

june 2022

social media planner

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1 #WellnessWednesday share a nutrient or food that benefits eye health	2 Share the vision or mission of your office	3 #NationalDonutDay Get some donuts and share a photo using the hashtag	4 Find an eye related article in the news to share	5 Find an interesting eyeball related statistic to share
6 Today is #NationalEyewearDay Share anything about eyewear and use the hashtag	7 Show the taco test for contact lenses for #TacoTuesday (see recommend's below)	8 Visit a nearby business and share a photo from the visit and tag their location	9 Post about Fireworks Eye Safety Month	10 Find a video to share of a basic optometry concept ex: myopia or presbyopia	11 Mention someone in a shout out to say thank you #ShoutoutSaturday	12 Take a break from posting and comment & like on posts in your feed
13 Share a "did you know" fact about an eye disease	14 Share your handle for all your social media channels so followers can find you anywhere	15 Cataract Awareness Month: post a FYI about cataracts	16 #ThrowbackThursday share a photo of a staff member wearing glasses from the past	17 Share a resource from your website and share the link to it	18 #SaturdayStyle Post a photo of a stylish frame from your office	19 #SundayFunday Share something fun you like to do on weekends
20 Post about some free services you offer: adjustments, spray cleaner refills, etc.	21 Summer Solstice: Share a pic of sunniness!	22 Today is #HumpDay - post what you do to get through the week	23 Post something most people may not know about your doctor	24 Use #FrameFriday and post a photo of one of your best-selling frames	25 use #SocialSaturday and just be social online	26 #SundayReads Share the book or article you're reading
27 #NationalSunglassesDay Share yourself or staff wearing sunglasses	28 Record a short video walking through your office, a mini-tour	29 Answer a FAQ about eye exams or eye health	30 #SocialMediaDay Participate by liking and commenting on posts using the hashtag			

NOTES

Cataract Awareness Month

Fireworks Eye Safety Month

brought to you by:



RECOMMENDATIONS

[Taco Test image for social media](#)

[ABO exam study material](#)

[Read the "Becoming an Optician" interviews](#)
