

january 2022

social media planner

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
3 Share the vision or mission of your office	4 #NationalTriviaDay Post an eye related question	5 #WellnessWednesday share a picture of something healthy	6 Share a frame brand that you offer in your office	7 #FAQFriday post a FAQ with the answer	8 #SaturdayStyle - you could do an outfit photo with glasses or just glasses	9 #SundayFunDay post something fun you're doing today
10 National Clean Off Your Desk Day! Clean your desk and post a photo using the hashtag	11 Post a photo of an instrument used in your office and explain what it does	12 Share a photo or short video of some new frames being unboxed	13 Post something most people may not know about your doctor	14 Ask a question to get some engagement	15 Share one thing you can't go a day without	16 Find a trending or funny eye related meme to share
17 use #MondayMotivation and post something motivational	18 Answer a FAQ about eye exams or eye health	19 Share a featured glasses lens brand or contact lens type	20 #GetToKnowYourCustomersDay Post a question to get to know your followers	21 use #FashionFriday for a fashionable eyewear post	22 Ask a question about what your followers are doing to relax during the weekend	23 Find an interesting eyeball related statistic to share
24 Post a picture of a retinal photo or Optomap image to share your high-tech offerings	25 #TipTuesday - share a quick tip about something helpful	26 Look at your reviews and share a positive one with your followers	27 #ThrowbackThursday share a photo from at least a year ago	28 National #FunAtWork Day Post a picture of your crew having a good time	29 Share an eye joke	30 #WeekendVibes - find something chill or relaxing to post
31 Reshare a post from someone who you love to follow						

NOTES

Glaucoma Awareness Month

COMING NEXT MONTH

Low Vision Awareness Month

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