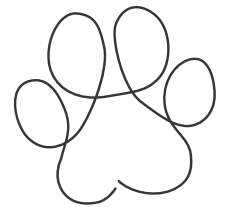
2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					Immunization Awareness Month Kickoff: Share the importance of pet vaccinations. 1	Did You Know?: Post about how vaccines protect pets from life-threatening diseases. 2
Interactive Post: Run a poll asking, "Is your pet up-to-date on vaccinations?" 3	Clinic Service Highlight: Promote vaccine packages available at your clinic. 4	Pet Wellness Tip: Share a vaccination schedule reminder for puppies and kittens. 5	Did You Know?: Post about the benefits of rabies and distemper vaccines. 6	Interactive Post: Ask followers to share their pets' "puppy or kitten" vaccination photos. 7	Pet Safety Tip: Share tips for pet-friendly outdoor activities in August. 8	Interactive Post: Ask followers to share their pets' favorite summer activity. 9
Vet Tip of the Day: Offer advice on avoiding waterborne illnesses during outdoor play. 10	Pet Hydration Reminder: Remind clients about the importance of hydration during summer activities. 11	Did You Know?: Share a fact about common summer pests and how to prevent them. 12	Back-to-School Safety: Post tips on keeping pets safe as routines change in August. 13	Interactive Post: Ask followers how their pets adjust when the household routine changes. 14	Wellness Focus: Share tips on preparing pets for a shift in schedule. 15	Did You Know?: Post about pets' separation anxiety and how to manage it. 16
Service Highlight: Promote any services your clinic offers for behavioral health. 17	Interactive Post: Ask followers if their pets experience separation anxiety. 18	Back-to-School Routine Tips: Share a post on maintaining a feeding and walking schedule. 19	Wellness Reminder: Encourage clients to schedule a wellness check-up before fall. 20	Did You Know?: Post a fact about how pets thrive on routine. 21	Pet Health Tip: Share advice on maintaining routine wellness care. 22	Interactive Post: Ask followers to share their favorite summer memory with their pet. 23
Service Highlight: Promote preventive health check-ups and back-to-school wellness packages. 24	Thank You Post: Thank your clients for keeping up with summer pet care tips. 25	Interactive Post: Run a poll asking, "What's your pet's favorite season?" 26	Monthly Recap: Review the highlights of August's wellness and immunization tips. 27	Looking Ahead to Fall: Preview fall pet health tips and encourage clients to stay tuned. 28	End-of-Summer Safety Tip: Share tips on preparing pets for the transition from summer to fall, such as continuing flea and tick prevention and checking for seasonal allergies. 29	Interactive Post: Ask followers to share their favorite memories with their pets from this summer. Encourage them to post photos or stories. 30
Monthly Recap: Summarize August's focus on Immunization Awareness and summer pet care. Thank your followers for prioritizing their pets' health and safety and preview upcoming fall wellness tips. 31						

SEPTEMBER

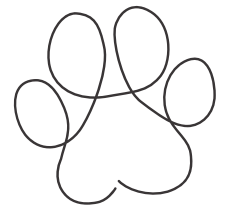
2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	Pain Awareness Month Kickoff: Announce September as Animal Pain Awareness Month. Share an introductory post on recognizing pain in pets. 1	Pain Awareness Tip #1: Share common signs of pain in pets, such as limping, decreased activity, or changes in appetite. 2	Did You Know?: Share a fact about how pets often hide their pain and why it's important to be observant of subtle changes in behavior. 3	Service Highlight: Promote your pain management services, such as medications, therapies, or consultations for chronic pain in pets. 4	Interactive Post: Ask followers if they've ever noticed signs of pain in their pets and what they did to help. 5	Pain Awareness Tip #2: Post about the importance of regular check-ups to detect and manage pain early in pets. 6
Behind-the-Scenes: Share a video or photo of your clinic's pain management tools, like laser therapy or acupuncture. 7	Pain Management Method #1: Introduce physical therapy for pets, sharing how it can help manage pain and improve mobility. 8	Did You Know?: Share a fact about arthritis in pets, especially common in senior dogs and cats. 9	Pain Awareness Tip #3: Post about the role of weight management in reducing pain, especially for pets with arthritis. 10	Service Highlight: Highlight your weight management services or diet consultations for pets in pain or with mobility issues. 11	Interactive Post: Ask followers if they have any routines to keep their pets active and mobile. 12	Pain Management Method #2: Share information on alternative therapies for pets, such as acupuncture or massage. 13
Did You Know?: Post a fact about how joint supplements, like glucosamine and chondroitin, can support aging pets. 14	Healthy Aging Month Kickoff: Introduce September as Healthy Aging Month. Share tips on caring for senior pets to support their health as they age. 15	Senior Pet Care Tip #1: Discuss the importance of dental health in senior pets, including regular dental check-ups. 16	Did You Know?: Post a fact about how age can impact a pet's metabolism and nutritional needs. 17	Service Highlight: Promote your senior pet wellness exams and the benefits of early detection of age-related issues. 18	Interactive Post: Ask followers to share the age of their pets and any special care routines they have for their senior pets. 19	Senior Pet Care Tip #2: Share tips on adapting exercise routines to meet senior pets' physical needs without overexerting them. 20
Pain Awareness Tip #4: Post about managing anxiety in senior pets, as cognitive decline can contribute to discomfort or confusion. 21	Pain Awareness Reminder: Post about the importance of monitoring pets' quality of life as they age, especially for pets with chronic pain. 22	Did You Know?: Share a fact about how senior pets' sensory abilities, like vision and hearing, often decline with age. 23	Interactive Post: Ask followers to share a photo of their senior pets and describe one way they keep them comfortable and happy. 24	Service Highlight: Promote your clinic's services for senior pet health, such as mobility support, diet plans, or pain management. 25	Pain Management Method #3: Share information on medications commonly used to relieve chronic pain in pets. 26	Vet Tip of the Day: Share tips for improving senior pets' quality of life, like creating a comfortable environment or using pet ramps. 27
Did You Know?: Post a fact about how early detection of age-related pain can significantly improve a pet's lifespan and quality of life. 28	Pain Awareness Success Story: Share a testimonial from a client whose pet benefited from pain management services at your clinic. 29	End-of-Month Recap: Wrap up September by highlighting key takeaways from Pain Awareness and Healthy Aging Month, thanking followers for their engagement and encouraging regular check-ups for pets' health. 30				

OCTOBER

2025

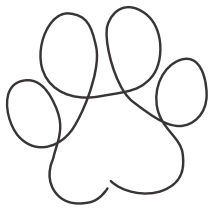


Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			<p>Pet Wellness Month Kickoff: Announce October as National Pet Wellness Month and emphasize the importance of preventative care.</p> <p>1</p>	<p>Wellness Tip #1: Share the importance of routine veterinary check-ups and how they help detect health issues early.</p> <p>2</p>	<p>Did You Know?: Post a fact about common preventable health issues in pets, such as obesity and dental disease.</p> <p>3</p>	<p>Service Highlight: Promote wellness exams and highlight any wellness packages or deals for the month.</p> <p>4</p>
<p>Interactive Post: Ask followers, "How do you keep your pets healthy year-round?" Encourage them to share tips and photos.</p> <p>5</p>	<p>Wellness Tip #2: Share the benefits of a balanced diet for pets and recommend some safe, healthy treats.</p> <p>6</p>	<p>Pet Exercise Reminder: Post a reminder about the importance of regular exercise, especially as it gets cooler outside.</p> <p>7</p>	<p>Wellness Tip #3: Post about the importance of dental health for pets and recommend regular teeth cleaning.</p> <p>8</p>	<p>Did You Know?: Share a fact about the benefits of pet microchipping and how it increases the chances of a lost pet being found.</p> <p>9</p>	<p>Service Highlight: Promote your clinic's microchipping services and emphasize its role in pet safety.</p> <p>10</p>	<p>Interactive Post: Ask followers if their pets are microchipped and if they've had any stories of reunion thanks to microchipping.</p> <p>11</p>
<p>Vet Tech Appreciation: Kick off Vet Tech Week with a post celebrating the work and dedication of veterinary technicians.</p> <p>12</p>	<p>Meet the Team: Introduce one of your veterinary technicians, sharing their role and why they love working with animals.</p> <p>13</p>	<p>Did You Know?: Post a fact about the important role veterinary technicians play in keeping pets healthy.</p> <p>14</p>	<p>Interactive Post: Encourage followers to leave a "thank you" message for vet techs or share a story about how a vet tech helped their pet.</p> <p>15</p>	<p>Behind-the-Scenes: Share a video or photos of your vet techs in action, highlighting their skills and dedication.</p> <p>16</p>	<p>Team Appreciation Post: Highlight the teamwork in your clinic and thank all the vet techs for their hard work.</p> <p>17</p>	<p>Service Spotlight: Share a post on the specific services vet techs provide, such as assisting in surgeries, performing tests, and helping with wellness exams.</p> <p>18</p>
<p>Wellness Tip #4: Discuss the benefits of regular parasite prevention for pets, especially for fleas, ticks, and heartworms.</p> <p>19</p>	<p>Pet Nutrition Tip: Share information on maintaining a healthy weight for pets and the impact on their overall health.</p> <p>20</p>	<p>Interactive Post: Ask followers to share a photo of their pets enjoying a healthy treat or a favorite meal.</p> <p>21</p>	<p>Halloween Safety Tip #1: Share tips for keeping pets safe during Halloween, such as keeping them away from chocolate and other dangerous treats.</p> <p>22</p>	<p>Did You Know?: Post a fact about how some Halloween decorations, like candles and fake cobwebs, can be dangerous for pets.</p> <p>23</p>	<p>Interactive Post: Ask followers to share photos of their pets in Halloween costumes and encourage them to share how they keep their pets safe during festivities.</p> <p>24</p>	<p>Halloween Safety Tip #2: Post about keeping pets away from the front door during trick-or-treat hours to prevent escapes.</p> <p>25</p>
<p>Service Highlight: Remind pet owners of any emergency services or hotlines available in case of Halloween-related emergencies.</p> <p>26</p>	<p>Costume Contest: Host a Halloween costume contest for pets, inviting followers to submit photos for a chance to be featured.</p> <p>27</p>	<p>Did You Know?: Share a post on how to safely introduce costumes to pets and make sure they're comfortable.</p> <p>28</p>	<p>Wellness Tip #5: Post about the importance of regular grooming to maintain a pet's coat health and overall wellness.</p> <p>29</p>	<p>Halloween Safety Reminder: Share a final reminder of Halloween safety tips, including avoiding dangerous treats and keeping pets calm during loud festivities.</p> <p>30</p>	<p>Happy Halloween!: Celebrate Halloween with a festive post, sharing a collage of costume contest entries or staff pets in costume. Thank your followers for participating and remind them to keep their pets safe during the celebrations.</p> <p>31</p>	

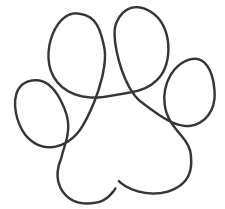
Spring Safety & Poison Prevention Awareness Month

NOVEMBER

2025



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						Diabetes Awareness Kickoff: Announce November as Pet Diabetes Awareness Month. Share an introductory post about diabetes in pets and why awareness is essential. 1
Diabetes Awareness Tip #1: Explain the common symptoms of diabetes in pets, like excessive thirst, frequent urination, and weight loss. 2	Did You Know?: Post a fact about how both cats and dogs can develop diabetes and the importance of regular check-ups. 3	Service Highlight: Promote any diagnostic services your clinic offers, like blood glucose testing, that can help detect diabetes early. 4	Interactive Post: Ask followers, "Do you know the signs of diabetes in pets?" Encourage them to share what they know and ask questions. 5	Diabetes Awareness Tip #2: Share a post about the importance of a balanced diet and maintaining a healthy weight for diabetes prevention. 6	Did You Know?: Post about common risk factors for diabetes in pets, such as age, obesity, and breed predisposition. 7	Diabetes Treatment #1: Share information on insulin therapy for pets with diabetes and how it's managed in a home setting. 8
Did You Know?: Post about how untreated diabetes can lead to serious complications, like cataracts in dogs and neuropathy in cats. 9	Diabetes Treatment #2: Share a post on the role of a low-carb, high-protein diet in managing diabetes, especially for cats. 10	Interactive Post: Ask followers if they've ever had a pet diagnosed with diabetes and encourage them to share their experiences or ask questions. 11	Pet Health Tip: Highlight the importance of regular vet visits for monitoring blood sugar levels in diabetic pets. 12	Service Highlight: Promote your clinic's diabetes management services, including dietary consultations and glucose testing. 13	World Diabetes Day: Recognize World Diabetes Day with a post on how pet owners can support diabetes awareness in pets. 14	Senior Pet Health Tip: Share a post about the importance of regular wellness exams for senior pets as the weather changes. 15
Did You Know?: Post a fact about how colder weather can exacerbate arthritis in senior pets and the importance of a warm, cozy space. 16	Interactive Post: Ask followers if their pets enjoy the colder weather or if they prefer to stay indoors. 17	Senior Pet Wellness Tip: Share tips on maintaining a healthy diet for older pets to support joint health and mobility. 18	Senior Pet Wellness Tip: Share tips on maintaining a healthy diet for older pets to support joint health and mobility. 19	Service Highlight: Promote senior wellness exams and any services you offer to help aging pets stay healthy through the colder months. 20	Did You Know?: Share a fact about how dental health becomes even more important as pets age to prevent other health complications. 21	Thanksgiving Safety Tip #1: Share a post about foods that are dangerous for pets, like chocolate, onions, garlic, and certain spices. 22
Did You Know?: Post a fact about how fatty foods can lead to pancreatitis in pets, especially around the holidays. 23	Thanksgiving Safety Tip #2: Share tips on keeping pets calm and safe during family gatherings, like providing a quiet room or safe space. 24	Interactive Post: Ask followers to share their favorite Thanksgiving traditions with their pets, like going for a walk or sharing a pet-safe treat. 25	Service Highlight: Remind followers of your clinic's emergency contact information in case of a holiday pet emergency. 26	Thanksgiving Safety Tip #3: Post about safe treats pets can enjoy on Thanksgiving, like small portions of plain turkey or vegetables. 27	Holiday Preparation Tip: Share advice on preparing homes for holiday guests in ways that keep pets comfortable and safe. 28	Diabetes Success Story: Share a testimonial or story from a client whose pet successfully managed diabetes with your clinic's support. 29
End-of-Month Recap: Wrap up November with a post summarizing the month's focus on diabetes awareness and holiday safety. Thank your followers for their engagement and remind them of the importance of regular check-ups. 30						



Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	<p>1 Holiday Safety Kickoff: Introduce December as a month for holiday and winter pet safety tips. Remind followers to keep pets safe as festivities begin.</p>	<p>2 Holiday Safety Tip #1: Post about holiday foods that are dangerous for pets, such as chocolate, grapes, and alcohol.</p>	<p>3 Did You Know?: Share a fact about how pets can be attracted to festive decorations and how to keep them safe from hazards like tinsel and lights.</p>	<p>4 Service Highlight: Promote emergency services or holiday hours in case of pet-related emergencies.</p>	<p>5 Holiday Safety Tip #2: Share tips on keeping pets calm around guests, like providing a quiet room and sticking to their routine.</p>	<p>6 Interactive Post: Ask followers to share a favorite holiday memory with their pets or a photo of their pet in holiday attire.</p>
<p>7 Holiday Safety Kickoff: Introduce December as a month for holiday and winter pet safety tips. Remind followers to keep pets safe as festivities begin.</p>	<p>8 Winter Care Tip #1: Share tips on protecting pets' paws from ice, salt, and cold surfaces.</p>	<p>9 Did You Know?: Post a fact about how cold weather can impact pets, especially small breeds and those with short fur.</p>	<p>10 Winter Care Tip #2: Share advice on keeping pets warm indoors, like providing cozy blankets or pet-safe heating options.</p>	<p>11 Interactive Post: Ask followers if their pets love or hate the cold and encourage them to share photos.</p>	<p>12 Winter Grooming Tip: Discuss the importance of regular grooming in winter, as it helps maintain coat health and insulation.</p>	<p>13 Did You Know?: Post about how antifreeze can be toxic to pets and remind followers to clean up any spills immediately.</p>
<p>14 Service Highlight: Promote winter wellness exams to help pets stay healthy through the colder months.</p>	<p>15 Pet Gift Idea #1: Share a gift idea for pets, like cozy bedding or a new, interactive toy.</p>	<p>16 Did You Know?: Post a fact about how mental stimulation through toys can reduce stress for pets during the holiday season.</p>	<p>17 Pet Gift Idea #2: Suggest gifts that promote health, like dental treats or supplements.</p>	<p>18 Interactive Post: Run a poll asking, "Does your pet get a holiday gift each year?" with options for "Yes, always!" or "Not every year."</p>	<p>19 Pet Gift Idea #3: Recommend holiday accessories like pet-safe winter coats, booties, or festive collars.</p>	<p>20 Did You Know?: Share a fact about the importance of enrichment toys for indoor play during the winter.</p>
<p>21 Service Highlight: Encourage followers to book post-holiday wellness exams to ensure pets stay healthy into the new year.</p>	<p>22 New Year's Safety Tip #1: Post about keeping pets calm during New Year's Eve celebrations, with tips like creating a safe space and using calming aids if needed.</p>	<p>23 Did You Know?: Share a fact about how loud noises from fireworks can cause stress for many pets.</p>	<p>24 Holiday Safety Reminder: Remind followers of holiday safety tips for decorations, food, and toxic plants to keep pets safe.</p>	<p>25 Happy Holidays Post: Share a festive post wishing clients and followers a safe and joyful holiday season, with a photo of staff pets or a holiday clinic scene.</p>	<p>26 Winter Care Tip #3: Post about keeping pets hydrated in winter, as indoor heating can dry out the air.</p>	<p>27 New Year's Safety Tip #2: Share tips for pet owners on keeping pets away from party foods and alcohol during New Year's celebrations.</p>
<p>28 Interactive Post: Ask followers if they have any New Year's resolutions for their pets and encourage them to share their goals.</p>	<p>29 2025 Recap: Share a recap of key highlights and achievements from the year at your clinic, such as memorable events, testimonials, or team growth.</p>	<p>30 Pet Wellness Reminder: Remind followers of the importance of routine wellness check-ups and encourage them to start the new year with a healthy pet.</p>	<p>31 Happy New Year's Eve: Post a celebratory New Year's Eve message, wishing clients and followers a safe and joyful New Year's celebration, and remind them of pet safety tips for the night.</p>			