

september

2022

social media planner

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1 #ThrowbackThursday Share a photo of a staff member wearing glasses from the past	2 use #FashionFriday and post a photo of your favorite frame	3 use #SocialSaturday and just be social online	4 #SundayFunday Share something fun you like to do on weekends
5 use #MondayMotivation and post an motivational quote	6 Non-Post Day! Check your profile info or bio and make sure it's current	7 Post about some free services you offer: adjustments, spray cleaner refills, etc.	8 Non-Post Day! Scroll through your feed and like a bunch of posts	9 Share a "did you know" fact about an eye disease #FactFriday	10 Ask a question about what your followers are doing to relax during the weekend	11 #SaturdayStyle Post a photo of a stylish frame from your office
12 Non-Post Day! Review who has tagged you and comment on their post	13 Post about why or how your business got started	14 Non-Post Day! Look at who follows you and see who you should follow back	15 Vision Expo West: whether you're there or not, search #VisionExpo and #VisionExpoWest - like and comment on some photos to get involved	16	17	18 National Cheeseburger Day get some burgers with staff and share pics
19 Find a video to share of a basic optometry concept ex: myopia or presbyopia	20 Make sure your LinkedIn profile is current.	21 Share a photo or short video of some new frames being unboxed	22 Non-Post Day! Make sure you're following all nearby businesses and industry vendors	23 Use #FrameFriday and post a photo of one of your best-selling frames	24 Non-Post Day! Scroll through your feed and like a bunch of posts	25 Thank your followers
26 Share your handle for all your social media channels so followers can find you anywhere	27 Non-Post Day! Scroll through your feed and like a bunch of posts	28 #WellnessWednesday Share a nutrient or food that benefits eye health	29 National Coffee Day Share a pic of your coffee and use #NationalCoffeeDay	30 #FAQFriday post a FAQ and the answer		

NOTES

Paraoptometric month _____

Healthy Aging month _____

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RECOMMENDATIONS

[Taco Test image for social media](#) _____

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

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