The 30-Day Content Calendar for Canine Rehab Clinics

30 days of posts you can publish without starting from a blank page

01 How to use this calendar

Choose three to five posting days each week. On a set day, spend 30 minutes gathering photos or notes and drafting the posts you will use next. You do not have to publish every idea: move days around to fit your clinic.

Reuse an idea on Facebook, Instagram, LinkedIn, and your Google Business Profile. Make a short channel tweak so the wording and format fit where you are posting. Use only services, credentials, and details your clinic can truthfully confirm.

> **A quick clinical check**
>
> Any health-related content should be reviewed by the clinic's own clinical lead before posting. The home-help ideas below are general prompts, not medical advice.

02 The 30-day calendar

The themes move from introductions, to clear explanations, to general owner support, then trust and next steps. Make each idea your own using what your clinic already has.

Day	Theme	Post idea	Format
1	Meet the clinic	Introduce the clinic and share who you help, in your own words.	Photo
2	Meet the clinic	Introduce one team member with a detail they are happy to share.	Short video
3	Meet the clinic	Show a familiar corner of the clinic and describe what owners will see there.	Photo
4	Meet the clinic	Walk through the first visit, from arrival to the next step, using your actual process.	Carousel
5	Meet the clinic	Share a simple behind-the-scenes moment from a typical clinic day.	Short video
6	Meet the clinic	Introduce the person who answers questions or helps owners get started.	Photo
7	Meet the clinic	Answer one practical question new clients often ask about visiting the clinic.	Text
8	Explain what you do	Describe one rehab service your clinic offers in plain, non-technical words.	Text
9	Explain what you do	Show the set-up for a session and explain what an owner can expect to see.	Short video
10	Explain what you do	Share what to bring or have ready for a first appointment, based on your clinic's process.	Carousel
11	Explain what you do	Introduce a piece of equipment your clinic uses and describe it accurately.	Photo
12	Explain what you do	Share three questions owners can ask when arranging a first rehab visit.	Text
13	Explain what you do	Describe how your clinic explains the plan for a visit to an owner.	Short video
14	Explain what you do	Invite owners to ask which services your clinic offers and how to learn more.	Google Business Profile post

Day	Theme	Post idea	Format
15	Help owners at home	Suggest writing down questions to bring to the clinic; invite owners to ask their own clinician.	Carousel
16	Help owners at home	Share a general first-visit preparation list: contact details, records, and questions.	Text
17	Help owners at home	Show a simple way to keep a dated note of observations to discuss with the clinic.	Photo
18	Help owners at home	Remind owners to ask their clinic how to record any instructions they receive.	Text
19	Help owners at home	Share a prompt to ask the clinic whom to contact with follow-up questions.	Google Business Profile post
20	Help owners at home	Explain that owners can ask the clinic to clarify any instruction they are unsure about.	Short video
21	Help owners at home	Offer a blank progress-note example with date and observations, without interpreting them.	Carousel
22	Proof and trust	Share a client story only with written consent and only details the client approved.	Photo
23	Proof and trust	Introduce a team credential or training detail the clinic can verify and state accurately.	Text
24	Proof and trust	Show a behind-the-scenes detail that helps owners understand how the clinic works.	Short video
25	Proof and trust	Answer a frequently asked question using the clinic's current, approved wording.	Carousel
26	Proof and trust	Share another consented client story, with no promise that another pet will have the same experience.	Text
27	Proof and trust	Show how to book or request an appointment, with the current contact details.	Google Business Profile post

Day	Theme	Post idea	Format
28	Proof and trust	Introduce one clinic value and show a small, real example from daily work.	Photo
29	Recap and conversation	Recap the month's topics and point readers to one useful post to revisit.	Carousel
30	Recap and conversation	Invite owners to ask a question; share how and when your team responds.	Text

Keep health information general and have the clinic's clinical lead review it before posting.

03 Caption starters

Each starter has a hook, one useful line, and one next step. Replace the brackets with details your clinic can confirm.

1. **First visit:** “Wondering what happens at a first visit?” / “At [Clinic], [one accurate step in your process].” / “To [book or ask a question], [one next step].”
2. **Meet the team:** “Meet [Name], who [role at the clinic].” / “One thing [Name] wants owners to know is [useful, approved detail].” / “Say hello or [one next step].”
3. **Service explained:** “What does [service] mean at [Clinic]?” / “In plain words, [one accurate description of what the clinic offers].” / “Ask us [one question] or [one next step].”
4. **Owner preparation:** “Getting ready for [visit or conversation]?” / “It may help to bring [clinic-approved item] and write down [question or observation].” / “For your situation, check with [your clinic contact].”
5. **Frequently asked question:** “We often hear: [question].” / “Here is our clinic’s answer: [approved, accurate answer].” / “For details about your pet, [one next step].”
6. **Booking:** “Ready to find out how to get started?” / “[Clinic] offers [verified service or appointment information].” / “[One clear booking action].”

04 Before you post

- Get written consent before showing clients or patients, and share only what they approved.
- Check any health information with your clinic’s clinical lead before posting.
- Do not offer incentives for reviews.
- Keep your Google Business Profile hours and details current.
- Give each post one clear next step.

General marketing guidance, not legal or veterinary advice.

05 Want a second set of eyes on your visibility?

Request the free Canine Rehab Clinic Online Visibility Check from Webdogg. It is emailed within 24 hours. Visit webdogg.com/#visibility-check.

> **Canine Rehab Clinic Online Visibility Check**
>
> Request yours at webdogg.com/#visibility-check.