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

**VHA Day: Eye Protection**

VHA Day is the select day each month where we ask all partners to post together on an important topic to amplify the message to consumers from our industry. This month, we focus on the importance of eye protection and prescriptive measures and gear to help keep your eyes safe.

**Almost 90% of eye injuries are preventable. Protect your eyes and your vision when you work, play, or relax is critical. Vision Health Alliance is here to offer tips on the preventative measures you can take to keep your eyes safe from harm.**


**Twitter:**

- Protecting your eyes includes, eating vitamin rich foods, making time for daily exercise, and choosing the right eyewear for your lifestyle. Change the way you see your future in honor of Injury Awareness Month, you can visit [https://bit.ly/vha_eyeprotection](https://bit.ly/vha_eyeprotection) for more tips to protect your eyesight.

**Instagram:**

- VHA Day is Injury Awareness Month! With just a few simple steps you can do to keep your eyes safe and protected and focused on the future ahead. Don’t forget to #LoveyourEyes.

**Facebook:**

- October is Injury Awareness Month, focus on eye protection and preventative measures. Visit Vision Health Alliance’s Facebook page for tips to protect your eyesight. 


**Info/Resources**

- Children hold the vision of the future, their success starts with a health body, including healthy eyes. Vision Health Alliance supports National Child Health Day by sharing our resources on eye health and the signs to look for to see if your child is struggling with vision. Visit [https://bit.ly/childhealth](https://bit.ly/childhealth)

### ADDITIONAL POSTS

#### WEEK 1

**Kids Vision - National Child Health Day**

Kids have been going through a lot of changes these past few months. Equipping them with the right medical coverage and appointments to see the eye doctor annually helps ensure your child is seeing their future through clear lenses.

**Children hold the vision of the future, their success starts with a health body, including healthy eyes. Vision Health Alliance supports National Child Health Day by sharing our resources on eye care and the signs to look for to see if your child is struggling with vision.**


**Twitter:**

- October is Eye Injury Awareness Month, with just a few simple steps you can do to keep your eyes safe and protected and focused on the future ahead. Don’t forget to #LoveyourEyes.

**Instagram:**

- October is Eye Injury Awareness Month, with just a few simple steps you can do to keep your eyes safe and protected and focused on the future ahead. Don’t forget to #LoveyourEyes.

**Facebook:**

- October is Eye Injury Awareness Month, focus on eye protection and preventative measures. Visit Vision Health Alliance’s Facebook page for tips to protect your eyesight. 


**Info/Resources**

- VHA Day: Eye Protection


- #LoveyourEyes

#### WEEK 2

**Vision Impairment and vision loss is a global problem.** While we are focused on patients and consumers in the United States, World Sight Day allows us to gain perspective about vision as a global concern. We collaborate with the International Agency to Prevent Blindness (IAPB) to learn more about the benefits of an annual eye exam.

**Nearly 1.1 billion people across the world suffer from vision impairment, including 80 million Americans. Celebrate World Sight Day by promoting your eye health with an annual comprehensive eye exam today and your focus on the future ahead.**


**Twitter:**

- There is no better time to prioritize your health than in the season of change. #LoveYourEye and celebrate Vision Impairment and vision loss is a global problem. With an annual eye exam you can be able to keep your eyes healthy and focused on the future ahead. Visit [https://bit.ly/vhacommunity](https://bit.ly/vhacommunity) for more tips to protect your eyesight.

**Instagram:**

- Celebrate #VisionImpairment by doing all you can to take care of your future today, in the future, and in the future. KnowYourEyes and stay #LoveYourEye for all the resources you need to learn about the benefits of an annual eye exam.


**Info/Resources**

- VHA Day: Eye Protection


- #LoveYourEyes

#### WEEK 3

**Low Vision - Glaucoma**

Vision Health Alliance prioritizes eye health and the measures we can take to help those struggling with low vision.

**Between 3 and 4 million Americans have glaucoma, including an estimated 1.5 to 2 million people who do not even know they have the disease. Life happens fast, we want to be able to see every part of it. Learn more about the signs of glaucoma and preventative measures you can take.**


**Twitter:**

- Between 3 and 4 million Americans have glaucoma, a disease that alters your vision long term. With an annual eye exam you can be able to keep your eyes healthy and focus on the future ahead. Visit [https://bit.ly/vhacommunity](https://bit.ly/vhacommunity) for more tips to protect your eyesight.

**Instagram:**

- Between 3 and 4 million Americans have glaucoma, a disease that alters your vision long term. With an annual eye exam you can be able to keep your eyes healthy and focus on the future ahead. Visit [https://bit.ly/vhacommunity](https://bit.ly/vhacommunity) for more tips to protect your eyesight.

**Facebook:**


**Info/Resources**

- VHA Day: Eye Protection


- #LoveYourEyes

#### WEEK 4

**Contacts**

Contact lenses are an option for patients to consider when choosing eyewear. Contact lenses are safe, easy to use and should be prescribed and fitted by an eyecare professional. A comprehensive eye exam is essential to ensuring the proper prescription and brand.

If you want to switch to different options for vision correction, check with your eye doctor to learn more about contact lenses. Whether you are farsighted, nearsighted or astigmatism – talk to your eye doctor about the right eyewear solution. Learn more about the benefits of contacts today.


**Twitter:**

- If you want to switch to different options for vision correction, check with your eye doctor to learn more about contact lenses. Whether you are farsighted, nearsighted or astigmatism – talk to your eye doctor about the right eyewear solution. Follow [https://bit.ly/VHAContactlens](https://bit.ly/VHAContactlens) to learn how you can switch things up.

**Instagram:**

- If you want to switch to different options for vision correction, check with your eye doctor to learn more about contact lenses. Whether you are farsighted, nearsighted or astigmatism – talk to your eye doctor about the right eyewear solution. Follow [https://bit.ly/VHAContactlens](https://bit.ly/VHAContactlens) to learn how you can switch things up.

**Facebook**

- Expand your horizons! Not only do contacts correct nearsightedness, farsightedness, and astigmatism – they can come in many different colors too! Follow @VisionHealthAlliance to learn how you can switch things up.


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VHAglaucoma

VHAContactlens