







WEEK 1

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Ask for Comments	Instagram	Social Post	Social Post	Create Your Own Post
CONTENT Subject: Adding Value: Finding Your Best Vision Solution We've gotten the question before: what sets us apart from ordering online. We understand the question, so we've taken a few minutes to answer it. We work hard to bring you the best expertise and value you can find so that you rest easy at night about your glasses. We've dedicated our lives to putting you in the best glasses so you can truly see and experience your world clearly with protected and relaxed eyes. That means we work with you to prescribe a power for your lenses, as well as the materials, the coatings, the frames, and the features you need for your life. If your glasses don't match up to your exact lifestyle, you are leaving a lot of value and clarity on the table. Contact us when you're ready to talk more about how we can help you or schedule a future appointment.	CONTENT If you could choose a new shape for your eyeglass frames, what would it be? Leave us a comment below with your answer!	CONTENT We've got frames for all tastes! Keep these in mind for your future visit.	CONTENT When you wear sunglasses, you're not just protecting your eyes, you're also protecting your skin.	CONTENT From glaucoma to conjunctivitis, eye diseases can be gross, and it helps to know the basics so you're prepared!	CONTENT Feature one of your employees, with their name, age, how long they've been on the team, and more.
HASHTAG	HASHTAG #Sunglasses #Eyewear	HASHTAG #NewFrames #EyeglassFrames	HASHTAG #Sunglasses #EyeProtection #SkinProtection	HASHTAG #EyeDisease #EyeExam	HASHTAG
RESOURCE Note: Make sure to point out when you re-open for business/regular store hours. Include a link to a scheduling page if you have one on your website. If not, you should provide contact information such as email and phone number so that people know how to reach you.	RESOURCE Note: Make sure to respond respectfully and in the same tone that they comment.	RESOURCE Post a photo of some of your frames, making sure it's a variety.	RESOURCE Click to Download 	RESOURCE Link to Blog WEBLINK 	RESOURCE




WEEK 2

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Resource to Use with Your Patients	Instagram	Social Post	Social Post	Create Your Own Post
CONTENT Subject: Make Your Next Sunglasses a Polarized Pair You've probably heard the word "polarized" before when it comes to sunglasses, and yet, you might still wonder what that actually means. If so, you're not alone. Polarization helps reduce glare and enhance contrast, which are both particularly helpful during the summer when many spend so much time on the lake and on the road, where bright glare can be a headache – literally. Polarized sunglasses come in many colors and can even be swapped out in your go-to pair, so let us know when you're ready to make the switch. You won't regret it.	CONTENT Choosing your frames is about more than the ones you like; it can also involve emphasizing facial characteristics and balancing your unique face. You'll also want to consider the contrast, proportion, and color of your frames.	CONTENT Light reactive lenses in action!	CONTENT National Sunglass Day is coming up! This summer, you'll be more than ready for a new pair, so feel free to give us a call when you're ready.	CONTENT Polarized sunglasses are extremely helpful for seeing on those particularly bright days, as they reduce glare and protect your vision.	CONTENT Write a post about your practice, including any features that make you unique.
HASHTAG	HASHTAG #ValueofEyewear #Glasses	HASHTAG #LightReactiveLenses #EyeglassLenses	HASHTAG #NationalSunglassDay #Sunglasses	HASHTAG #EyeCare #EyeHealth	HASHTAG
RESOURCE Note: Include information on when you are re-opening for business + store hours. Also, include a link to a scheduling page if you have one on your website. If not, you should provide contact information such as email and phone number so that people know how to reach you.	RESOURCE Choosing Frames WEBLINK 	RESOURCE Use Instagram to show off your light reactive Sensity lenses. Hold one when clear in front of your camera lens and walk outside so the lens itself acts like an Instagram filter. Don't have demo sensity lenses? Let your Hoya rep know.	RESOURCE Click to Download 	RESOURCE Gif Here 	RESOURCE

WEEK 3

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Social Post	Instagram	Social Post	Social Post	Create Your Own Post
CONTENT Subject: Parents (Often) Know Best As any parent knows, you can't always count on your child to communicate effectively. This isn't because they're unreliable; it's because they're children. In other words, they have little to no frame of reference, especially when it comes to their vision. Many children have poor vision and are not aware of it because they have no way of knowing that this isn't how everyone sees the world around them. Don't worry; we're here for you when you're ready to schedule an eye exam for your child!	CONTENT It's Children's Eyecare Week; this week, we're posting about all the ways that children's eyecare is so unique and important. It's vital to start early when it comes to your vision.	CONTENT Style and vision care are for all ages!	CONTENT Did you or your kids know that the history of sunglasses dates all the way back to ancient China and Rome? Dive into the intriguing evolution of sunglasses!	CONTENT From infancy to school-ages, your child's vision health does not only affect their quality of life, it can also hinder their development, as it can be more challenging to read, write, and learn.	CONTENT Have one of your employees featured with either a caption or video about how eyecare has helped them since a young age.
HASHTAG	HASHTAG #ChildrensEyeCare	HASHTAG	HASHTAG #Sunglasses	HASHTAG #Optometrist #EyeCare #Glasses	HASHTAG
RESOURCE Note: Include when you're re-opening for business + store hours. Include a link to a scheduling page if you have one on your website. If not, you should provide contact information such as email and phone number so that people know how to reach you.	RESOURCE	RESOURCE Take a picture of some of the child glasses options in your practice.	RESOURCE The History of Sunglasses WEBLINK 	RESOURCE The Vision Council WEBLINK 	RESOURCE

WEEK 4

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Resource to Use with Your Patients	Instagram	Social Post	Social Post	Create Your Own Post
CONTENT Subject: Digital Lenses Protect Your Sight As technology has advanced and become such a massive part of everyday life (at work and at home), eyeglass technology has advanced with it. Make sure to protect your vision from digital eye strain with glasses designed to reduce stress on your vision. Trust us; when it comes to the long-term health of your vision, it pays to be thorough, and we can help. Contact us at your leisure to learn more about digital eye strain and what we can do to prevent it.	CONTENT This week, we're all about digital eye strain. Glasses with protection against digital eye strain are becoming more frequent and more affordable than ever. Learn more about the need for multiple pairs, including DES-protective ones, here:	CONTENT Glasses that prevent digital eye strain don't look any different than regular glasses, and yet, they can make a huge difference.	CONTENT It could seem counterintuitive to have more than one pair of glasses. The truth? You need different pairs for different needs.	CONTENT When we think "eye protection," it's often the case that we're talking about wearing goggles or avoiding injuries. However, digital eye strain is one of the leading causes of eye strain, and it's vital you learn to protect your vision.	CONTENT Share digital eye strain stories from your practice. If it's patient information, make sure you have permission before posting.
HASHTAG	HASHTAG #DigitalEyeStrain	HASHTAG #2020 #VisionCare	HASHTAG #Eyeglasses #VisionCare	HASHTAG #EyeExam	HASHTAG #SummerSunwear
RESOURCE Note: Include when you're re-opening for business + store hours. Include a link to a scheduling page if you have one on your website. If not, you should provide contact information such as email and phone number so that people know how to reach you.	RESOURCE Link to Blog WEBLINK 	RESOURCE Picture of glasses with DES lenses.	RESOURCE Link to Blog WEBLINK 	RESOURCE The Vision Council WEBLINK 	RESOURCE