

A P R I L 2023

SOCIAL MEDIA PLANNER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
					1	2
3 Non-Post Day! Comment & like on posts in your feed	4 Sunny times are coming! Share a photo of sunglasses and why they're important	5 April is Earth Month Share some brands you offer that help the environment	6 Find a video to share that explains a basic optometry concept ex: myopia or presbyopia	7 Non-Post Day! Find and follow some hashtags you'd like to see in your feed	8 Search for #SocialSaturday then comment and like some posts in the results	9 Ask a question about what your followers are doing to relax during the weekend
10 Share a photo of the outside of your office and remind followers to stop in	11 #TipTuesday share a quick tip about false eyelashes	12 Non-Post Day! Sort followers by latest and see if you need to follow any in return	13 April is Sports Eye Safety Month! Share some sports-related eyewear and accessories you offer	14 Share a photo of your favorite celebrity wearing glasses and use #FashionFriday	15 Post a dad joke relating to eyes or glasses	16 Just do nothing social for today :)
17 National Animal Crackers Day - get some for you and staff and share a fun photo	18 Non-Post Day! Review who has tagged you and comment on their post(s)	19 Post a photo of a "staff pick" pair of glasses and share the brand and model	20 April is National Stress Awareness Month - Share information on how to relieve an eye twitch	21 View profiles of 5 nearby businesses, then like and comment on at least one of their photos	22 Mention someone in a shout out to say thank you! #ShoutoutSaturday	23 Today is #WorldBookDay Share what you're reading
24 #MondayFunDay Share what you're doing for fun today - or this week	25 Allergies are on the rise! Share info on how an OD can help with symptoms	26 Today is Administrative Professionals Day - share the admins you'd like to thank	27 #ThrowbackThursday share a photo of a staff member wearing glasses from the past	28 Non-Post Day! Scroll through your feed and like a bunch of posts	29 Ask your followers what they do to unwind on the weekends	30 #LazySunday Post a photo of something you incorporate into being lazy

NOTES

Sports Eye Safety Month

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RECOMMENDATIONS

[Taco Test image for social media](#)

Reps & Opticians Working Together (ROWT Magazine) is now online!



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ROWT

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