

**STAYING IN TOUCH WITH
YOUR PATIENTS WHILE YOU
ARE CLOSED FOR BUSINESS.**



SUBJECT	CONTENT	HASHTAG (#)	LINK (URL)	IMAGE
Service Update!	At [insert practice name], we are taking precautions that will keep our patients safe, as well as our employees. To do that, we have [restricted hours to _____] or [temporarily pause business for a short time, until _____]. We look forward to seeing our patients again in the very near future!	#COVID19 #StayAtHome #ECP	[Link to page listing hours of operation information]	Covid-19 related image.
We are thinking about you!	We miss you and we look forward to welcoming you back at the clinic. We hope you are staying healthy and hope you enjoy this time with your family despite the circumstances.	#eyecare #optometrist #optician #wemissyou #localbusiness #encouragelocal	List your emergency services available	
Tutorial: How to clean your glasses without the risk of damaging the treatment on your lenses	Show a video how to clean your glasses under water with dish soap, explain why not to use hot water to avoid damaging the AR, etc	#tips #tutorial #eyecare #eyeglasses #glasses #howto	Link to Hoya's downloadable PDF or create your own	
Tip #1: Relaxing your eyes during remote work: The 20/20 rule	Do you know the 20/20 rule? By working on screens, you essentially look closely (from 10 to 40 cm), and in intermediate vision. You change your viewing distance 330 times, and 85% of these changes relate to near vision. So the rule is... Every 20 minutes, look up from your screens and look away for 20 seconds to relax your eyes.	#eyecareprofessional #eyecare #glasses #tip #relaxyoureyes #remotework #eyestrain		Picture of someone looking at their laptop with their phone beside, showing how we use multiple screens per day.
Tip #2: While working remotely: Have good posture	Stand with your back straight on your seat and your eyes level with the screen to make sure you don't have to lower your head and unnecessarily strain your neck. This also applies when you use your laptop. If necessary raise your laptop, and regularly vary the positions and postures to relax.	#eyecareprofessional #eyecare #glasses #tip #relaxyoureyes #remotework #goodposture		Picture of someone sitting straight in front of their computer and smiling.
Did you know?	Some lenses are made specifically to improve vision and comfort while using digital devices like computers, tablets and phones. It can help to make your eyes feel more relaxed, reduce headaches, redness etc...	#eyecare #optometrist #optician #computer #digitallife		Question mark.

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Testimonial	Read about what benefits Cynthia experienced after wearing her new digital lenses for a month. Do you already have special lenses for when you use your devices? Contact us for more information. Even during this difficult time, we have options for you!	#eyecare #digitalife #digitallenses #computer #remotework #eyestrain #relief	https://blog.hoyavision.com/spectacle-wearers/adjusting-to-digital-lenses-month-one	Picture of a person giving testimonial. Obtain permission prior.
We can help!	We hope that all our patients are staying safe in the comfort of their homes during this difficult time. However, we know getting your lenses is important, so we are offerering [curbside pickup] and/or [delivery] for your vision and your safety.	#SocialDistancing #Lenses #CurbsidePickup #COVID19"	[Link to contact page or other resource page if applicable]	
We are here for you!	COVID-19 has impacted businesses in a lot of ways. Still, we want you to know that we're here for you. Please reach out for any information about your lenses, making future appointments ahead of time, or updates on our current hours of operation.	#COVID19 #ECP #AloneTogether	[Link to contact page, hours page, or any blog/message to your patients you've published]	
"What [staff name] enjoys doing during his/her time at home"	[staff name] uses his/her time at home to [name the activity. Ex. Walk their dog, read, paint, play piano]	#stayhome #fun #alonetgether #teamlove #wemissyou		Picture or video of the staff member doing their favourite activity at home.
Your eyes and the sun	Most people are unaware that every day they spend in the sun without sunglasses may be putting them at risk of eye damage - possibly even permanent vision loss. The best way to protect the eyes, eyelids and skin around the eyes from sun-related damage is to wear quality sunglasses that block 100 percent UV rays and also shield the eyes from blue light.	#protectyoureyes #sunglasses	Download our white paper on Eyes and sun damage	

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Why polarized?	<p>Regular sunglasses are ok...but polarized are better. Here are some benefits:</p> <ul style="list-style-type: none"> • Safer driving vision due to better visibility and less eye fatigue • Fewer headaches from eye strain and squinting in bright sunlight • Superior eye protection for sports (with Phoenix or polycarbonate polarized lenses) • More enjoyment when fishing and water sports due to better visibility below the water surface • 100 percent protection from the sun's harmful UV rays • All-day wearing comfort (with light-weight polycarbonate polarized lenses) <p>Read more about how it works in the white paper</p>	<p>#polarized #sunglasses</p>	<p>Download our white paper on why go polarized</p>	<p>Picture of someone outside wearing sunglasses.</p>
Food and your eye health	<p>Did you know eating eggs can help prevent macular degeneration without raising lipid and cholesterol levels in your body? Read more about this topic in this article:</p>	<p>#eyefoods #wecare #eggs #macular #healthytips</p>	<p>https://www.eyefoods.com/blog/2016/11/28/did-you-know-eggs</p>	<p>[the image will be generatd by the link.]</p>
Healthy food for your eyes	<p>10 foods that are good for your eye health. Which ones are you consuming on a reular basis?</p>	<p>#recipe #healthy #goodforyoureyes</p>	<p>https://www.webmd.com/eye-health/ss/slideshow-eyes-sight-foods</p>	<p>[the image will be generatd by the link.]</p>

Visit: <https://info.hoyavision.com/en-ca/toolbox> for other resources to help you!