

MAY

2023

SOCIAL MEDIA PLANNER

| MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY | SUNDAY |
|---|--|---|--|--|--|--|
| 1 Non-Post Day! Sort followers by latest and see if you need to follow any in return | 2 Share info about how anti-reflective coating can help while driving at night | 3 Today is #HumpDay - post what you do to get through the week | 4 Instagram now allows 5 links in your profile! Add some actionable links to yours! | 5 Share a "did you know" fact about an eye disease and use #FactFriday | 6 Find and share an Optometry or eye related joke | 7 #SundayShoutout to a neighboring business, and tag them |
| 8 use #MondayMotivation and post an motivational quote | 9 Post a photo of three frames and ask followers which one their favorite is | 10 Non-Post Day! Scroll through your feed and comment & like several posts | 11 Record a short mini tour video walking through your office | 12 use #FashionFriday and post a photo of your most favorite frame in your office | 13 #WeekendVibes Find something relaxing to post and use the hashtag | 14 Ask a question to get some engagement |
| 15 View profiles of 5 nearby businesses, then like and comment on at least one of their photos | 16 Look through your reviews online and share a positive one | 17 Non-Post Day! Find and follow some hashtags you'd like to see in your feed | 18 #NationalNotebookDay Share a photo of your optical related notebooks | 19 National Pizza Party Day! Have a staff pizza party and share some pics | 20 Find an optical illusion or eye-tricking image to share | 21 #SundayFunDay post something fun you're doing today |
| 22 Share why your OD loves what they do | 23 Share the contact lens taco test for #TacoTuesday (see recommendation below) | 24 Non-Post Day! Scroll through your feed and like a bunch of posts | 25 #GeekPrideDay Share a pic of the geekiest glasses in your shop (or wear them) | 26 #TGIF Share a fun post using this hashtag | 27 #SaturdayStyle Post a photo of a stylish frame from your office | 28 Share your #SundayMood |
| 29 Non-Post Day! Review who has tagged you and comment on their post(s) | 30 Share a photo of the outside of your office along with your hours | 31 #WellnessWednesday share a dietary tip or habit to get in that benefits eye health | | | | |

NOTES

Healthy Vision Month

brought to you by:

**OPTICIAN
NOW**

RECOMMENDATIONS

Taco Test image for social media

Opto-themed notebooks



www.OpticianNow.com

