

# 2022 december

## social media planner

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			<b>1</b> Non-Post Day! Look at who follows you and see who you should follow back	<b>2</b> Review my recommended checklist below and plan accordingly	<b>3</b> use #SocialSaturday and just be social online	<b>4</b> National Cookie Day! Share a pic of your cookie and use the hashtag
<b>5</b> Make sure your holiday hours are clearly posted on website, Google, and in-store	<b>6</b> Non-Post Day! Scroll through your feed and like a bunch of posts	<b>7</b> Remind your followers there is only a few weeks left to Use It Or Lose It!	<b>8</b> Answer a FAQ about eye exams or eye health	<b>9</b> Non-Post Day! Check your profile info or bio and make sure it's current	<b>10</b> Share a resource from your website and the link to it	<b>11</b> #SundayFunDay post something fun you're doing today
<b>12</b> Non-Post Day! Make sure you're following all nearby businesses and industry vendors	<b>13</b> #TipTuesday share a quick tip about what to eat to keep eyes healthy	<b>14</b> #WellnessWednesday share a nutrient or food that benefits eye health	<b>15</b> Post something most people may not know about your doctor	<b>16</b> Use #FrameFriday and post a photo of one of your best-selling frames	<b>17</b> Share one thing you can't go a day without	<b>18</b> #SundayShoutout to a neighboring business, and tag them
<b>19</b> use #MondayMotivation and post an motivational quote	<b>20</b> Look through your reviews online and share a positive one	<b>21</b> Non-Post Day! Scroll through your feed and like a bunch of posts	<b>22</b> Find an optical illusion or eye-tricking image to share	<b>23</b> Tell followers to stop in for a glasses tune-up if they're headed out of town	<b>24</b> Take a break from social media!	<b>25</b>
<b>26</b> Remind your followers this is the last week Use It Or Lose It!	<b>27</b> Non-Post Day! Review who has tagged you and comment on their post	<b>28</b> Share a retinal image/ OPTOS / OCT photo and explain what can be seen by the doc	<b>29</b> Share why your OD loves what they do	<b>30</b> #FAQFriday post a FAQ from the exam room along with the answer	<b>31</b> New Year's Eve Post a "cheer-ee" message for your followers	

### NOTES

Safe Toys & Gift Month

### RECOMMENDATIONS

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

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