OCTOBER 2021 SOCIAL MEDIA CALENDAR

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/VHAAugustToolkitImages

VHA DAY POST

Topic: VHA Day: Eye Protection
Overview: 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 preventative measures and gear to help keep your eyes safe.
Facebook: Almost 80% of eye injuries are preventable. Protecting your eye health and your eyes when you work, play, or relax is critical. Vision Health Alliance is here to offer tips on the prevention measures you can take to keep your eyes safe from harm: https://bit.ly/VHA_protected
Instagram: Protecting your eyes includes, wearing safety glasses, making time for daily exercise, and choosing the right eyewear for your activities. Change the way you see your future Health Awareness Month, in front of @VHAorg to learn more.
Twitter: October & Eye Injury Awareness Month, with just a few simple steps you can be able to keep your protected and focused on the future: Visit @VHAorg to learn more.

ADDITIONAL POSTS

Topic: Kids Vision - National Child Health Day
Overview: 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 help ensure your child is seeing their future through clear lenses.
Facebook: 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 the signs to look for so if your child is struggling with vision. https://bit.ly/childvisionhealth
Instagram: At VisionHealthAlliance supports National Child Health Day by sharing the signs to look for so if your child is struggling with vision. https://bit.ly/childvisionhealth
Twitter: There is no better time to visualize a healthier future. #LoveYourEyes

Topic: 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 celebrate with the International Agency to Prevent Blindness: #OptometryDay
Facebook: Nearly 1.4 billion people across the world suffer from vision impairment, including 30 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: https://bit.ly/VHA-eye-exam
Instagram: There is no better time to visualize a healthier future. #LoveYourEyes
Twitter: There is no better time to visualize a healthier future. #LoveYourEyes

Topic: Low Vision - Glaucoma
Overview: Vision Health Alliance prioritizes eye health and the measures we can take to help those struggling with low vision.
Facebook: Between 3 and 4 million Americans have glaucoma, 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: https://bit.ly/VHA-eye-exam
Instagram: Between 3 and 4 million Americans have glaucoma, an eye disease that has a slow onset and silent progression; but without an annual eye exam you can lose your vision. Make it a habit to check those eyes. @VisionHealthAlliance shares how safe, easy, and pain-free scheduling an annual eye exam can be. https://bit.ly/VHA-eye-exam
Twitter: Between 3 and 4 million Americans have glaucoma, a disease that affects your vision long term. Learn more with @VHAglaucoma.

Topic: Contact lenses are an option for patients considering vision correction. Contact lenses are safe, easy to use and prescribed by an eyecare professional. A comprehensive eye exam is essential to ensuring the proper prescription and brand.
Facebook: 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 contact lenses today. https://bit.ly/VHA-contact
Instagram: 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. Follow @VisionHealthAlliance to learn how you can switch things up.
Twitter: Expand your look this fall! 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.
Images: https://bit.ly/VHA-contact

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