

OCTOBER

2021

SOCIAL MEDIA PLANNER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				1 Post about one or more of the services you offer	2 Reshare a post from someone who you love to follow	3 Ask a question to get some engagement
4 Find some eyeball Halloween decor for your office and share a photo	5 #TipTuesday - share a quick tip about something helpful	6 Post about Halloween Safety month	7 #ThrowbackThursday share a photo from at least a year ago	8 Look at your reviews and post a positive one	9 #WeekendVibes - find something chill or relaxing to post	10 Find an eye or vision news article to share
11 Post a quote that is related to sight or vision	12 Share something about a local or neighboring business and tag them	13 #WellnessWednesday share a picture of something healthy	14 World Sight Day	15 Use #FrameFriday and post a photo of a frame you offer in your office	16 Ask a question about what your followers are doing to relax during the weekend	17 Find a trending or funny eye related meme to share
18 use #MondayMotivation and post something motivational	19 Post about National Health Education Week	20 Support Your Local Chamber of Commerce Day	21 Search for a good eye joke or optical illusion to share	22 Post a short video of some new frames being unboxed	23 #SaturdayStyle - you could do an outfit photo with glasses or just glasses	24 Share one thing you can't go a day without
25 Share a photo of something behind the scenes in your office	26 Show the taco test for contact lenses for #TacoTuesday	27 Share a featured glasses lens brand or contact lens type	28 Post a picture of a retinal photo or Optomap image to share your high-tech offerings	29 use #FashionFriday for a fashionable eyewear post	30 National Candy Corn Day!	31 Find a funny eye related Halloween image to share

NOTES

- _____
- Halloween Safety Month
- _____
- Eye Injury Prevention Month
- _____
- Home Eye Safety Month
- _____
- 10/14 World Sight Day
- _____
- National Health Education Week (3rd week)

COMING NEXT MONTH

- _____
- Diabetes Month
- _____
- _____
- _____
- _____
- _____

BROUGHT TO YOU BY

