

FEBRUARY 2023

SOCIAL MEDIA PLANNER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1 Post a photo of a staff member wearing glasses and ask followers to caption it	2 Groundhog Day Post about the results along with a photo of a groundhog	3 Non-Post Day! Look through your followers and see who you should follow back	4 Post a photo of 3 pairs of glasses and ask followers which is their favorite	5 Share your #SundayMood
6 Choose a post or two and share them as a story	7 February is Low Vision Awareness month - share info to raise awareness	8 Non-Post Day! Scroll through your feed and like a bunch of posts	9 National Pizza Day! Get pizza for the staff and share a photo of the fun, use #nationalpizzaday	10 Use #FrameFriday and post a photo of one of your best-selling frames	11 Visit a nearby business and share a photo from the visit and tag their location	12 Post a dad joke relating to eyes or glasses
13 Non-Post Day! Check your profile info or bio and make sure it's current	14 Valentine's Day Share a photo of something you love	15 Post about some free services you offer: adjustments, spray cleaner refills, etc.	16 Non-Post Day! Find and follow some hashtags you'd like to see in your feed	17 Share a photo of something behind the scenes in your office	18 use #SocialSaturday and just be social online	19 Ask your followers what they do to unwind on the weekends
20 Tell followers about the variety of contact lens options your office has to offer	21 #TipTuesday share a quick tip about what to eat to keep eyes healthy	22 Non-Post Day! Review who has tagged you and comment on their post	23 Put googly eyes on something in your office and share a pic	24 Share a photo of your favorite celebrity wearing glasses and use #FashionFriday	25 Post a vision or sight related quote	26 Carpe Diem Day Share a photo of how you are seizing the day! #carpediem
27 Share a photo of the outside of your office along with your hours	28 Non-Post Day! Sort followers by latest and see if you need to follow any in return					

NOTES

Low Vision Awareness Month

RECOMMENDATIONS

[Taco Test image for social media](#)

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