

# april

2022

## social media planner

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				<b>1</b> April Fool's Day! Share a photo of a small joke within your office	<b>2</b> Vision Expo East: whether you're there or not, search #VisionExpo and #VisionExpoEast - like and comment on some photos to get involved	<b>3</b>
<b>4</b> use #MondayMotivation and post an motivational quote	<b>5</b> Post a photo of an instrument used in your office and explain what it does	<b>6</b> National Walking Day! Get outside for a walk and share a photo	<b>7</b> World Health Day! Bring awareness with a quick post using #worldhealthday	<b>8</b> Share something from a local or neighboring business and tag them	<b>9</b> Post a quote that is related to sight or vision	<b>10</b> Share one thing you can't go a day without
<b>11</b> Post a picture of a retinal photo or Optomap image to share your high-tech offerings	<b>12</b> Reshare a post from someone who you love to follow	<b>13</b> Find a vision or eye related article in the news to share	<b>14</b> Share a photo or short video of some new frames being unboxed	<b>15</b> Answer a FAQ about eye exams or eye health	<b>16</b> Find an optical illusion or eye-tricking image to share	<b>17</b> Easter! Post a photo of a bunny wearing glasses
<b>18</b> Look at your reviews and share a positive one	<b>19</b> Post: "My favorite pair of glasses are _____" and have followers answer	<b>20</b> #WellnessWednesday share a nutrient or food that benefits eye health	<b>21</b> Post a dad joke relating to eyes or glasses	<b>22</b> use #FashionFriday and post a photo of your favorite frame	<b>23</b> World Book Day! promote reading and how glasses can help	<b>24</b> #SundayFunDay post something fun you're doing today
<b>25</b> Share something from your website and encourage followers to visit or schedule an exam	<b>26</b> #TipTuesday share a quick tip about keeping eyes healthy	<b>27</b> Find a trending or funny eye related meme to share	<b>28</b> National Superhero Day! Share a photo of the superhero in your office	<b>29</b> Arbor Day: bring awareness to planting trees by taking a pic of a tree wearing glasses	<b>30</b> #SaturdayStyle Share a photo of a stylish frame from your office	

### NOTES

Sports Eye Safety Month

World Health Day - 4/7

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### RECOMMENDATIONS

Taco Test poster for office

Taco Test image for social media

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