### November 2020

#### 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!

#### TAYE Day

**TAYE Day: Vision Care Plans**

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 November 10th and will focus on understanding Vision Care Plans.

**Understanding Vision Care Plans**

Comprehensive eye exams are essential for detecting and treating issues early so that significant vision loss can be avoided. Approximately 4.1 million Americans have diabetic retinopathy, but if caught early, significant vision loss can usually be avoided. Learn more and get the risk factors: [link in bio]

**Understanding Vision Care Plans can be key to getting the most out of your vision care.**

[https://bitly.com/3jyj24x](https://bitly.com/3jyj24x)

#### Additional Posts

**Low Vision: National Diabetes Awareness Month**

November is National Diabetes Awareness Month and Diabetic Eye Disease Awareness Month. Diabetics are 23% more likely to lose their vision. Comprehensive eye exams are essential for detecting and treating issues early so that significant vision loss can be avoided. Approximately 4.1 million Americans have diabetic retinopathy, but if caught early, significant vision loss can usually be avoided. Learn more and get the risk factors: [link in bio]

**Approximately 4.1 million Americans have diabetic retinopathy, but if caught early, significant vision loss can usually be avoided.**

[https://bitly.com/3iy44d](https://bitly.com/3iy44d)

**Diabetes Awareness Month**

November is National Diabetes Awareness Month. Americans have diabetic retinopathy, but if caught early, significant vision loss can usually be avoided. Learn more and get the risk factors: [link in bio]

---

©2020 Think About Your Eyes - All Rights Reserved
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!

TAYE Day

TAYE Day Frames or Contact Lenses for Fall Activities
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 October 15th and will focus on frames or contacts for fall activities.

Topics:
- Eye Protection
- Contact Lenses for Fall
- Kids Eye Health with Virtual Learning
- World Sight Day

Additional Posts

Week 1: October 8

- **Topic:** Kids Eye Health
  - **Overview:** With virtual learning underway, parents across the country are looking for ways to protect their children’s vision. We provide information and tips to help combat digital eye strain and keep kids’ eyes healthy.
  - **Facebook:** How is virtual learning impacting your child’s eyes? To ensure your child has the proper eyewear and tools to handle increased screen time, talk with your family eye doctor.
  - **Instagram:** How is virtual learning impacting your children’s eyes? To ensure your child has the proper eyewear and tools to handle increased screen time, talk with your family eye doctor.
  - **Twitter:** How is virtual learning impacting your children’s eyes? To ensure your child has the proper eyewear and tools to handle increased screen time, talk with your family eye doctor.
  - **Learn more:** https://bit.ly/3kMz2db

Week 2: October 15

- **Topic:** World Sight Day
  - **Overview:** October 8 is World Sight Day, an annual day to focus attention on blindness and vision impairment. This World Sight Day, we want consumers about the important role annual comprehensive eye exams play in protecting their vision.
  - **Facebook:** More than 75% of visual impairment is avoidable. Today, on World Sight Day, Think About Your Eyes hopes to inspire you to schedule your eye exam and protect your vision: https://bit.ly/3lG9nKr
  - **Instagram:** More than 75% of visual impairment is avoidable. Today, on #WorldSightDay, @ThinkAboutYourEyes hopes to inspire you to schedule your eye exam and protect your vision. Learn more: link in bio
  - **Twitter:** More than 75% of visual impairment is avoidable. Today, on #WorldSightDay, @ThinkAboutYourEyes hopes to inspire you to schedule your eye exam and protect your vision. Learn more: link in bio
  - **Learn more:** https://bit.ly/3rJzcul

Week 3: October 29

- **Topic:** Contact Lens Care
  - **Overview:** For people interested in wearing contact lenses, we provide information to help, including an overview of proper contact lens care.
  - **Facebook:** Contact lens health starts with you. With proper hygiene habits in place, you can enjoy the comfort and benefits contact lenses provide. Learn more from Think About Your Eyes: https://bit.ly/32m15x9
  - **Instagram:** Contact lens health starts with you. With proper hygiene habits in place, you can enjoy the comfort and benefits contact lenses provide. Learn more from @ThinkAboutYourEyes: link in bio
  - **Twitter:** Contact lens health starts with you. With proper hygiene habits in place, you can enjoy the comfort and benefits contact lenses provide. Learn more from @ThinkAboutYourEyes: link in bio
  - **Learn more:** https://bit.ly/3kEzMAU

Week 4: November 4

- **Topic:** Eye Protection
  - **Overview:** Our new blog post encourages people to get outdoors the fall with the right eyewear!
  - **Facebook:** Came out the good times this fall-but with the proper eye protection of course. Visit @ThinkAboutYourEyes to learn more so you can get outdoors with the right eyewear: https://bit.ly/3jTP1Kz
  - **Instagram:** Came out the good times this fall-but with the proper eye protection of course. Visit @ThinkAboutYourEyes to learn more so you can get outdoors with the right eyewear: https://bit.ly/3jTP1Kz
  - **Twitter:** Came out the good times this fall—but with the proper eye protection of course. Visit @ThinkAboutYourEyes to learn more so you can get outdoors with the right eyewear: https://bit.ly/3jTP1Kz
  - **Learn more:** https://bit.ly/3uEG4uA

©2020 Think About Your Eyes - All Rights Reserved
**September 2020**

### 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!

### TAYE Day

**TAYE Day: Do-It-Yourself Eye Safety**

**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 September 15th and will focus on the important topic of Do-It-Yourself Eye Safety.

**Summer may be winding down, but that doesn’t mean your list of home projects is. Did you know that nearly half of all eye injuries happen at home?** Blind are completely preventable with proper eye protection. Before you DIY, think about your eyes: [link](https://bit.ly/3gEaxw6) #ThinkAboutYourEyes

**Summer may be winding down, but that doesn’t mean your list of home projects is. Did you know that nearly half of all eye injuries happen at home?** Blind are completely preventable with proper eye protection. So before you DIY, think about your eyes! [Kneedle](https://bit.ly/31yanC1)

**Did you know that nearly half of all eye injuries that don’t go away, it may be a refractive error, which can usually be easily identified and corrected with an eye exam and new eyewear. Learn more from Think About Your Eyes: [link](https://bit.ly/3gExK24) #ThinkAboutYourEyes**

**WORLD EYE HEALTH DAY**

**September 6th is National Read a Book Day! Help consumers celebrate relaxing spot, and dig into a good book. What are you reading?**

[link](https://bit.ly/36rKfl4) #ThinkAboutYourEyes

**It’s NationalReadaBookDay! Grab your readers, find a relaxing spot, and dig into a good book. What are you reading?**

[link](https://bit.ly/36rKfl4) #ThinkAboutYourEyes

**It’s NationalReadaBookDay! Grab your readers, find a relaxing spot, and dig into a good book. What are you reading?**

[link](https://bit.ly/36rKfl4) #ThinkAboutYourEyes

**It’s NationalReadaBookDay! Grab your readers, find a relaxing spot, and dig into a good book. What are you reading?**

[link](https://bit.ly/36rKfl4) #ThinkAboutYourEyes

### Additional Posts

**Low Vision: Eye Healthy Foods**

Healthy eyes are more than just corrective vision and eye exams, help inform consumers about the various foods that promote healthy eyesight.

Let’s talk about the best nutrition for your vision! Incorporating foods like spinach, kale, and eggs into your diet can reduce your risk of eye disease. Learn more and get an eye-healthy recipe here: [link](https://bit.ly/36rKfl4) #ThinkAboutYourEyes

Let’s talk about the best nutrition for your vision! Incorporating foods like spinach, kale, and eggs into your diet can reduce your risk of eye disease. Learn more and get an eye-healthy recipe: [link](https://bit.ly/36rKfl4) #ThinkAboutYourEyes

Let’s talk about the best nutrition for your vision! Incorporating foods like spinach, kale, and eggs into your diet can reduce your risk of eye disease. Learn more and get an eye-healthy recipe: [link](https://bit.ly/36rKfl4) #ThinkAboutYourEyes

**Readers: National Read a Book Day**

September 6th is National Read a Book Day. Help vision consumers celebrate by encouraging reading with proper eyewear.

It’s National Read a Book Day! Grab your readers, find a relaxing spot, and dig into a good book. What are you reading?

[link](https://bit.ly/36rKfl4) #ThinkAboutYourEyes

**Comprehensive Eye Exam: Refractive Error**

About half of US adults have eye refraction errors. Encourage consumers to get a comprehensive exam and get corrective wear to see the world more clearly.

If you have blurry vision that doesn’t go away, it may be a refractive error, which can usually be easily identified and corrected with an eye exam and new eyewear. Learn more from Think About Your Eyes: [link](https://bit.ly/36rKfl4)

If you have blurry vision that doesn’t go away, it may be a refractive error, which can usually be easily identified and corrected with an eye exam and new eyewear. Learn more from Think About Your Eyes: [link](https://bit.ly/36rKfl4)

If you have blurry vision that doesn’t go away, it may be a refractive error, which can usually be easily identified and corrected with an eye exam and new eyewear. Learn more from Think About Your Eyes: [link](https://bit.ly/36rKfl4)

**UV Protection: Fall Season**

The first day of fall is September 22nd. The beginning of autumn is a good time to remind consumers that sunglasses should be worn year-round. We provide information about UV eye protection at thinkabouteyes.com.

We’re feeling the autumn vibe over here! Just remember your eyes need as much protection from UV in the fall as they do in the summer. Learn more about UV protection and sunglasses [link](https://bit.ly/36rKfl4) #ThinkAboutYourEyes

We’re feeling the autumn vibe over here! Just remember your eyes need as much protection from UV in the fall as they do in the summer. Learn more about UV protection and sunglasses [link](https://bit.ly/36rKfl4) #ThinkAboutYourEyes

We’re feeling the autumn vibe over here! Just remember your eyes need as much protection from UV in the fall as they do in the summer. Learn more about UV protection and sunglasses [link](https://bit.ly/36rKfl4) #ThinkAboutYourEyes

©2020 Think About Your Eyes · All Rights Reserved
## 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!

### Week 1

<table>
<thead>
<tr>
<th>Date</th>
<th>Topic</th>
<th>Overview</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
<th>Images</th>
<th>Info/Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 10</td>
<td>Eye Exams: National Eye Exam Month</td>
<td>Celebrate National Eye Exam Month by highlighting the importance of annual comprehensive eye exams!</td>
<td>📚📚📚</td>
<td>📚📚📚</td>
<td>📚📚📚</td>
<td>📚📚📚</td>
<td>📚📚📚</td>
</tr>
<tr>
<td>Aug 11</td>
<td>Eye Protection: UV Protection for Activities</td>
<td>Different activities call for different types of eyewear to ensure a comfortable fit and maximum protection from UV rays. Choosing the right sunglasses is important.</td>
<td>🌞🌞🌞</td>
<td>🌞🌞🌞</td>
<td>🌞🌞🌞</td>
<td>🌞🌞🌞</td>
<td>🌞🌞🌞</td>
</tr>
<tr>
<td>Aug 12</td>
<td>Low Vision: 8 Vision Loss Questions Answered</td>
<td>Over 20 million people in the US are visually impaired and report having difficulty seeing even with glasses or contact lenses. With so many impacted by low vision, we asked Dr. Thomas Porter, OD, to answer 8 common questions about vision loss.</td>
<td>🕶️🕶️🕶️</td>
<td>🕶️🕶️🕶️</td>
<td>🕶️🕶️🕶️</td>
<td>🕶️🕶️🕶️</td>
<td>🕶️🕶️🕶️</td>
</tr>
<tr>
<td>Aug 13</td>
<td>Digital Eye Strain: Driving Tips</td>
<td>When it comes to driving, 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.</td>
<td>🚗🚗🚗</td>
<td>🚗🚗🚗</td>
<td>🚗🚗🚗</td>
<td>🚗🚗🚗</td>
<td>🚗🚗🚗</td>
</tr>
</tbody>
</table>

### Additional Posts

<table>
<thead>
<tr>
<th>Topic</th>
<th>Overview</th>
<th>Facebook</th>
<th>Instagram</th>
<th>Twitter</th>
<th>Images</th>
<th>Info/Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eye Exams: National Eye Exam Month</td>
<td>It’s National Eye Exam Month, and we’re reminding you to think about your eyes. See why annual comprehensive eye exams are key to overall health and wellness.</td>
<td>📚📚📚</td>
<td>📚📚📚</td>
<td>📚📚📚</td>
<td>📚📚📚</td>
<td>📚📚📚</td>
</tr>
<tr>
<td>Eye Protection: UV Protection for Activities</td>
<td>UV protection: Comfort. Learn how to pick the best eyewear for your outdoor activities.</td>
<td>🌞🌞🌞</td>
<td>🌞🌞🌞</td>
<td>🌞🌞🌞</td>
<td>🌞🌞🌞</td>
<td>🌞🌞🌞</td>
</tr>
<tr>
<td>Low Vision: 8 Vision Loss Questions Answered</td>
<td>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!</td>
<td>🕶️🕶️🕶️</td>
<td>🕶️🕶️🕶️</td>
<td>🕶️🕶️🕶️</td>
<td>🕶️🕶️🕶️</td>
<td>🕶️🕶️🕶️</td>
</tr>
<tr>
<td>Digital Eye Strain: Driving Tips</td>
<td>White 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.</td>
<td>🚗🚗🚗</td>
<td>🚗🚗🚗</td>
<td>🚗🚗🚗</td>
<td>🚗🚗🚗</td>
<td>🚗🚗🚗</td>
</tr>
</tbody>
</table>
# 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!

### TAYE Day

<table>
<thead>
<tr>
<th>Topic: TAYE Day: Reopening Eyecare</th>
<th>Overview: 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.</th>
<th>Instagram: It’s time to visit an eye doctor, but what do you need to know? Many eyecare practices are reopened with enhanced safety and sanitation measures in place. Find out more.</th>
<th>Twitter: It’s time to visit an eye doctor, but what do you need to know? Many eyecare practices are reopened with enhanced safety and sanitation measures in place. Find out more:</th>
<th>Images: <a href="https://bit.ly/3eL326x">https://bit.ly/3eL326x</a></th>
<th>Info/Resources: <a href="https://thinkaboutyoureyes.com/2020/05/20/special-sunglasses-the-kids-during-covid-19-with-dr-michael-white-od/">https://thinkaboutyoureyes.com/2020/05/20/special-sunglasses-the-kids-during-covid-19-with-dr-michael-white-od/</a></th>
</tr>
</thead>
</table>

### Additional Posts

#### Week 1

| Topic: UV Eye Protection: Kids Vision | Overview: 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 wearing UV-protective sunglasses when outside decreases their risk of developing vision damage later in life. | Facebook: As summer activities ramp up, remember sunglasses are just as important as sunscreen. #ThinkAboutYourEyes. Instagram: As summer activities ramp up, remember sunglasses are just as important as sunscreen. #ThinkAboutYourEyes. Twitter: As summer activities ramp up, remember sunglasses are just as important as sunscreen. #ThinkAboutYourEyes. | Images: https://bit.ly/2Zo6SvF | Info/Resources: https://thinkaboutyoureyes.com/2020/05/20/special-sunglasses-the-kids-during-covid-19-with-dr-michael-white-od/ |
| --- | --- | --- | --- | --- | --- |

#### Week 2

| Topic: Eye Exams: Overall Health | Overview: 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. | Facebook: “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.” – Dr. Ogden, OD https://bit.ly/3aE4PU. Instagram: “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.” – Dr. Ogden, OD https://bit.ly/3aE4PU. Twitter: “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.” – Dr. Ogden, OD https://bit.ly/3aE4PU. | Images: https://bit.ly/3e9j3h9 | Info/Resources: https://thinkaboutyoureyes.com/2020/06/26/eyecare-during-covid-19-reopens/ |
| --- | --- | --- | --- | --- | --- |

#### Week 3

| Topic: Low Vision: Cataracts | Overview: Over 20 million people in the US have cataracts according to Prevent Blindness America. It can be treated with proper eye care, so it’s important to educate consumers about the symptoms, risk factors, and treatment options. | Facebook: More than 20 million Americans over 45 are affected with cataracts. @ThinkAboutYourEyes breaks down the symptoms, risk factors, and treatment options here. Instagram: More than 20 million Americans over 45 are affected with cataracts. @ThinkAboutYourEyes breaks down the symptoms, risk factors, and treatment options here. Twitter: More than 20 million Americans over 45 are affected with cataracts. @ThinkAboutYourEyes breaks down the symptoms, risk factors, and treatment options here. | Images: https://bit.ly/3aE49l | Info/Resources: https://thinkaboutyoureyes.com/low-sunglasses/ |
| --- | --- | --- | --- | --- | --- |

#### Week 4

| Topic: Digital Eye Strain: 20-20-20 Rule | Overview: 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. | Facebook: 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: https://bit.ly/30071TBx. Instagram: 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. Twitter: 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. | Images: https://bit.ly/3e37sFt | Info/Resources: https://thinkaboutyoureyes.com/digital-eye-strain/ |
| --- | --- | --- | --- | --- | --- |