



WEEK 1

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Ask for Comments	Instagram	Social Post	Social Post	Create Your Own Post
CONTENT Subject: Are All Prescription Glasses the Same? Everyone has seen billboards and videos advertising lenses that are the next best thing, and yet, you may wonder what that really means. Aren't all lenses about the same, only with different prescriptions? The answer is no. There are many advances being made all the time when it comes to lenses, increasing the longevity and clarity of your vision. When you're ready, feel free to reach out about a future appointment and some of the exciting new lenses coming available!	CONTENT When is the last time you had an eye exam? You can always start thinking ahead for an appointment in the future.	CONTENT Polarized lenses help to reduce glare while driving or out on the lake, keeping not only your eyes safe, but also you.	CONTENT Throughout the day, make sure you get up, take a break, and rest your eyes, even if it's only for a few minutes. Your eyes need a break like the rest of your body.	CONTENT Does it seem silly to have multiple pairs of glasses? It's not! You do many things throughout the day, and you need glasses for each activity.	CONTENT Post a fun photo of the whole team at your practice. Explain a little bit of your background for the post content.
HASHTAG	HASHTAG #EyeExam #EyeCare	HASHTAG #PolarizedLenses	HASHTAG #EyeCare #VisionHealth	HASHTAG #VisionCare #MultiplePairs	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 Include when you're re-opening for business + store hours + a link to a scheduling page if you have one on your website or you should provide contact information such as email and phone number	RESOURCE Take a video using a polarized lens covering the camera, then remove the lens to show off the effects.	RESOURCE Link to Blog WEBLINK 	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	Social Post
CONTENT Subject: Prepare for UV Protection! If you haven't heard, we're all about protecting your vision. That's why we want to make sure you've got the best sunglasses for being outdoors. From polarization to photochromic lenses, there's a lot to consider. Give us a call, so we can help plan for your path to UV protection.	CONTENT It's sunglasses week! What are your favorite summer activities where sunglasses are a must have?	CONTENT We're focused on sunglasses this week, and that means we're reminding you that not only are sunglasses stylish, they're also incredibly important and beneficial.	CONTENT Photochromics are lenses that change into sunglasses as you step outside, and for anyone with an active lifestyle, they're a perfect fit.	CONTENT The radiation from the sun causes short- and long-term damage to your vision health, according to the World Health Organization. Sunglasses can help.	CONTENT National Sunglasses Day is coming up on June 27! This exciting day celebrates the importance of UV protection in the summer sun. Make sure you've got your best shades ready to post some selfies!
HASHTAG	HASHTAG #SunglassesWeek #Sunglasses	HASHTAG #SunglassesWeek #Sunglasses	HASHTAG #DigitalGlasses #Progressives #LightReactiveGlasses	HASHTAG #EyeCare #EyeHealth	HASHTAG #NationalSunglassesDay #UVprotection
RESOURCE Note: nclude 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 Post with a photo of your sunglasses selection or of some of your staff enjoying a summer day.	RESOURCE Show off your sunglasses.	RESOURCE Link to Video WEBLINK 	RESOURCE The Vision Council WEBLINK 	RESOURCE Click to Download

WEEK 3

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Ask for Questions	Instagram - Create Your Own	Social Post	Social Post	Create Your Own Post
CONTENT Subject: Lenses, Frames, and Your Options You might think that a visit for an eye exam means there are lenses ready and waiting for you. In truth, we work to customize the lenses and frames you end up with to your exact needs. For example, are these glasses for reading, driving, or using the computer? What about outdoor or indoor options? The good news is, you don't have to make these decisions – and more – alone. We will help guide you through the process when you're ready to learn more! Feel free to contact us at your convenience.	CONTENT What kind of frames do you wear? Let us know in the comments below, along with some of your dream frame shapes!	CONTENT Your new lenses would fit perfectly in these!	CONTENT You might think that when you visit our practice, we'll have the right lenses sitting there, ready to go. The truth is, we customize lenses for your exact needs.	CONTENT There are many types of lenses for all kinds of situations, so how are you supposed to choose? You'll need to decide if you're getting any special options like outdoor or indoor lenses beforehand.	CONTENT Feature a member of your team.
HASHTAG	HASHTAG #EyeglassFrames	HASHTAG #EyeCare #Glasses	HASHTAG #Sunglasses	HASHTAG #EyeExam #School #ChildrensVision	HASHTAG #Optometrist #EyeCare #Glasses
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 Picture of empty frames.	RESOURCE Choosing Frames WEBLINK 	RESOURCE Link to Blog 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: A Blurry World Out There For children, it's difficult to know that there's a problem with their vision. Often, they imagine that the world is all blurry, and there's nothing they can do about it. That's why it's important for them to get an exam, so a professional can help determine if their vision needs help. Children need eye exams to improve their eyesight because their lack of vision can hinder them in school, at home, and in social situations. We're available during our regular store hours (insert hours if this is applicable), so reach out when you're ready, and we will plan your child's next eye exam.	CONTENT Last week, we talked about how to choose lenses. Now? Let's talk frames. While they're mainly a matter of personal choice, there are still some things to consider.	CONTENT Think ahead about planning for your future eye exam. We're here to help you get things on track this summer and beyond.	CONTENT There are a lot of myths surrounding vision. Here are some fun facts to keep in mind about overall eyesight for all ages!	CONTENT Did you know? Visual screenings, like the ones your children get at school, are very different from an actual eye exam. Your child's future eye exam will be much more thorough approach. We're here for when you - and your child - are ready.	CONTENT Post something fun for your patients to do at home this summer break - maybe a fun pattern recognition game or something else eye-related and fun - while still educational/healthy for the eyes
HASHTAG	HASHTAG #Eyeglasses #EyeglassFrames	HASHTAG #2020 #VisionCare	HASHTAG #EyeExam #SummerEyeCare	HASHTAG #EyeExam	HASHTAG #Optometrist #EyeCare
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 Choosing Frames WEBLINK 	RESOURCE Post a photo of your practice you have saved, or if you are open again take some pictures.	RESOURCE Vision Myths WEBLINK 	RESOURCE Take a photo of your exam room to post with this content. Include when you're re-opening for business + store hours + 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