### 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!

#### September 2020

### Topic Overview

**September 6**
- **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? Most are completely preventable with proper eye protection. Before you DIY, think about your eyes!
  - https://thinkaboutyoureyes.com

**September 9th**
- **Readers: National Read a Book Day**
  - September 9th 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?
  - https://thinkaboutyoureyes.com

**September 22nd**
- **Eye Safety**
  - 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.
  - We’re feeling the autumn vibes over here! Just remember your eyes need as much protection from UV in the fall as they do in the summer. Learn more: https://thinkaboutyoureyes.com

### Additional Posts

<table>
<thead>
<tr>
<th>Topic</th>
<th>Overview</th>
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<tbody>
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<td><strong>Low Vision: Eye Healthy Foods</strong></td>
<td>Healthy eyecare is more than just corrective vision and eye exams, help inform consumers about the various foods that promote healthy eyecare.</td>
<td>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: <a href="https://thinkaboutyoureyes.com">https://thinkaboutyoureyes.com</a></td>
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<td><strong>Comprehensive Eye Exam: Refractive Error</strong></td>
<td>About half of US adults have eye refractive errors. Encourage consumers to get a comprehensive exam and get corrective wear to see the world more clearly.</td>
<td>If you have blurry vision in one or both eyes, 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: <a href="https://thinkaboutyoureyes.com">https://thinkaboutyoureyes.com</a></td>
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<td><strong>UV Eye Protection: Fall Season</strong></td>
<td>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.</td>
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<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>
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<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 here.</td>
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<td><strong>Digital Eye Strain: Driving Tips</strong></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. Provide tips to reduce digital eye strain while driving.</td>
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**TAYE Day**

**Week 1**

**UV Eye Protection: Kids Vision**

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.

**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.

**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.

**Additional Posts**

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**Think About Your Eyes – 2020**