

# july 2022

## social media planner

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
				<b>1</b> Share something about a local or neighboring business and tag them	<b>2</b> #WeekendVibes - find something relaxing to post and use the hashtag	<b>3</b> #SundayFunDay Share something fun you're doing
<b>4</b> Independence Day Share what independence you're thankful for	<b>5</b> Non-Post Day! Look at who follows you and see who you should follow back	<b>6</b> Look through your reviews online and share a positive one	<b>7</b> Share something from an industry vendor or supplier and tag them	<b>8</b> View profiles of 5 nearby businesses and comment on at least one of their photos	<b>9</b> Ask your followers what they do to unwind on the weekends	<b>10</b> Non-Post Day! Scroll through your feed and like a bunch of posts
<b>11</b> Post a photo of a "staff pick" pair of glasses and share the brand info	<b>12</b> UV Safety Month Share why UV protection for eyes is important	<b>13</b> #WednesdayWisdom Post a fact or something to learn about eyes	<b>14</b> Non-Post Day! Review who has tagged you and comment on their post	<b>15</b> Share a photo of your favorite celebrity wearing glasses and use #FashionFriday	<b>16</b> Find an optical illusion or eye-tricking image to share	<b>17</b> National Ice Cream Day - grab a cone and share with your followers
<b>18</b> Non-Post Day! Check your profile info or bio and make sure it's current	<b>19</b> Post a photo of 3 pairs of sunglasses and ask followers which is their favorite	<b>20</b> National Hot Dog Day - show your team enjoying a dog	<b>21</b> View profiles of 5 industry vendors and comment on at least one of their photos	<b>22</b> Find a trending or funny eye related meme to share (you can steal from my Instagram page)	<b>23</b> Share an Optometry joke	<b>24</b> #WeekendVibes - find something relaxing to post and use the hashtag
<b>25</b> Share something about a local or neighboring business and tag them	<b>26</b> Share why your OD loves what they do	<b>27</b> Non-Post Day! Make sure you're following all nearby businesses and industry vendors	<b>28</b> UV Safety Month Find and share a fun photo of an animal wearing sunglasses	<b>29</b> Post a photo of a pre-test instrument used in your office and explain what it does	<b>30</b> Non-Post Day! Scroll through your feed and like a bunch of posts	<b>31</b> Post a vision or sight related quote

### NOTES

UV Safety Month

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### RECOMMENDATIONS

[Taco Test image for social media](#)

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

[Read my article: Essential Instagram Guide](#)

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