

2023 Content Calendar



October

National Animal Safety and Protection Month
& Adopt a Shelter Dog Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1 Microchipping Theft Protection	2 Theft Protection Theft Protection Pet Fostering	3 Theft Protection	4 Staff Pets Pics	5	6 Theft Protection	7 Theft Protection
8	9 Pet First Aid Kit	10 Pet First Aid Kit	11 Pet Obesity Awareness Pet Obesity Pet First Aid Kit	12	13	14 Online Booking Pet First Aid Kit
15 Halloween Prep	16 Vet Tech Appreciation Post	17	18 Microchipping	19 Microchipping	20 Halloween Prep Vet Tech Appreciation Post	21 Halloween Prep
22	23 Toxic Halloween Foods	24 Halloween Prep	25 Staff Spotlight	26 Online Booking	27 Halloween Prep	28
29 Halloween Prep Halloween Prep	30	31 Halloween Halloween				

Vet Tech Week

Client Comms

Print Assets

Social Media

Clinic Content

October (01-07)



Notes

- It's National Animal Safety and Protection month! Share a mix of our [pet theft prevention](#) and [microchipping](#) assets.
- It's Adopt a Shelter Dog month! Use our [Foster a Pet](#) assets.
- Don't forget to share some cute photos of your staff and their pets too.

	Sun 01	Mon 02	Tue 03	Wed 04	Thu 05	Fri 06	Sat 07
Instagram		Protect your Pet from Theft carousel	Start recording Protect your Pet from Theft reel	Share some photos of your staff with their pets		Post your Protect your Pet from Theft reel	
Facebook			Protect your Pet from Theft post			Share your Protect your Pet from Theft Instagram reel	
Text							
Email		Protect your pet from theft email and email banner					
Hold Message	Update hold message with info on Microchipping						
Posters	Protect your Pet from Theft poster	Foster a Pet poster					
Flyers	Protect your Pet from Theft flyers	Foster a Pet flyers					

October (08-14)



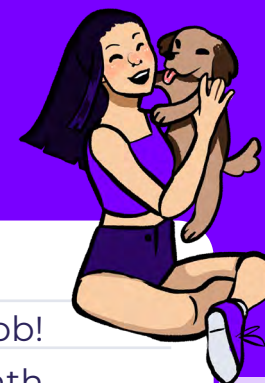
Notes

- It's Adopt a Shelter Dog month & National Animal Safety and Protection Month! Share our [Pet First Aid Kit](#) and [Pet Fostering](#) assets.
- 11th October is Pet Obesity Awareness Day - don't forget to post!

Pet Obesity

	Sun 08	Mon 09	Tue 10	Wed 11	Thu 12	Fri 13	Sat 14
Instagram		Start recording Pet First Aid video reel	Photo of the inside of a pet first aid kit	Pet Obesity Awareness Day Single image post			Pet First Aid Video Reel
Facebook		Pet First Aid post		Pet Obesity Awareness Day Single image post			Boost Online Bookings
Text				Pet First Aid Kit text			
Email							
Hold Message							
Posters							
Flyers							

October (15-21)



Notes

- **It's Vet Tech week!** Share a fun fact about the vet techs in the clinic. Share your 'behind the scenes' photos and interview them on your Instagram stories about their job!
- Share microchipping content this week for National Animal Safety and Protection month.
- Don't forget to prepare pet owners for [Halloween!](#)

	Sun 15	Mon 16	Tue 17	Wed 18	Thu 19	Fri 20	Sat 21
Instagram		Share a fun fact about being a vet tech		Microchipping your pet		Behind the scenes interview with vet tech	Pet costumes aren't safe - single image post
Facebook		Share a fun fact about being a vet tech			Microchipping your pet	Behind the scenes interview with vet tech	Pet costumes aren't safe - single image post
Text							
Email						Send Prepare for Halloween Email	
Hold Message	Update hold message with Prepare for Halloween information						
Posters	Put up Halloween poster						
Flyers							

October (22-28)



Notes

- Post a picture of an employee of the clinic who you want to put the spotlight on this month and appreciate them for all the good work they have been doing!
- Keep reminding pet owners about how they can prepare for [Halloween](#).
- Don't forget to remind your clients to [book online](#)!

	Sun 22	Mon 23	Tue 24	Wed 25	Thu 26	Fri 27	Sat 28
Instagram	Start recording Halloween Video Reel	Halloween dangers toxic foods carousel		Team member spotlight		Post Halloween Video Reel	
Facebook		Halloween dangers toxic foods		Team member spotlight	Boost Online Bookings	Post Halloween Video Reel	
Text							
Email			Halloween Email and Email Banner				
Hold Message							
Posters	Take down Protect pets from theft Poster						
Flyers							

October (29-04)



Notes

- Have you decorated your clinic for Halloween? Show it off on social media!
- It's Guy Fawkes Night soon! Remember to prepare pet owners for [fireworks](#).

Halloween

	Sun 29	Mon 30	Tue 31	Wed 01	Thu 02	Fri 03	Sat 04
Instagram		Start recording Prepare a pet for fireworks video reel	Halloween decorations in clinic	Prepare a pet for fireworks			post your Prepare a pet for fireworks video reel
Facebook			Halloween decorations in clinic		Prepare a pet for fireworks		post your Prepare a pet for fireworks video reel
Text							
Email	Prepare a pet for fireworks email and email banner						
Hold Message				Update hold message with Prepare pets for Fireworks information			
Posters				Take down Halloween posters Put up Fireworks poster			
Flyers	Fireworks Prep flyers						

November

National Pet Obesity Awareness Month

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 Fireworks Prep	2 Fireworks Prep	3	4 Fireworks Prep
5 Guy Fawkes Night Fireworks Prep	6 Extreme Cold Pet Obesity	7 Client Appreciation Post	8	9 Pet Obesity	10 Pet Obesity	11 Pet Obesity Extreme Cold
12 Diwali Diwali	13	14 Pets in Blankets	15	16 Pet Obesity	17 Pet Obesity	18 Pet Obesity
19 Cold Weather Tips	20	21 Online Booking	22 Online Booking	23 Thanksgiving Thanksgiving	24	25 Pet Obesity
26 Extreme Cold	27 Extreme Cold	28	29 Shelter Support Post	30 Extreme Cold		

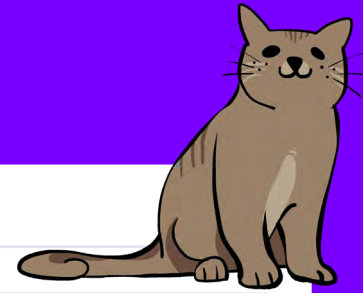
Client Comms

Print Assets

Social Media

Clinic Content

November (05–06)



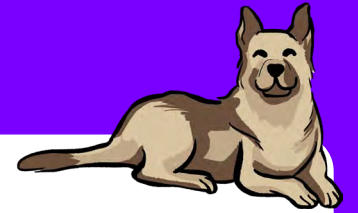
Notes

- Make a social media post to express gratitude for your clients and their pets. Thank them for being awesome (and for all the cuddles!)
- Share one [pet weight management](#) tip for National Pet Obesity Awareness Month!
- Don't forget to remind your clients to [book online](#).

Guy Fawkes

	Sun 05	Mon 06	Tue 07	Wed 08	Thu 09	Fri 10	Sat 11
Instagram			Client Appreciation Post		Pet weight management		Post one pet weight management tip
Facebook			Client Appreciation Post			Pet weight management	Post one pet weight management tip
Text	Fireworks prep						
Email							
Hold Message		Update hold message with info on Extreme Cold					
Posters		Put up Pet Weight Management posters					Put up Extreme Cold posters
Flyers		Pet Weight Management promotional flyers					Print Extreme Cold flyers

November (12–18)



Notes

- Share a simple text post wishing all your clients a good Diwali celebration!
- Share a second pet weight management tip for National Pet Obesity Awareness Month!
- Remind pet owners to keep their pets protected from the cold, by sharing pictures of pets wrapped up in blankets.

Diwali

	Sun 12	Mon 13	Tue 14	Wed 15	Thu 16	Fri 17	Sat 18
Instagram	Diwali well-wishes	Start recording Pet weight management video reel	Share photos of pets in blankets		Pet weight management video reel		Post one pet weight management tip
Facebook	Diwali well-wishes		Share photos of pets in blankets		Pet weight management video reel		Post one pet weight management tip
Text							
Email						Pet weight management email and email banner	
Hold Message							
Posters							
Flyers							

November (19–25)



Notes

- Share these three tips for cold weather with pet owners:
1) Never shave their pet in winter 2) towel dry their pet as soon as they get indoors, and 3) hit on their car's hood before driving, as animals often huddle below to keep warm.
- Share a third pet weight management tip for National Pet Obesity Awareness Month

	Sun 19	Mon 20	Tue 21	Wed 22	Thu 23	Fri 24	Sat 25
Instagram	Share 3 tips for cold weather		Boost online booking		Thanksgiving well-wishes: share a team staff photo		Post one pet weight management tip
Facebook	Share 3 tips for cold weather			Share Boost online booking post	Thanksgiving well-wishes: share a team staff photo		Post one pet weight management tip
Text							
Email							
Hold Message							
Posters							
Flyers							

November (26-02)



Notes

- 'It's starting to get chilly! Why not encourage followers to donate to their local shelters and promote their needs ahead of the holiday season?
- Going away over Christmas? Remind owners to get their vaccinations up to date!

	Sun 26	Mon 27	Tue 28	Wed 29	Thu 30	Fri 01	Sat 02
Instagram	Extreme Cold			Encourage donations to local shelters			Share Vaccination post
Facebook		Extreme Cold		Encourage donations to local shelters			Share Vaccination post
Text							
Email					Send Extreme Cold email with email banner		
Hold Message						Update hold message with Holiday Hours	
Posters							Put up Christmas posters
Flyers							Print Christmas flyers

December



Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Holiday Hours	2 Vaccination Christmas Prep
3 Antifreeze Post	4	5 Christmas Prep	6 Christmas Prep	7	8	9
10	11 Cold Weather Post	12	13 Christmas Prep	14 Online Booking	15 Christmas Prep	16 Extreme Cold
17	18 Christmas Prep Holiday Hours	19	20 Holiday Hours	21 Holiday Hours	22 Christmas Prep	23 Holiday Hours
24 Christmas Prep	25 Christmas	26 Boxing Day	27 Fireworks Prep	28	29 Fireworks Prep	30
31 New Year Post						

Client Comms

Print Assets

Social Media

Clinic Content

December (03-18)



Notes

- Share a brief post warning pet owners of antifreeze and its danger to pets.
- Share a few Christmas gift ideas for pets - use it as a chance to promote your shop or health plans!

	Sun 03	Mon 04	Tue 05	Wed 06	Thu 07	Fri 08	Sat 09
Instagram	Antifreeze awareness post (text on page 43 on the instagram template)		Share Protect Pets at Christmas post	Start recording Christmas Video Reel			
Facebook	Antifreeze awareness post (text on page 43 on the instagram template)			Winter Holiday post			
Text							
Email							
Hold Message							
Posters							
Flyers							

December (10-16)



Notes

- Encourage pet owners to consider protective winter gear for their pets, by sharing pictures of pets in protective booties and winter vests.
- Don't forget to remind your clients to [book online!](#)

	Sun 10	Mon 11	Tue 12	Wed 13	Thu 14	Fri 15	Sat 16
Instagram		Picture of pets wearing cold weather gear		Post Christmas Video Reel			Extreme cold post
Facebook		Picture of pets wearing cold weather gear			Share Boost online booking post		Extreme cold post
Text							
Email						Christmas email and email banner	
Hold Message							
Posters							
Flyers							

December (17-23)



Notes

- Have you decorated your clinic for the holiday season? Take this chance to share your decor on social media!
- Print out our Holiday Hours poster with your QR code and display in the door of your clinic.
- Don't forget to remind your clients to [book online!](#)

	Sun 17	Mon 18	Tue 19	Wed 20	Thu 21	Fri 22	Sat 23
Instagram		A photo of Christmas decor from clinic		Holiday Hours		Post about toxic Christmas foods (starts page 31)	
Facebook		A photo of Christmas decor from clinic		Holiday Hours		Post about toxic Christmas foods (starts page 10)	
Text					Holiday Hours		
Email							Holiday Hours email and email banner
Hold Message							
Posters		Print Holiday Hours poster and show it on your window					
Flyers							

December (24–30)



Notes

- Take a picture of your team, wishing your clients a good holiday season!
- Closed for the holidays? Let clients know when you reopen.
- Don't forget to remind your clients to [book online](#) for when you return!

Christmas

	Sun 24	Mon 25	Tue 26	Wed 27	Thu 28	Fri 29	Sat 30
Instagram	Share team photo wishing merry Christmas					Share Fireworks Post	
Facebook	Share team photo wishing merry Christmas					Share Fireworks Post	
Text							
Email							
Hold Message							
Posters				Take Down Christmas posters			
Flyers				Restock Fireworks Prep flyers for NYE			

December (31)

Notes

- Write a simple text post wishing your clients a happy new year!
- Don't forget to remind your clients to [book online!](#)

Sun 31

Instagram

Share a cute pet pic and wish your clients a happy new year

Facebook

Share a cute pet pic and wish your clients a happy new year

Text

Email

Hold Message

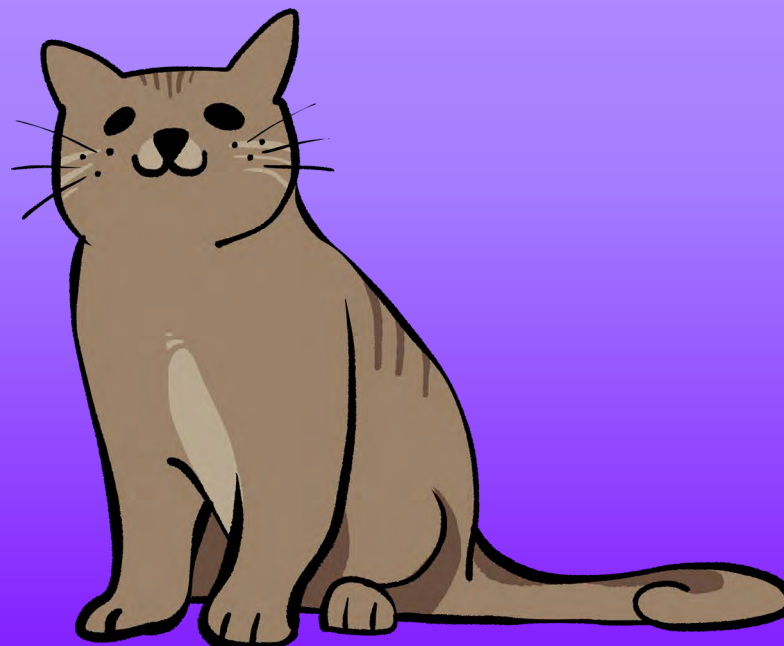
Posters

Flyers

You've reached the end of the quarter.

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