

SEPTEMBER

2021

SOCIAL MEDIA PLANNER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1 Post about Sports Eye Safety month	2 Post something most people may not know about your doctor	3 use #FashionFriday for a fashionable eyewear post	4 Share something about a local or neighboring business and tag them	5 Google a dad joke relating to eyes or glasses & post
6 use #MondayMotivation and post something motivational	7 Look at your reviews and post a positive one	8 Create a post about kids learning or how important it is for kids to see well	9 Post about one or more of the services you offer	10 Use #FrameFriday and post a photo of a frame you offer in your office	11 Post about September being Healthy Aging Month	12 Find an eye or vision news article to share
13 Paraoptometric recognition month - post a thank you or photo of your staff	14 Let people know to stop in and get glasses adjusted before school pictures	15 #WellnessWednesday share a picture of something healthy	16 Find a trending or funny eye related meme to share	17 Share a photo of something behind the scenes in your office	18 #SaturdayStyle - you could do an outfit photo with glasses or just glasses	19 Find an interesting eyeball related statistic to share
20 Search for a good eye joke or optical illusion to share	21 Share a featured glasses lens brand or contact lens type	22 Ask an interesting question to get some engagement	23 Vision Expo West: whether you're there or not, search #VisionExpo and #VisionExpoWest - like and comment on some photos to get involved	24	25	26 #WeekendVibes - find something chill or relaxing to post
27 Share a frame brand that you offer in your office	28 #TipTuesday - share a quick tip about something helpful	29 Look at your reviews and post a good one	30 #ThrowbackThursday share a photo from at least a year ago			

NOTES

Healthy Aging Month _____
 Paraoptometric Recognition Month _____
 Sports Eye Safety Month _____

COMING NEXT MONTH

Halloween Safety Month _____
 National Health Education Week (3rd week) _____

BROUGHT TO YOU BY

