# Social Media Calendar

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

## April 2021

### TAYE Day

<table>
<thead>
<tr>
<th>Topic</th>
<th>Overview</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
<th>Visuals</th>
<th>Info/Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Women’s Eye Health and Safety Month</td>
<td>TAYE Day is the select day where each month we ask all TAYE partners to post together on an important topic to amplify the message to consumers from our industry. This month, TAYE Day will be April 10th and will focus on Women’s Eye Health and Safety Month.</td>
<td>[Link]</td>
<td>[Link]</td>
<td>[Link]</td>
<td>[Link]</td>
<td>[Link]</td>
</tr>
</tbody>
</table>

### Additional Posts

#### Week 1

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>National Sports Eye Safety Month</td>
<td>April is Sports Eye Safety Month. Two of thousands of sports related eye injuries occur each year. But 60% of eye injuries are preventable with appropriate protective eyewear.</td>
<td>[Link]</td>
<td>[Link]</td>
<td>[Link]</td>
<td>[Link]</td>
<td>[Link]</td>
</tr>
</tbody>
</table>

### Week 2

<table>
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<tr>
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<tbody>
<tr>
<td>Digital Eye Strain</td>
<td>How much do consumers know about the impacts of digital device usage on their eyes? We created a quiz to test their knowledge and share important information about digital eye strain.</td>
<td>[Link]</td>
<td>[Link]</td>
<td>[Link]</td>
<td>[Link]</td>
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### Week 3

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</tr>
</thead>
<tbody>
<tr>
<td>Eye Exams</td>
<td>Annual comprehensive eye exams need to be part of everyone’s health routine. Not only do eye exams help identify issues early, but they also help protect vision and overall health for the future.</td>
<td>[Link]</td>
<td>[Link]</td>
<td>[Link]</td>
<td>[Link]</td>
<td>[Link]</td>
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### Week 4

<table>
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<th>Info/Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kids Vision</td>
<td>It is important to note that playing outside allows the eyes to have a break from focusing and staring on screens. The eye muscles become relaxed, and the kids burn energy. It is a good idea to remember: UV-blocking sunglasses too!</td>
<td>[Link]</td>
<td>[Link]</td>
<td>[Link]</td>
<td>[Link]</td>
<td>[Link]</td>
</tr>
</tbody>
</table>

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**Note:**

- [Facebook](https://thinkaboutyoureyes.com)
- [Twitter](https://twitter.com/thinkaboutyoureyes)
- [Instagram](https://instagram.com/thinkaboutyoureyes)
- [LinkedIn](https://www.linkedin.com/company/think-about-your-eyes)
- [YouTube](https://www.youtube.com/user/thinkaboutyoureyes)
- [Blog](https://thinkaboutyoureyes.com/blog)
- [Health Tips](https://thinkaboutyoureyes.com/howto)
- [Eye Exams](https://thinkaboutyoureyes.com/eye-exams)
- [Digital Eye Strain Quiz](https://thinkaboutyoureyes.com/digital-eye-strain-quiz)
- [Digital Eye Strain](https://thinkaboutyoureyes.com/digital-eyesight)

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**Additional Resources:**

- [National Eye Institute](https://www.nei.nih.gov)
- [American Optometric Association](https://www.aoa.org)
- [American Academy of Ophthalmology](https://www.aao.org)
- [American College of Sports Medicine](https://www.acsm.org)
- [American Academy of Pediatrics](https://www.aap.org)
- [American Academy of Family Physicians](https://www.aafp.org)
- [American Academy of Surgery](https://www.aasur.org)
- [American College of Obstetrics and Gynecology](https://www.acog.org)
- [American Heart Association](https://www.heart.org)
- [American Cancer Society](https://www.cancer.org)
- [American Lung Association](https://www.lung.org)

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**Social Media Calendar Tips:**

- [Link to Social Media Calendar](https://thinkaboutyoureyes.com/social-media-calendar)
- [Link to Social Media Calendar PDF](https://thinkaboutyoureyes.com/social-media-calendar-pdf)
- [Link to Social Media Calendar Excel](https://thinkaboutyoureyes.com/social-media-calendar-excel)
- [Link to Social Media Calendar Google Sheets](https://thinkaboutyoureyes.com/social-media-calendar-google-sheets)

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**Useful Links:**

- [Link to National Eye Health Month](https://www.nei.nih.gov/eyehealth/national-eye-health-month)
- [Link to American Academy of Ophthalmology](https://www.aao.org)
- [Link to American Academy of Pediatrics](https://www.aap.org)
- [Link to American Academy of Family Physicians](https://www.aafp.org)
- [Link to American Academy of Surgery](https://www.aasur.org)
- [Link to American College of Obstetrics and Gynecology](https://www.acog.org)
- [Link to American Heart Association](https://www.heart.org)
- [Link to American Cancer Society](https://www.cancer.org)
- [Link to American Lung Association](https://www.lung.org)

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