

JANUARY 2023

SOCIAL MEDIA PLANNER

HAPPY
New Year!

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
2 #NationalPizzaWeek Get pizza(s) for your staff and share a pic of your pizza party	3 Non-Post Day! Scroll through your feed and like a bunch of posts	4 #WellnessWednesday share a dietary tip or habit to get in that benefits eye health	5 January is Glaucoma Awareness month - share info to raise awareness	6 Share a "did you know" fact about an eye disease and use #FactFriday	7 #SaturdayStyle Post a photo of a stylish frame from your office	8 Find an eye related article in the news to share
9 National Clean Your Desk Day! Have everyone in office clean their desk and share a pic using the hashtag	10 Share the contact lens taco test for #TacoTuesday (see recommendation below)	11 Non-Post Day! Look through your followers and see who you should follow back	12 Share info about how anti-reflective coating can help while driving at night	13 Post FAQ from the exam room along with the answer and use #FAQFriday	14 Mention someone in a shout out to say thank you! #ShoutoutSaturday	15 Find a trending or funny eye related meme to share (you can steal from my Instagram page)
16 Non-Post Day! Scroll through your feed and like a bunch of posts	17 National Customer Service Day! Encourage followers to contact your office with any questions	18 Share why a specific glasses lens brand, frame line, or contact lens brand is a favorite of your office	19 #ThrowbackThursday share a photo of a staff member wearing glasses from the past	20 National Coffee Break Day! Share a pic of your coffee (you can include staff too) and use the hashtag	21 Non-Post Day! Check your profile info or bio and make sure it's current	22 #SundayFunday Share something fun you like to do on weekends
23 Share something about a local or neighboring business and tag them	24 Share info about how polarized sunglasses are beneficial during winter months	25 #WednesdayWisdom Post a fact or something to learn about eyes	26 Non-Post Day! Make sure you're following all nearby businesses and industry vendors	27 use #FashionFriday and post a photo of your most favorite frame in your office	28 View profiles of 5 industry vendors and comment on at least one of their photos	29 Share the book or article you're currently reading and use #SundayReads
30 Post a photo of three frames and ask followers which one their favorite is	31 Non-Post Day! Review who has tagged you and comment on their post					

NOTES

Glaucoma Awareness Month

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RECOMMENDATIONS

[Taco Test image for social media](#)



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OPTICAL GIFTS

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