

NOVEMBER

2021

SOCIAL MEDIA PLANNER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 Look at your reviews and post a positive one	2 Share why your doctor decided to become an OD	3 #WellnessWednesday share a picture of something healthy	4 Share a frame brand that you offer in your office	5 Get a doughnut! Today is #NationalDoughnut Day	6 Find an interesting eyeball related statistic to share	7 Ask a question about what your followers are doing to relax during the weekend
8 Post something most people may not know about your doctor	9 Share something about a local or neighboring business and tag them	10 Post about one or more of the services you offer	11 Share a featured glasses lens brand or contact lens type	12 Share the vision or mission of your office	13 #SaturdayStyle - you could do an outfit photo with glasses or just glasses	14 Find a trending or funny eye related meme to share
15 use #MondayMotivation and post something motivational	16 Post a pic or short video of some new frames being unboxed	17 Share a photo of something behind the scenes in your office	18 #ThrowbackThursday share a photo from at least a year ago	19 Use #FrameFriday and post a photo of a frame you offer in your office	20 Search for a good eye joke or optical illusion to share	21 Find an eye or vision news article to share
22 Post a quote that is related to sight or vision	23 #TipTuesday - share a quick tip about something helpful	24 Answer a FAQ about eye exams or eye health	25 Thanksgiving Day Post something you are thankful for	26 #NationalCakeDay get a cake for your office and share on social	27 Small Business Saturday - post using #ShopSmall	28 #WeekendVibes - find something chill or relaxing to post
29 Cyber Monday! Post a promo you're offering	30 Ask a question to get some engagement					

NOTES

Diabetes Month

Small Business Saturday (27th)

COMING NEXT MONTH

Safe Toys and Celebrations Month

BROUGHT TO YOU BY

OPTICIAN
NOW