

august

2022

social media planner

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
1 use #MondayMotivation and post an motivational quote	2 Find an eye related article in the news to share	3 Today is #HumpDay - post what you do to get through the week	4 Look over your reviews and share a positive one	5 Non-Post Day! Look at who follows you and see who you should follow back	6 #WeekendVibes - find something relaxing to post and use the hashtag	7 Ask your followers what they do to unwind on the weekends
8 Post a photo of a staff member wearing glasses and ask followers to caption it	9 Visit a nearby business and share a photo from the visit and tag their location	10 #WellnessWednesday share a nutrient or food that benefits eye health	11 Non-Post Day! Scroll through your feed and like a bunch of posts	12 Use #FrameFriday and post a photo of one of your best-selling frames	13 use #SocialSaturday and just be social online	14 Non-Post Day! Scroll through your feed and like a bunch of posts
15 View profiles of 5 nearby businesses and comment on at least one of their photos	16 Show the taco test for contact lenses for #TacoTuesday (see recommend's below)	17 Non-Post Day! Review who has tagged you and comment on their post	18 #ThrowbackThursday share a photo of a staff member wearing glasses from the past	19 use #FashionFriday and post a photo of your favorite frame	20 Mention someone in a shout out to say thank you #ShoutoutSaturday	21 #SundayFunday Share something fun you like to do on weekends
22 Children's Eye Health/Safety Month	23 Non-Post Day! Check your profile info or bio and make sure it's current	24 Share a photo of something that makes your office different from others	25 Post about one or more of the services you offer	26 Non-Post Day! Make sure you're following all nearby businesses and industry vendors	27 Post a dad joke relating to eyes or glasses	28 #SundayReads Share the book or article you're reading
29 Non-Post Day! Scroll through your feed and like a bunch of posts	30 Share the vision or mission of your office	31 View profiles of 5 industry vendors and comment on at least one of their photos				

NOTES

Children's Eye Health/Safety Month

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RECOMMENDATIONS

[Taco Test image for social media](#)

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

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