








WEEK 1

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Ask for Comments	Instagram	Social Post	Social Post	Create Your Own Post
CONTENT Subject: Keep Your Eyes Safe and Glasses Clean This year, hygiene has been everyone's #1 priority. At our practice, we've taken your safety seriously and continue to practice the most thorough cleaning practices, precautions, and procedures. Taking it a step further, we wanted to offer a few tips for proper glasses cleaning to continue keeping you safe, even when you're not at the office with us! Lens cleaning do's: <ul style="list-style-type: none">• Wash your hands with lotion-free soap.• Clean your lenses and frame regularly with water and a drop of mild liquid lotion-free soap.• Gently shake off water drops — dry your lenses with a soft, clean microfiber lens or lint-free cotton cloth. You don't even have to rub; the drops will be transferred to the cloth in contact with the lens surface. Ask your optician for one.• Inspect and clean again if needed. For more tips on cleaning your frames and lenses, read this blog [use provided link]. And if you have any other questions or concerns, schedule an appointment with us! We'll help you find a smudge-free lens solution to make life a little easier.	CONTENT Having multiple pairs of glasses means you're covering all the bases of your eye health. How many pairs of glasses do you currently have? (Including sunglasses!)	CONTENT Have questions about your vision? You are always welcome at our practice. Give us a call or schedule an appointment online!	CONTENT If you haven't used your end-of-year benefits, make sure to use them before the new year!	CONTENT As we near 2021, double-check your end-of-year benefits — and set up an eye exam before spots fill up!	CONTENT What are 2-3 common questions or challenges you're hearing about a lot during patient visits? Start by asking your staff what they are hearing and offer answers and solutions in the form of a social post: "Our patients have been looking for durability over style lately. Well, we have both..."
	HASHTAG #eyeglasses #eyecaregoals	HASHTAG #eyecarepractice #eyehealth	HASHTAG #visionplan #eyecare #2021	HASHTAG #visionplan #eyecare #2021	HASHTAG #eyecare #FAQ
RESOURCE Link to blog	RESOURCE <u>Access this article here.</u> Also, be sure to answer any and all comments to continue engaging with your audience!	RESOURCE Post a picture of your front door with a welcome sign/holiday sign or welcome mat that will be appealing and welcoming to your patients.	RESOURCE Link to your book an appointment or map/contact us page.	RESOURCE Link to your book an appointment or map/contact us page.	RESOURCE
	WEBLINK 				


WEEK 2

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Resource to Use with Your Patients	Instagram	Social Post	Social Post	Create Your Own Post
CONTENT Subject: Vision Needs Change As your local ECP, we are here to address all of your vision care needs. That could mean creating a multi-pair plan that covers your primary pair, a specialized pair, and sunglasses. Technology improvements have made it possible to create specialized pairs of glasses that help you see better during work, hobbies, and life. Experience the holiday season without vision struggles, and let us make a personalized multi-pair plan for you this season!	CONTENT Life doesn't always adjust to us, though with the right tools, we can adjust to life. Sensity Fast lenses fade from dark to clear so fast. You don't have to switch glasses or deal with the awkward in-between period that most light-reactive lenses have.	CONTENT How do you prepare for sunny days? (In style, we hope!)	CONTENT You shouldn't have to sacrifice style for convenience — or vice versa. With Sensity Fast lenses, you look great, effortlessly wherever you go!	CONTENT See light-reactive lenses in action.	CONTENT Think of some fun things you and your staff do around the holidays as a practice and as individuals! Do you do Secret Santa, have a Friendsgiving? Post about them.
	HASHTAG #lightreactivelenses #sensitivityfast	HASHTAG #localECP #eyecarepractice #sunwear	HASHTAG #lightreactivelenses #sensitivityfast	HASHTAG #lightreactivelenses	HASHTAG #happyholidays #ECP
RESOURCE	RESOURCE Download the GIF here 	RESOURCE Post a photo of your staff (or a patient who consents) wearing a pair of stylish shades from your inventory, while outside on a beautiful day near your practice. Tag your practice's location.	RESOURCE Download the GIF here 	RESOURCE Link to Video WEBLINK 	RESOURCE

WEEK 3

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Ask for Comments	Instagram - Create Your Own	Social Post	Social Post	Create Your Own Post
CONTENT Subject: Schedule Your Exam! As we head into a new year, it's the perfect time to schedule an eye exam! Here's why: <ul style="list-style-type: none">• You can start the new year strong and set yourself up for a fantastic 2021.• Right now, you have some time off! Work can be a barrier to your eye health, so use this time wisely!• If your insurance covers glasses and you have not used your remaining eyecare budget, or your FSA expires, now is the time to spend it or lose it.• You can get the whole family's eye exams done so you won't have to worry about it later!• You can take in the holiday decor (and dishes) a lot clearer! Happy holidays!	CONTENT How often do you clean your glasses throughout your busy day? Leave a comment below!	CONTENT 6 in 10 people are annoyed by constant lens cleaning — you don't have to be one of those 6 in 10 people. With EX3+ lenses, you experience much less cleaning because of their oil- and water-repellent technology.	CONTENT Eye exams are super easy — and incredibly beneficial. You'll be thankful you did it this season.	CONTENT While taking some days off for the holidays, give your eyes a break from digital devices. If they feel less strained, it might be time for a pair of computer glasses to help with digital eye strain.	CONTENT How busy do you think you'll be this year for last-minute shopping? Make sure your glasses can keep up. Sensity Fast light-reactive lenses adjust to your setting for you!
	HASHTAG #hygiene #glasses	HASHTAG #eyeglasses	HASHTAG #eyeexam	HASHTAG #DigitalEyeStrain #Holidays	HASHTAG #sensitivityfast #lightreactivelenses
RESOURCE Link to your book an appointment or map/contact us page.	RESOURCE Feel free to make this a poll - or add something to incentivize and ensure engagement, like offering a prize. Respond to each comment to improve engagement.	RESOURCE Take a picture of you or a staff member cleaning their glasses.	RESOURCE Link to your book an appointment or map/contact us page.	RESOURCE Link to your book an appointment or map/contact us page.	RESOURCE Download the GIF here 

WEEK 4

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Resource to Use with Your Patients	Instagram	Social Post	Social Post	Create Your Own Post
CONTENT Subject: Happy Thanksgiving from Our Practice to Your Family! At [insert practice], we have a lot to be thankful for: our patients, our staff, and our calling to make your vision as clear as it can be — so you can experience the world to the fullest. We hope you spend this holiday season with your family and friends, with social distancing in mind (of course)! While you're thinking about it, schedule your annual eye exam before the year ends, so you can get your vision benefits and start the year off on the right pair of glasses! We're here for you.	CONTENT What are your favorite Thanksgiving dishes? (We're already looking forward to leftovers!)	CONTENT It's that time of year to enjoy all the holiday movies you can — only make sure you're giving your eyes a break and cozying up with a good book too!	CONTENT Thanksgiving has its share of indulgent dishes, and yet, certain ingredients are actually healthy for your eyes! Deep orange and yellow vegetables such as sweet potatoes, squash, and carrots are tokens of Thanksgiving — and they're rich in beta-carotene!	CONTENT Happy Thanksgiving from all of us at [insert practice]!	CONTENT Consider sharing some posts about how you and your team celebrated Thanksgiving at your practice. If you didn't do anything like a Friendsgiving, share some decorations with your audience.
	HASHTAG #thanksgiving2020	HASHTAG #holidays2020	HASHTAG #thanksgiving2020 #eyehealthyfood	HASHTAG #thanksgiving2020	HASHTAG #Thanksgiving #HappyHolidays #EyeCare
RESOURCE Link to your book an appointment or map/contact us page.	RESOURCE To improve engagement, have your staff offer some recipe ideas! Or even follow up with a recipe share once you get a decent turnout. Respond to each comment to improve engagement.	RESOURCE Post with a photo of some good progressive frames, or use a photo representing your favorite cozy winter night pass times.	RESOURCE Link to Blog WEBLINK 	RESOURCE	RESOURCE



WEEK 1

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Ask a Question	Instagram	Social Post	Social Post	Create Your Own Post
<p>Subject: End of Year Benefits</p> <p>As we near the end of 2020, it's a great time to schedule your eye exam! That way, you can:</p> <ul style="list-style-type: none"> • Use end-of-year benefits before you lose them • Get an appointment while spots are still open • Stay on schedule if you had your exam this time last year • Use your end-of-year benefits for that pair of RX sunglasses or computer glasses you've been needing! <p>Let us know how we can help you start 2021 strong!</p>	<p>CONTENT</p> <p>Have you used your end-of-year benefits? (It's getting close to that time!)</p>	<p>CONTENT</p> <p>The holidays are bright around our office — thanks to our patients, staff, and holiday decor. Schedule an appointment before your end-of-year benefits are up!</p>	<p>CONTENT</p> <p>Ever wonder what goes into an eye exam and what all of the tools like the tonometer or phoropter are for? Learn more about everything that goes into an eye exam, and schedule yours with us soon:</p>	<p>CONTENT</p> <p>Before you start back at work in the new year and your FSA and benefits expire, schedule an eye exam to start the year off strong with the right prescription.</p>	<p>CONTENT</p> <p>Showcase products that you want to sell during the holidays, whatever they are. Write a short post about what benefits they offer your customers.</p>
	<p>HASHTAG</p> <p>#visionplan #2021</p>	<p>HASHTAG</p> <p>#holidays</p>	<p>HASHTAG</p> <p>#EyeExam #Glasses</p>	<p>HASHTAG</p> <p>#Holidays #EyeExam</p>	<p>HASHTAG</p> <p>#eyecare #eyeglasses</p>
<p>RESOURCE</p> <p>Link to your book an appointment or map/contact us page.</p>	<p>RESOURCE</p> <p>Respond to each comment for improved engagement.</p>	<p>RESOURCE</p> <p>Post a picture of your office's holiday decor.</p>	<p>RESOURCE</p> <p>Link to Blog</p> <p>WEBLINK</p> <p>GO</p>	<p>RESOURCE</p> <p>Link to your book an appointment or map/contact us page.</p>	<p>RESOURCE</p> <p>Take a picture showcasing the products, if they are lenses or treatments that are hard to take photos of, you can instead post a festive holiday photo.</p>

WEEK 2

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Resource to Use with Your Patients	Instagram	Social Post	Social Post	Create Your Own Post
<p>CONTENT</p> <p>Take a break from emails — you don't want your patients to get email fatigue.</p>	<p>CONTENT</p> <p>Your vision determines a lot of how you operate throughout your days. You deserve to see everything as clearly as possible. When you invest in your eye health, you invest in your life.</p>	<p>CONTENT</p> <p>Are you ready for the new year? Consider adding your regular eye exam to your end of year to-do list.</p>	<p>CONTENT</p> <p>If you have different prescriptions in each eye, stop into our practice. With Binocular Harmonization Technology, you can have perfect and effortless focusing, constant stability and excellent depth of vision.</p>	<p>CONTENT</p> <p>Do you experience problems focusing at a range of distances and find that traditional progressive lenses cause unpleasant blur and distortion? If so, then the MyStyle 2 lens is the right choice for you!</p>	<p>CONTENT</p> <p>Are you spending 2 or more hours per day focusing on a screen? We have lenses that help do that work for you.</p>
	<p>HASHTAG</p> <p>#investinyourself #eyehealth</p>	<p>HASHTAG</p> <p>#EyeExam #2020</p>	<p>HASHTAG</p> <p>#BHT #eyeexam</p>	<p>HASHTAG</p> <p>#mystyle2</p>	<p>HASHTAG</p> <p>#eyecare #syncIII</p>
<p>RESOURCE</p>	<p>RESOURCE</p> <p>Link to blog</p> <p>WEBLINK</p> <p>GO</p>	<p>RESOURCE</p> <p>Take a picture showcasing your exam room or practice. If you've decorated anywhere for the holidays, this is the perfect post to showcase your holiday spirit.</p>	<p>RESOURCE</p> <p>Download the GIF</p> <p>GIF</p>	<p>RESOURCE</p> <p>Link to Video</p> <p>WEBLINK</p> <p>GO</p>	<p>RESOURCE</p> <p>Link to Video</p> <p>WEBLINK</p> <p>GO</p>

WEEK 3

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Ask for Questions	Instagram	Social Post	Social Post	Create Your Own Post
<p>CONTENT</p> <p>Subject: Watch Out for Your Kids' Vision</p> <p>This year, many children haven't received a school vision screening as a result of the virtual school setting. We were able to support our community by filling that role. And we will do the same as we go into 2021! If your child hasn't received their comprehensive eye health exam for any reason, please reach out. We would love to make sure they aren't experiencing any learning struggles as a result of vision issues. Please schedule an appointment today! We're here for you.</p>	<p>CONTENT</p> <p>What time of year do you usually get your eye exams?</p>	<p>CONTENT</p> <p>Are you one of the 7 in 10 people that wears readers/progressives and has a different prescription in each eye? If this gesture looks familiar, you should consult with your optician for the solution right for you!</p>	<p>CONTENT</p> <p>Sunglasses need to be a habit all year. Learn more about choosing the right sunglasses and how they protect your eyes with this article, then schedule an appointment with us, and we'll help you find the perfect pair.</p>	<p>CONTENT</p> <p>Children often don't realize they even need glasses without an eye exam. Before the spring semester starts, schedule an eye exam for your children.</p>	<p>CONTENT</p> <p>Showcase products that you want to sell during the holidays, whatever they are. Write a short post about what benefits they offer your customers.</p>
	<p>HASHTAG</p> <p>#eyeexam</p>	<p>HASHTAG</p> <p>#progressives</p>	<p>HASHTAG</p> <p>#Sunglasses #WinterWonderland</p>	<p>HASHTAG</p> <p>#EyeExam #Children #HolidayBreak</p>	<p>HASHTAG</p> <p>#EyeDoc #Vision</p>
<p>RESOURCE</p> <p>Link to your book an appointment or map/contact us page.</p>	<p>RESOURCE</p> <p>Respond to each comment for improved engagement.</p>	<p>RESOURCE</p> <p>Show a picture of you or one of your staff squinting or covering one of your eyes to represent the difficulty of having 2 different prescriptions.</p>	<p>RESOURCE</p> <p>Click to Blog</p> <p>WEBLINK</p> <p>GO</p>	<p>RESOURCE</p> <p>Link to your book an appointment or map/contact us page.</p>	<p>RESOURCE</p> <p>Take a picture showcasing the products, if they are lenses or treatments that are hard to take photos of, you can instead post a festive holiday photo.</p>

WEEK 4



TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Resource to Use with Your Patients	Instagram	Social Post	Social Post	Create Your Own Post
<p>CONTENT</p> <p>Take a break from emails until the new year. Most of your patients will be focused on family and vacations.</p>	<p>CONTENT</p> <p>Hygiene and safety are top priorities, especially coming out of 2020. And safety is in the details! Here's how to properly clean your microfiber eyeglass cloth!</p>	<p>CONTENT</p> <p>Happy holidays from everyone at [insert your practice name]! We look forward to seeing you in 2021!</p>	<p>CONTENT</p> <p>Our patients can trust that we have their safety in mind. Here are the precautions we're continuing to take into the new year and beyond:</p>	<p>CONTENT</p> <p>We're excited for a new year serving our patients! For the holidays this year, we will be closed [insert schedule]. We hope you will be spending this time with family and friends — with social distancing in mind!</p>	<p>CONTENT</p> <p>Consider some of these eye-healthy recipes for the holidays this year!</p>
	<p>HASHTAG</p> <p>#safetyprecautions #hygiene #eyecare</p>	<p>HASHTAG</p> <p>#happyholidays #eyecarepractice</p>	<p>HASHTAG</p> <p>#safetyprecautions #hygiene #eyecare</p>	<p>HASHTAG</p> <p>#holidays2020</p>	<p>HASHTAG</p> <p>#holidays2020 #recipes</p>
<p>RESOURCE</p>	<p>RESOURCE</p> <p>Link to Blog</p> <p>WEBLINK</p> <p>GO</p>	<p>RESOURCE</p> <p>Take a group picture as a practice and post, almost like a virtual holiday card.</p>	<p>RESOURCE</p> <p>List the strict safety precation your practice is taking into 2021. Some ideas: cleaning every piece of equipment, washing surfaces regularly, providing hand sanitizer, etc.</p>	<p>RESOURCE</p>	<p>RESOURCE</p> <p>Link to Blog</p> <p>WEBLINK</p> <p>GO</p>

WEEK 5

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Ask A Question	Instagram	Social Post	Social Post	Create Your Own Post
<p>CONTENT</p> <p>Subject: We're All About Innovation in 2021</p> <p>We're all about innovation, and in 2021, you'll want to have the most innovative lenses to support your eye health! Sensity Fast lenses are light-reactive lenses you can count on to adjust to your environment and lifestyle. They turn from dark to clear so fast that you won't experience that awkward in-between period you get with many other light-reactive lenses. Curious about Sensity Fast for you? Schedule an appointment with us, and we will walk you through each benefit to these stylish, innovative lenses.</p>	<p>CONTENT</p> <p>What is your New Year's resolution for 2021? As a practice, these are our resolutions:</p>	<p>CONTENT</p> <p>If you're experiencing snow this season, be smart! Make sure you have the right sunwear to protect you from the glare!</p>	<p>CONTENT</p> <p>This year, we have seen an increase in digital eye strain due to increased screen time. Make sure you are practicing the 20-20-20 rule: look away from your screen every 20 minutes at an object that is 20 feet away for a full 20 seconds.</p>	<p>CONTENT</p> <p>When was your child's last eye exam? According to the AOA, a child's next eye exams should take place: at age 3, prior to kindergarten or first grade (age 5-6), and every 1-2 years thereafter.</p>	<p>CONTENT</p> <p>What are your eye health priorities in 2021?</p>
	<p>HASHTAG</p> <p>#2021 #NewYearsResolution #EyeCare</p>	<p>HASHTAG</p> <p>#winter2020 #sunwear</p>	<p>HASHTAG</p> <p>#202020rule #eyehealthtips</p>	<p>HASHTAG</p> <p>#eyeexam #childrenseyehealth</p>	<p>HASHTAG</p> <p>#eyehealth</p>
<p>RESOURCE</p> <p>Link to your book an appointment or map/contact us page.</p>	<p>RESOURCE</p> <p>Include your practice's New Year's resolution. A couple ideas:</p> <ul style="list-style-type: none"> - Make sure all of our patients know about digital eye strain - Help every patient find the perfect glasses for them and their families 	<p>RESOURCE</p> <p>Post a picture of a staff member wearing a pair of your best shades while bundled up in winter wear — if there's snow nearby, that's a plus!</p>	<p>RESOURCE</p> <p>Your staff can make a quick video explaining the 20/20/20 rule to post with this. Just record on a phone in your practice and upload it with the post.</p>	<p>RESOURCE</p> <p>Respond to each comment for improved engagement.</p>	<p>RESOURCE</p>



WEEK 1

TYPE	TYPE	TYPE	TYPE	TYPE	TYPE
Email	Resource to Use with Your Patients	Instagram	Social Post	Social Post	Create Your Own Post
CONTENT Subject: Take a Break from Screens This year, we've spent a lot of time on screens. As your local eye care provider, we want to protect your eyes from blue light damage! Did you know that blue light primarily comes from the sun? And that 15 minutes of sun is equal to 8 hours of screen time? Start 2021 with an eye-health-related resolution: to give your eyes a break from screens and minimize the risks and discomfort that is associated with blue light, such as scatter/haze, age-related macular degeneration, and issues with sleep. To help you out, practice the 20-20-20 rule more often: every 20 minutes, stare at an object 20 feet away for 20 whole seconds. If you're experiencing symptoms of digital eye strain, such as blurred vision, sore eyes, and sensitivity to light, schedule an appointment! We have solutions that will help alleviate the strain and get you back on track.	CONTENT Happy New Year! We look forward to providing you the utmost value in eye care this year — for you and the entire family.	CONTENT Start 2021 off on the right glasses! Here's a few you may be interested in:	CONTENT Helpful tip: if you used your vision benefits early 2020, now is the time to use them! It will help you stay on the right eye care schedule.	CONTENT Great hygiene will be just as important this year. Remember to clean your frames and lenses thoroughly!	CONTENT Did you know that up to 10% of preschoolers and up to 25% of school-age children have vision problems? And that many of these problems can affect learning? Unfortunately, these problems don't have obvious signs. The key to detecting is to have routine comprehensive eye exams performed by an optometrist or ophthalmologist.
	HASHTAG #2021 #eyecare	HASHTAG #eyeglasses #newyear	HASHTAG #eyecare #visionplan #visionbenefits	HASHTAG #hygiene #safetyprecautions #2021	HASHTAG #eyeexams #eyehealth
RESOURCE Link to your book an appointment or map/contact us page.	RESOURCE Link to Blog WEBLINK 	RESOURCE Showcase some of your favorite frames and lenses	RESOURCE Link to your book an appointment or map/contact us page.	RESOURCE Link to Blog WEBLINK 	RESOURCE Link to your book an appointment or map/contact us page.