

MARCH 2023

SOCIAL MEDIA PLANNER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
		1 Non-Post Day! Scroll through your feed and like a bunch of posts	2 Share something about a local or neighboring business and tag them	3 March is Save Your Vision month - share info to raise awareness	4 Find an interesting eyeball related statistic to share	5 #SundayShoutout to a neighboring business, and tag them
6 use #MondayMotivation and post an motivational quote	7 Non-Post Day! Check your profile info or bio and make sure it's current	8 Post a photo of a pre-test instrument used in your office and explain what it does	9 Look over your reviews and share a positive one	10 Ask your followers what they look for in a pair of glasses	11 #WeekendVibes - find something relaxing to post and use the hashtag	12 Daylight Savings! Remind followers to spring forward an hour
13 Post about light-reactive lenses and how they can serve multiple purposes	14 March is Workplace Eye Wellness month - share info to raise awareness	15 Non-Post Day! Make sure you're following all nearby businesses and industry vendors	16 Reshare a post from someone you love to follow	17 Celebrate St. Patrick's Day by sharing some green frames from your office	18 #TGIF Share a fun post using this hashtag	19 Share your #SundayMood
20 National Macaron Day - share the love with your staff!	21 Post about one or more of the services you offer	22 Today is #HumpDay - post what you do to get through the week	23 World Optometry Day Share info to raise awareness	24 Non-Post Day! Sort followers by latest and see if you need to follow any in return	25 Ask a question to get some engagement	26 #SundayFunDay post something fun you're doing today
27 Non-Post Day! Review who has tagged you and comment on their post	28 Share a frame brand that you offer in your office	29 #WellnessWednesday share a dietary tip or habit to get in that benefits eye health	30 National Take A Walk In The Park Day! Share a pic from your walk	31		

NOTES

Save Your Vision Month

Workplace Eye Wellness Month

RECOMMENDATIONS

[Taco Test image for social media](#)

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