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** | **Overview** | **Facebook** | **Instagram** | **Twitter** | **Images** | **Info/Resources**
--- | --- | --- | --- | --- | --- | ---
VHA Day: Eye Protection | While it’s 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 comprehensive measures and gear to help keep your eyes safe. | Almost 80% of eye injuries are preventable. Protecting your eyes and your image 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. | Protecting your eyes includes, eating vitamin rich foods, making time for regular exercise, and choosing the right eyewear for your activity. Change the way you see your future in honor of Eye Injury Awareness Month. You can read more tips to protect your eyesight. | https://bit.ly/vha_eyeprotection | [Info/Resources](https://visionhealthalliance.org) | [https://bit.ly/VHAglaucoma](https://bit.ly/VHAglaucoma)

---

**ADDITIONAL POSTS**

**Topic** | **Overview** | **Facebook** | **Instagram** | **Twitter** | **Images** | **Info/Resources**
--- | --- | --- | --- | --- | --- | ---
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 their 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 healthy body, including healthy eyes. Vision Health Alliance supports National Child Health Day by sharing our resources on eye care and health and the signs to look for to see if your child is struggling with vision. | [Info/Resources](https://visionhealthalliance.org) | [https://bit.ly/vha_eyeprotection](https://bit.ly/vha_eyeprotection) | [https://bit.ly/VHAglaucoma](https://bit.ly/VHAglaucoma)

---

**Week 1**

**Topic** | **Overview** | **Facebook** | **Instagram** | **Twitter** | **Images** | **Info/Resources**
--- | --- | --- | --- | --- | --- | ---

---

**Week 2**

**Topic** | **Overview** | **Facebook** | **Instagram** | **Twitter** | **Images** | **Info/Resources**
--- | --- | --- | --- | --- | --- | ---
Low Vision – Glaucoma | Vision Health Alliance promotes eye care and the measures we can take to help those struggling with low vision. | Between 3 and 4 million Americans have glaucoma, including an estimated 1.0 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. | [Info/Resources](https://visionhealthalliance.org) | [https://bit.ly/vha_eye_exam_2021](https://bit.ly/vha_eye_exam_2021) | [https://bit.ly/VHAglaucoma](https://bit.ly/VHAglaucoma) | [https://bit.ly/vha_eye_exam_2021](https://bit.ly/vha_eye_exam_2021)

---

**Week 3**

**Topic** | **Overview** | **Facebook** | **Instagram** | **Twitter** | **Images** | **Info/Resources**
--- | --- | --- | --- | --- | --- | ---
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 a new look or another option for vision correction, check with your eye doctor to learn more about contact lenses. Whether you are nearsighted, farsighted or want to switch from readers – talk to your eye doctor about the right eyewear solution. Learn more about the benefits of contacts today. | [Info/Resources](https://visionhealthalliance.org) | [https://bit.ly/vha_contact](https://bit.ly/vha_contact) | [https://bit.ly/VHAtrends](https://bit.ly/VHAtrends) | [https://bit.ly/VHAtrends](https://bit.ly/VHAtrends)

---

**Week 4**

**Topic** | **Overview** | **Facebook** | **Instagram** | **Twitter** | **Images** | **Info/Resources**
--- | --- | --- | --- | --- | --- | ---

---

©2021 Vision Health Alliance - All Rights Reserved