Additional Posts

**Kids Eye Health**

- **Topic 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.

- **Social Media**:
  - **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/3i804vR
  - **Instagram**: More than 75% of visual impairment is avoidable. Today, on World Sight Day, think about your eyes and protect your vision! https://bit.ly/3ExVnVl

**World Sight Day**

- **Topic Overview**: October 8 is World Sight Day, an annual day to focus attention on blindness and vision impairment. This World Sight Day, want to make sure consumers are aware of the important role annual comprehensive eye exams play in protecting their vision.

- **Social Media**:
  - **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 - https://bit.ly/3606IQd

**Contact Lens Care**

- **Topic Overview**: For people interested in wearing contact lenses, we provide information to help, including an overview of proper contact lens care.

- **Social Media**:
  - **Twitter**: Contact lens care starts with you. With proper hygiene habits in place, you can enjoy the comfort and benefits contacts provide. Learn more from @thinkaboutyoureyes. Learn more - https://bit.ly/3ExVnVl
  - **Instagram**: Contact lens care starts with you. With proper hygiene habits in place, you can enjoy the comfort and benefits contacts provide. Learn more from @thinkaboutyoureyes - https://bit.ly/3ExVnVl

**Eye Protection**

- **Topic Overview**: Our new blog post encourages people to get outdoors the fall with the right eyewear.

- **Social Media**:
  - **Twitter**: Come 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/3PFtuJ5
  - **Instagram**: Come 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/3PFtuJ5
**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.

**WEEK 4 SEPTEMBER 6**

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

**WEEK 3 SEPTEMBER 15**

Summer may be winding down, but that doesn’t mean all your vision projects are over yet! Did you know that nearly half of all eye injuries happen at home? Most are completely preventable with proper eye protection. So before you DIY, think about your eyes: [link](https://bit.ly/3gEaxw6)

**Additional Posts**

**WEEK 1**

**Topic:** 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.

**Facebook:** [link](https://bit.ly/3iacTnu)

**Instagram:** [link](https://bit.ly/3gExK24)

**Twitter:** [link](https://bit.ly/31yanC1)

**Info/Resources:** [link](https://bit.ly/39ZYk34)

**Topic Overview:** 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/39ZYk34) #ThinkAboutYourEyes

**Topic:** Read a Book Day

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

**Facebook:** [link](https://bit.ly/3iacTnu)

**Instagram:** [link](https://bit.ly/3gExK24)

**Twitter:** [link](https://bit.ly/31yanC1)

**Info/Resources:** [link](https://bit.ly/39ZYk34)

**Topic Overview:** 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/3iacTnu) #ThinkAboutYourEyes

**Topic:** Comprehensive Eye Exam: Refractive Error

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 [link](https://bit.ly/3gvLZ9k) #ThinkAboutYourEyes

**Facebook:** [link](https://bit.ly/3iacTnu)

**Instagram:** [link](https://bit.ly/3gExK24)

**Twitter:** [link](https://bit.ly/31yanC1)

**Info/Resources:** [link](https://bit.ly/39ZYk34)

**Topic Overview:** 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 [link](https://bit.ly/3gvLZ9k) #ThinkAboutYourEyes

**WEEK 2**

**Topic:** UV Eye 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 [thinkaboutyoureyes.com](http://thinkaboutyoureyes.com).

**Facebook:** [link](https://bit.ly/3gEaxw6)

**Instagram:** [link](https://bit.ly/3gExK24)

**Twitter:** [link](https://bit.ly/31yanC1)

**Info/Resources:** [link](https://bit.ly/39ZYk34)

**Topic Overview:** Remember your eyes need as much protection from UV in the fall as they do in the summer. Learn more: [link](https://bit.ly/3gEaxw6) #ThinkAboutYourEyes

**WEEK 3**

**Topic:** UV Eye Protection: Fall Season

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: [link](https://bit.ly/39ZYk34) #ThinkAboutYourEyes

**Facebook:** [link](https://bit.ly/3gEaxw6)

**Instagram:** [link](https://bit.ly/3gExK24)

**Twitter:** [link](https://bit.ly/31yanC1)

**Info/Resources:** [link](https://bit.ly/39ZYk34)

**Topic Overview:** 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: [link](https://bit.ly/3gEaxw6) #ThinkAboutYourEyes

**WEEK 4**

**Topic:** UV Eye Protection: Fall Season

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: [link](https://bit.ly/3gEaxw6) #ThinkAboutYourEyes

**Facebook:** [link](https://bit.ly/3gEaxw6)

**Instagram:** [link](https://bit.ly/3gExK24)

**Twitter:** [link](https://bit.ly/31yanC1)

**Info/Resources:** [link](https://bit.ly/39ZYk34)

**Topic Overview:** 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: [link](https://bit.ly/3gEaxw6) #ThinkAboutYourEyes

**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!

©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

**WEEK 1**

**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.

**Topic Overview**

- August in 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.

**Facebook**

- It's National Day 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 at https://thinkaboutyoureyes.com

**Instagram**

- It's National Eye Exam Month, and we're reminding you to think about your eyes! Annual comprehensive eye exams are key to overall health and wellness. #ThinkAboutYourEyes

**Twitter**

- It's National Day 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 at https://thinkaboutyoureyes.com

**Images**


**Resources**

- https://bit.ly/3e7R9Gx

**Additional Posts**

**EYE EXAMS**

**Eye Exams: National Eye Exam Month**

- Celebrate National Eye Exam Month by highlighting the importance of annual comprehensive eye exams!

**Topic Overview**

- 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 at https://thinkaboutyoureyes.com

**Facebook**

- 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 at https://thinkaboutyoureyes.com

**Instagram**

- It's National Eye Exam Month, and we're reminding you to think about your eyes! Annual comprehensive eye exams are key to overall health and wellness. #ThinkAboutYourEyes

**Twitter**

- 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 at https://thinkaboutyoureyes.com

**Images**


**Resources**

- https://bit.ly/3e7R9Gx

**EYE PROTECTION**

**Eye Protection: UV Protection for Activities**

- 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.

**Topic Overview**

- UV protection ✅ Comfort ✅ Learn how to pick the best eyewear for your outdoor activities.

**Facebook**

- UV protection ✅ Comfort ✅ Learn how to pick the best eyewear for your outdoor activities.

**Instagram**

- UV protection ✅ Comfort ✅ Learn how to pick the best eyewear for your outdoor activities

**Twitter**

- UV protection ✅ Comfort ✅ Learn how to pick the best eyewear for your outdoor activities.

**Images**


**Resources**

- https://bit.ly/3e7R9Gx

**LOW VISION**

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

- Understand vision loss and its causes can be complicated. Dr. Thomas Porter, OD, provides some answers to common questions that patients around the country have about low vision. Read more: https://thinkaboutyoureyes.com

**Topic Overview**

- 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

**Facebook**

- Understanding vision loss and its causes can be complicated. Dr. Thomas Porter, OD, provides some answers to common questions that patients around the country have about low vision. Click the link to find out more.

**Instagram**

- 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 to find out more.

**Twitter**

- 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 to find out more.

**Images**


**Resources**

- https://bit.ly/3e7R9Gx

**DIGITAL EYE STRAIN**

**Digital Eye Strain: Driving Tips**

- 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.

**Topic Overview**

- 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 the advice from Think About Your Eyes.

**Facebook**

- 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.

**Instagram**

- 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.

**Twitter**

- 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.

**Images**


**Resources**

- https://bit.ly/3e7R9Gx
## 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</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>TAYE Day: Reopening</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 July 15 and will focus on reopening eyecare.</td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/taye-day-reopening-eye-care">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/taye-day-reopening-eye-care">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/taye-day-reopening-eye-care">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/taye-day-reopening-eye-care">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/taye-day-reopening-eye-care">Link</a></td>
</tr>
</tbody>
</table>

### Additional Posts

#### WEEK 1

<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>UV Eye Protection: Kids Vision</td>
<td>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 UV400 sunglasses when outside decreases their risk of developing vision damage later in life.</td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/uv-eye-protection-kids-vision">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/uv-eye-protection-kids-vision">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/uv-eye-protection-kids-vision">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/uv-eye-protection-kids-vision">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/uv-eye-protection-kids-vision">Link</a></td>
</tr>
</tbody>
</table>

#### WEEK 2

<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: Overall Health</td>
<td>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.</td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/eye-exams-overall-health">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/eye-exams-overall-health">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/eye-exams-overall-health">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/eye-exams-overall-health">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/eye-exams-overall-health">Link</a></td>
</tr>
</tbody>
</table>

#### WEEK 3

<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>Low Vision: Cataracts</td>
<td>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.</td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/low-vision-cataracts">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/low-vision-cataracts">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/low-vision-cataracts">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/low-vision-cataracts">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/low-vision-cataracts">Link</a></td>
</tr>
</tbody>
</table>

#### WEEK 4

<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>Digital Eye Strain: 20-20-20 Rule</td>
<td>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.</td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/digital-eye-strain-rule">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/digital-eye-strain-rule">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/digital-eye-strain-rule">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/digital-eye-strain-rule">Link</a></td>
<td><a href="https://thinkaboutyoureyes.com/2020/05/20/special/digital-eye-strain-rule">Link</a></td>
</tr>
</tbody>
</table>

©2020 Think About Your Eyes - All Rights Reserved