

october

2022

social media planner

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
3 Reshare a post from someone you love to follow	4 #NationalTacoDay See the link below in 'recommends' to Taco Test graphic and share	5 Tell followers about the variety of contact lens options your office has to offer	6 Post a photo of 3 pairs of glasses and ask followers which is their favorite	7 Non-Post Day! Scroll through your feed and like a bunch of posts	8 Share an Optometry or eye related joke	9 #SundayFunday Share something fun you like to do on weekends
10 Non-Post Day! Sort followers by newest and see if you need to follow any in return	11 #TipTuesday share a quick tip about what to eat to keep eyes healthy	12 Share some FAQ and answers about cataracts	13 World Sight Day visit iapb.org to get some images to share	14 Use #FrameFriday and post a photo of one of your best-selling frames	15 Ask a question to get some engagement	16 National Bosses Day - share a thank you or pic of "the boss"
17 Post a picture of a retinal photo or Optomap image to share your high-tech offerings	18 Review the 'about' section on Facebook page and make sure it's current	19 Post about light-reactive lenses and how they can serve multiple purposes	20 Share a photo of the outside of your office and remind followers to stop in	21 Share something from an industry vendor or supplier and tag them	22 Find an interesting eyeball related statistic to share	23 #SundayFunDay post something fun you're doing today
24 use #MondayMotivation and post an motivational quote	25 Look over your reviews and share a positive one	26 Non-Post Day! Scroll through your feed and like a bunch of posts	27 #ThrowbackThursday share a photo of a staff member wearing glasses from the past	28 #FAQFriday post a FAQ from the exam room along with the answer	29 use #SocialSaturday and just be social online	30 Post a dad joke relating to eyes or glasses
31 Halloween Snap a pic of staff dressed up or of decorated pumpkins						

NOTES

10/13 World Sight Day
Home Eye Safety month

RECOMMENDATIONS

[Taco Test image for social media](#)

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OPTICAL GIFTS

SHOP NOW