

JUNE 2023

SOCIAL MEDIA PLANNER

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
			1 Review the 'about' section on Facebook page and make sure it's current	2 Non-Post Day! Scroll through your feed and comment & like several posts	3 Search for #SocialSaturday then comment and like some posts in the results	4 Share the book or article you're currently reading and use #SundayReads
5 Non-Post Day! Scroll through your feed and like a bunch of posts	6 National Eyewear Day! Post a photo of all the eyewear your office has to offer #NationalEyewearDay	7 Cataract Awareness Month - post a FAQ about cataracts	8 View profiles of 5 nearby businesses, then like and comment on at least one of their photos	9 Answer a FAQ about eye exams or eye health	10 Find an eye related article in the news to share	11 Ask a question about what your followers are doing to relax during the weekend
12 Put googly eyes on something in your office and share a pic	13 #TipTuesday share a quick tip about dry eye	14 Non-Post Day! Sort followers by latest and see if you need to follow any in return	15 Post a photo of 3 pairs of glasses and ask followers which is their favorite	16 National Fresh Veggies Day - share some facts about nutrition and eye health	17 Mention someone in a shout out to say thank you! #ShoutoutSaturday	18 Post a dad joke relating to eyes or glasses
19 Non-Post Day! Review who has tagged you and comment on their post(s)	20 Children's Vision Awareness Month - share what ages kids are recommended to be seen by an OD	21 Summer Solstice - share how you are protecting your eyes on the longest day of 2023	22 #ThrowbackThursday share a photo of a staff member wearing glasses from the past	23 Non-Post Day! Make sure you're following all nearby businesses and industry vendors	24 Find an optical illusion to share	25 #LazySunday Post a photo of something you incorporate into being lazy
26 Share something about a local or neighboring business and tag them	27 National Sunglasses Day! Share a photo of the staff wearing sunglasses and use #NationalSunglassesDay	28 Non-Post Day! Find and follow some hashtags you'd like to see in your feed	29 Do you get many Google reviews? Consider adding a "leave us a review" sign in your office or on your website	30 Use #FrameFriday and post a photo of one of your best-selling frames		

NOTES

Cataract Awareness Month
 Children's Vision Awareness Month
 Fireworks Eye Safety Month

RECOMMENDATIONS

[Taco Test image for social media](#)

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