**SOCIAL MEDIA CALENDAR**

**DECEMBER 2021**

This helpful calendar outlines messaging and content that Vision Health Alliance partners can use in your social media marketing. It all starts with VHA Day, the select day where each month we ask all partners to post together on an important topic to amplify the message to consumers from our industry. For each topic after VHA Day we provide the concept overview followed by specific language tailored for each social media site, capped with links to imagery and resources you can include in posts. Vision Health Alliance will continue to provide these throughout the year to help with content planning!

Links to all images can be found here: https://bit.ly/VHAToolkitMaterials

---

### VHA DAY POST

**Topic**
- **VHA Day:** View them. Don’t lose them.

**Overview**
- Facebook: compile some great info/resources as people rush to use their an eye care plans or FSA before the year runs out.
- Instagram: There’s still time to check your benefit and make sure you haven’t lost a benefit you have paid for. Schedule your annual eye exam today and use your FSA benefit to treat yourself to some new eyewear. Learn more with @VisionHealthAlli today. https://bit.ly/VHAUseEndOfYearBenefits
- Twitter: What is one incredible thing you need to do this year? You still have time to get your annual eye exam and that new pair of glasses or contacts before your benefit runs out. Learn more with @VisionHealthAlli today. https://bit.ly/VHAdoctorlocator
- Images: Vision care plan benefit or Flexible Spending Account – use them before you lose them this year. @VHAorg gives you the info you need. https://bit.ly/VHAfeGifts

- **End of Year Benefits:**
  - **Topic:** Make sure the toys you select for children this holiday season are safe and encourage different types of activity. @VisionHealthAlli has compiled some great resources to help you make your choice. https://bit.ly/VHAfeGifts
  - **Topic:** You’ve checked the box on that eye health exam and now you need to make some choices for vision correction – frames, lenses, contact lenses… so many choices! Learn more with @VisionHealthAlli today. https://bit.ly/VHAfeGifts

**Info Resources**

---

### ADDITIONAL POSTS

#### WEEK 1

**Topic**
- **New Glasses/Contacts:** As people rush to use their benefits and FSA account, Vision Health Alliance provides important information on everything from frames, to lenses, to contacts.

**Overview**
- Facebook: You have checked the box on that eye health exam and now you need to make some choices for vision correction – frames, lenses, contact lenses… so many choices! Learn more with @VisionHealthAlli today. https://bit.ly/VHAfeGifts

**Facebook**

**Instagram**

**Twitter**

**Visuals**

**Info Resources**

#### WEEK 2

**Topic**
- **Glaucoma:** Not all health conditions are noticeable from the start. Catching an eye disease like glaucoma early on, can help save your vision and prevent impact.

**Overview**
- Facebook: That puff of air during your eye exam can help detect glaucoma – an eye disease that often has no symptoms. @VisionHealthAlli’s resources can help you start a conversation with your eye doctor. https://bit.ly/VHA_glaucoma
- Instagram: That puff of air during your eye exam can help detect glaucoma – an eye disease that often has no symptoms. @VisionHealthAlli’s resources can help you start a conversation with your eye doctor. https://bit.ly/VHA_glaucoma
- Twitter: That puff of air during your eye exam can help detect glaucoma – an eye disease that often has no symptoms. @VisionHealthAlli’s resources can help you start a conversation with your eye doctor. https://bit.ly/VHA_glaucoma

**Info Resources**

#### WEEK 3

**Topic**
- **Annual Comprehensive Eye Exam:** The Value of an annual comprehensive eye exam in the first step in making vision health a priority in their lives.

**Overview**
- Facebook: Resolve to catch up on all those comprehensive healthcare appointments you may have missed over the last two years. Start with your eye health so everything else comes into focus. Visit @VisionHealthAlli and schedule your eye exam today. https://bit.ly/VHAdoctorlocator
- Instagram: Resolve to catch up on all those comprehensive healthcare appointments you may have missed over the last two years. Start with your eye health so everything else comes into focus. Visit @VisionHealthAlli and schedule your eye exam today. https://bit.ly/VHAdoctorlocator
- Twitter: Resolve to get your annual eye exam early in the year, so everything else comes into focus. Visit @VHAorg’s resource more about treatment that can help prevent vision loss. https://bit.ly/VHAglaucoma

**Info Resources**

---

©2021 Vision Health Alliance - All Rights Reserved