

may 2022

social media planner

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
2 Share a photo of the outside of your office and remind followers to stop in	3 Look at your reviews and post a positive one	4 Answer a FAQ about eye exams or eye health	5 World Password Day - change your passwords and encourage followers to also!	6 Share a retinal image/ OPTOS / OCT photo and explain what can be seen by the doc	7 #SaturdayStyle Share a photo of a stylish frame from your office	8 #WeekendVibes - find something relaxing to post and use the hashtag
9 Post a vision or sight related quote	10 Share something from your website and encourage followers to visit or schedule an exam	11 National Receptionists' Day Thank and share a photo of yours!	12 Post: "My favorite pair of glasses are _____" and have followers answer	13 Use #FrameFriday and post a photo of a best-selling frame	14 Share something your OD loves about what they do	15 Find a trending or funny eye related meme to share
16 Look over your reviews and share a positive one	17 Share something about a local or neighboring business and tag them	18 #WednesdayWisdom Post a fact or something to learn about eyes	19 Post a photo of a pre-test instrument used in your office and explain what it does	20 National Pizza Party Day! Get pizza for your office and share a photo of the fun!	21 Share a cornea eye joke	22 Find an optical illusion or eye-tricking image to share
23 Myopia Awareness Week - share some of the services you offer for this	24 Show the taco test for contact lenses for #TacoTuesday	25 Geek Pride Day! Share something about your inner nerd and use #GeekPrideDay	26 #ThrowbackThursday share a photo of a staff member wearing glasses from a time in the past	27 #FAQFriday post a FAQ and the answer	28 Share a photo looking through sunglasses and explain why to buy polarized	29 #SundayFunday Share something fun you like to do on weekends
30 Memorial Day Post a patriotic or in memoriam photo or message						

NOTES

Healthy Vision Month

May 23-28 Myopia Awareness Week

RECOMMENDATIONS

Taco Test poster for office

Taco Test image for social media

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