

# 2022 november

## social media planner

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
	<b>1</b> Record a short mini tour video walking through your office	<b>2</b> Non-Post Day! Sort followers by newest and see if you need to follow any in return	<b>3</b> Find a trending or funny eye related meme to share (you can steal from my Instagram page)	<b>4</b> #FAQFriday post a FAQ from the exam room along with the answer	<b>5</b> #NationalDonutDay Share a pic of you enjoying donuts or making them "eyes"	<b>6</b> Remind followers to "fall back" Daylight savings time ends today
<b>7</b> Review my recommended checklist below and plan accordingly	<b>8</b> Non-Post Day! Scroll through your feed and like a bunch of posts	<b>9</b> #WellnessWednesday share a nutrient or food that benefits eye health	<b>10</b> Answer a FAQ about eye exams or eye health	<b>11</b> Post a photo of 4 frames of the same color and ask followers which is their favorite	<b>12</b> Non-Post Day! Check your profile info or bio and make sure it's current	<b>13</b> #SundayFunday Share something fun you like to do on weekends
<b>14</b> use #MondayMotivation and post an motivational quote	<b>15</b> Post a photo of a "staff pick" pair of glasses and share the brand info	<b>16</b> Ask your followers what they look for in a pair of glasses	<b>17</b> Non-Post Day! Make sure you're following all nearby businesses and industry vendors	<b>18</b> Share a "did you know" fact about an eye disease #FactFriday	<b>19</b> use #SocialSaturday and just be social online	<b>20</b> #SundayShoutout to a neighboring business, and tag them
<b>21</b> Share a pic of sunglasses and why they're important even during wintertime	<b>22</b> Tell followers to stop in for a glasses tune-up if they're headed out of town	<b>23</b> National Espresso Day! Share how you get going and use the hashtag	<b>24</b> Share something you're thankful for or a photo of a turkey wearing glasses	<b>25</b> Non-Post Day! Scroll through your feed and like a bunch of posts	<b>26</b> #ShopSmall Small Business Saturday. Post about your small biz using the hashtag	<b>27</b> Ask a question about what your followers are doing to relax during the weekend
<b>28</b> Ask you followers who their favorite glasses-wearing celebrity is	<b>29</b> #TipTuesday share a quick tip about what to eat to keep eyes healthy	<b>30</b> Take a break from posting and comment & like on posts in your feed				

### NOTES

Diabetic Eye Disease Month

### RECOMMENDATIONS

Check out my [end of year checklist](#) in INVISION Magazine

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SHOP NOW