

DECEMBER

2021

SOCIAL MEDIA PLANNER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1 National #BifocalsAtTheMonitor LiberationDay	2 #ThrowbackThursday share a photo from at least a year ago	3 Post a quote that is related to sight or vision	4 #NationalCookieDay share a cookie with staff and post a photo	5 Find an eye or vision news article to share
6 Share a photo of the outside of your office and remind followers know to stop in	7 #TipTuesday - share a quick tip about something helpful	8 Look at your reviews and post a positive one	9 Post a photo of an instrument used in your office and explain what it does	10 Share something from your website and encourage followers to visit it	11 #WeekendVibes - find something chill or relaxing to post	12 Google a dad joke relating to eyes or glasses & post
13 Post about one or more of the services you offer	14 Show the taco test for contact lenses for #TacoTuesday	15 #NationalCupcake Day share cupcakes with staff and post a photo	16 Ask a question to get some engagement	17 Use #FrameFriday and post a photo of a frame you offer in your office	18 Ask a question about what your followers are doing to relax during the weekend	19 #SundayFunDay post something fun you're doing today
20 Post about why or how your business got started	21 Share a frame brand that you offer in your office	22 Share something about a local or neighboring business and tag them	23 Share a photo of something behind the scenes in your office	24 #FAQFriday post a FAQ with the answer	25 #SaturdayStyle - you could do an outfit photo with glasses or just glasses	26 Find an optical illusion to share
27 use #MondayMotivation and post an applicable quote	28 Share a photo of something that makes you unique from the competition	29 Post a pic or short video of some new frames being unboxed	30 Share something your office accomplished this year	31 #NewYearsEve Post a closing thought to the year		

NOTES

COMING NEXT MONTH

Safe Toys and Celebrations Month

Glaucoma Awareness Month

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