

february

2022

social media planner

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	1 Share a photo of something that makes your office different from others	2 Reshare a post from someone who you love to follow	3 #ThrowbackThursday share a photo from at least a year ago	4 National Wear Red Day - to raise awareness for heart disease in women #GoRedForWomen	5 Post a dad joke relating to eyes or glasses	6 #WeekendVibes - find something chill or relaxing to post
7 use #MondayMotivation and post an motivational quote	8 Share something about a local or neighboring business and tag them	9 #NationalPizzaDay get the office pizza and share a photo of your fun!	10 Share a photo of the outside of your office and remind followers to stop in	11 use #FashionFriday and post a fashionable frame	12 Find an optical illusion to share	13 Share one thing you can't go a day without
14 #ValentinesDay share a photo of red or pink glasses	15 Show the taco test for contact lenses for #TacoTuesday	16 Find a trending or funny eye related meme to share	17 Look at your reviews and share a positive one with your followers	18 Post a photo of a staff member wearing glasses and ask followers to caption it	19 #SaturdayStyle - Share a photo of the most stylish glasses your office carries	20 Post: "My favorite pair of glasses are _____" and have followers answer
21 President's Day - post a photo of a president wearing glasses	22 Share a frame brand that you offer in your office	23 #WellnessWednesday share something healthy for eyes	24 Find an eye or vision news article to share	25 Ask a question to get some engagement	26 Post something most people may not know about your doctor	27 #SundayFunDay post something fun you're doing today
28 Share a photo of sunglasses and why polarized lenses are amazing						

NOTES

Low Vision Awareness Month

COMING NEXT MONTH

Workplace Eye Wellness Month

World Optometry Day - 3/23

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