### 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!

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### TAYE Day

**TAYE Day: Kids Vision**

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 August 15th and will focus on the importance of eye health for school-aged children.

August is Children's Eye Health and Safety Month... just in time for back to school! With many families preparing for virtual learning, Think About Your Eyes is sharing tips to help you keep your child’s eyes healthy throughout the year. [https://thinkaboutyoureyes.com/2020/07/29/eyes-need-a-back-to-school-exam/](https://thinkaboutyoureyes.com/2020/07/29/eyes-need-a-back-to-school-exam/)

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**Additional Posts**

#### WEEK 1

**Eye Exams: National Eye Exam Month**

Celebrate National Eye Exam Month by highlighting the importance of annual comprehensive eye exams. [https://thinkaboutyoureyes.com](https://thinkaboutyoureyes.com)

It’s National Eye Exam Month, and we’re reminding you to think about your eyes! [https://thinkaboutyoureyes.com](https://thinkaboutyoureyes.com)

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**Eye Protection: UV Protection for Activities**

Different activities call for different types of eyewear to assure a comfortable fit and maximum protection from UV rays. Choosing the right sunglasses is important. [https://thinkaboutyoureyes.com](https://thinkaboutyoureyes.com)

UV protection 🌞 Comfort 👍 Learn how to pick the best eyewear for your outdoor activities. [https://thinkaboutyoureyes.com](https://thinkaboutyoureyes.com)

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**Low Vision: 8 Vision Loss Questions Answered**

Over 20 million people in the US are visually impaired and report having difficulty seeing even with glasses or contacts. With so many impacted by low vision, we asked Dr. Thomas Porter, OD, to answer 8 common questions about vision loss.

Understanding vision loss and its causes can be complicated. Dr. Thomas Porter, OD, provided some answers to common questions that patients around the country have about low vision. Read more: [https://thinkaboutyoureyes.com/2020/07/29/8-vision-loss-questions-answered/](https://thinkaboutyoureyes.com/2020/07/29/8-vision-loss-questions-answered/)

Understanding vision loss and its causes can be complicated. Dr. Thomas Porter, OD, provided some answers to common questions that patients around the country have about low vision. Click the link in this article to read more. [https://thinkaboutyoureyes.com/2020/07/29/8-vision-loss-questions-answered/](https://thinkaboutyoureyes.com/2020/07/29/8-vision-loss-questions-answered/)

Understanding vision loss and its causes can be complicated. Dr. Thomas Porter, OD, provided some answers to common questions that patients around the country have about low vision. Read more: [https://thinkaboutyoureyes.com/2020/07/29/8-vision-loss-questions-answered/](https://thinkaboutyoureyes.com/2020/07/29/8-vision-loss-questions-answered/)

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**Digital Eye Strain: Dining Tips**

When it comes to dining, you rely on your eyes more than any of the other senses. All this activity can take a toll on the eyes by causing them to become strained, which can reduce safety and effectiveness while driving. We provide tips to reduce digital eye strain while driving.

While driving, your eyes are in constant motion - focusing and refocusing on every little detail around you. Behind the wheel and on the road, follow this advice from Think About Your Eyes. [https://thinkaboutyoureyes.com/2020/07/29/digital-eye-strain-dining-tips/](https://thinkaboutyoureyes.com/2020/07/29/digital-eye-strain-dining-tips/)

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#### TAYE Day

**Week 1**
- **TAYE Day: Reopening Eyecare**
  - 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 July 15th and will focus on reopening eyecare.
  - It’s time to visit an eye doctor, but what do you need to know? Many eye care practices are reopened with enhanced safety and sanitation measures in place. Find out more: [ThinkAboutYourEyes](https://bit.ly/20200715)
  - It’s time to visit an eye doctor, but what do you need to know? Many eye care practices are reopened with enhanced safety and sanitation measures in place. Find out more: [ThinkAboutYourEyes](https://bit.ly/20200715)

**Week 2**
- **Digital Eye Strain: 20-20-20 Rule**
  - Today, more people are suffering from digital eye strain. Eye doctors recommend the 20-20-20 rule. Taking a break once every 20 minutes to focus on something at least 20 feet away for 20 seconds can help alleviate eye strain.
  - Eyes tired? To combat digital eye strain, use the 20-20-20 rule. Every 20 minutes, look at something 20 feet away, for 20 seconds. Learn more about alleviating eye strain: [ThinkAboutYourEyes](https://bit.ly/20200720)
  - Eyes tired? To combat digital eye strain, use the 20-20-20 rule. Every 20 minutes, look at something 20 feet away, for 20 seconds. Learn more about alleviating eye strain: [ThinkAboutYourEyes](https://bit.ly/20200720)

**Week 3**
- **Low Vision: Cataracts**
  - More than 20 million Americans over 40 are affected with cataracts. Cataracts can be treated with proper eye care, so it is important to educate consumers about the symptoms, risk factors, and treatment options.
  - More than 20 million Americans over 40 are affected with cataracts. Cataracts can be treated with proper eye care, so it is important to educate consumers about the symptoms, risk factors, and treatment options: [ThinkAboutYourEyes](https://bit.ly/20200725)

**Week 4**
- **Eye Exams: Overall Health**
  - Annual comprehensive eye exams are a cornerstone of overall health and quality of life. Dr. Ogden, OD, shares information about annual comprehensive eye exams and more at ThinkAboutYourEyes.com.
  - When considering the overall health of the body, the eyes can show an eye doctor if there may be other problems going on in the body. It is estimated that over 250 diseases can be diagnosed via the eyes. – Dr. Ogden, OD [ThinkAboutYourEyes](https://bit.ly/20200730)

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### Additional Posts

#### Week 1
- **UV Eye Protection: Kids**
  - As summer activities ramp up, it’s important for parents to remember to protect their children’s vulnerable eyes from the sun’s harmful UV rays. Always wear UV/A/B sunglasses when outside decreases their risk of developing vision damage later in life.

#### Week 2
- **Eye Exams: Overall Health**
  - Annual comprehensive eye exams are a cornerstone of overall health and quality of life. Dr. Ogden, OD, shares information about annual comprehensive eye exams and more at ThinkAboutYourEyes.com.
  - As summer activities ramp up, remember sunglasses are just as important as sunscreen: [ThinkAboutYourEyes](https://bit.ly/20200701)

#### Week 3
- **Low Vision: Cataracts**
  - Over 20 million people in the US have cataracts according to Prevent Blindness America. It can be treated with proper eye care, so it is important to educate consumers about the symptoms, risk factors, and treatment options.

#### Week 4
- **Digital Eye Strain: 20-20-20 Rule**
  - Today, more people are suffering from digital eye strain. Eye doctors recommend the 20-20-20 rule. Taking a break once every 20 minutes to focus on something at least 20 feet away for 20 seconds can help alleviate eye strain.

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