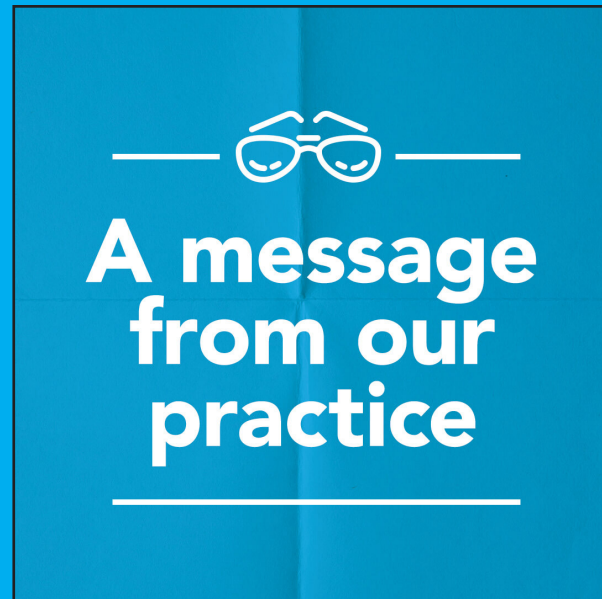


# COVID-19 SOCIAL MEDIA CONTENT CALENDAR



## MONDAY

### ► Practice Updates



Share updates on your practice: current services being offered, and current hours outlined.

## TUESDAY

### ► Work from Home and Self-Care Tips



Make this fun. Include work from home tips, self-care ideas, entertainment in quarantine ideas, or repost a fun meme, etc. These posts should be playful and helpful.

## WEDNESDAY

### ► WHO COVID-19 Facts and Eye Care Tips



Position yourself as a champion of health and wellness. Share WHO fast facts on preventing the spread of Coronavirus as well as sending out eye care tips.

## THURSDAY

### ► Community Focus



Give a shout-out to your local hospital or another small business here. Repost from their social media (be sure to properly tag). Staying connected with small business and applauding your hospitals brings you closer to your community.

## FRIDAY

### ► Services Available



Remind your patients again what eye care services are available to them. Remember to add the best contact information for your office in the body of the post.

## SATURDAY

### ► Product Available



Let patients know their options on ordering frames and contacts, the process to pickup, and realistic turnaround times.