

# #SHOPLOCAL CONTENT CALENDAR



My Marketing Team™

## MONDAY Patient Highlight



Share a photo of a patient rocking their new frames! Be sure to get their permission to share.

## TUESDAY Staff Spotlight



Share a photo of an awesome staff member in your practice and introduce them to your followers!

## WEDNESDAY #ShopLocal



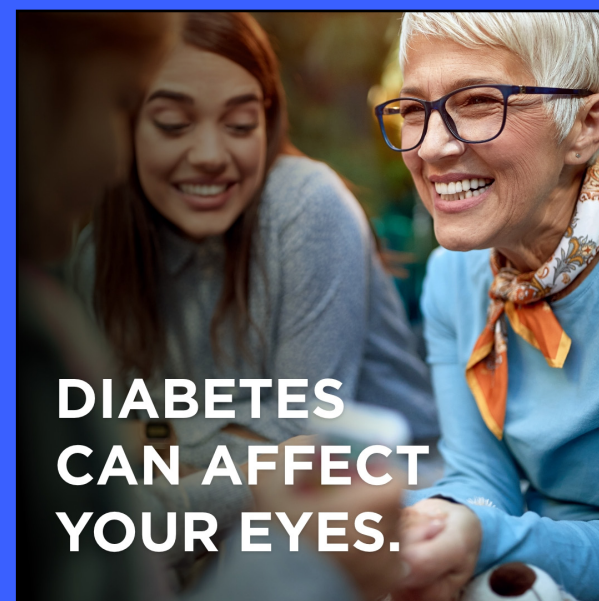
Encourage your patients to #ShopLocal with today's post. Consider running a special promotion.

## THURSDAY Frame of the Week



Share a photo of a new frame in your practice. We recommend using a styled photo of the frame, preferably with someone modeling them.

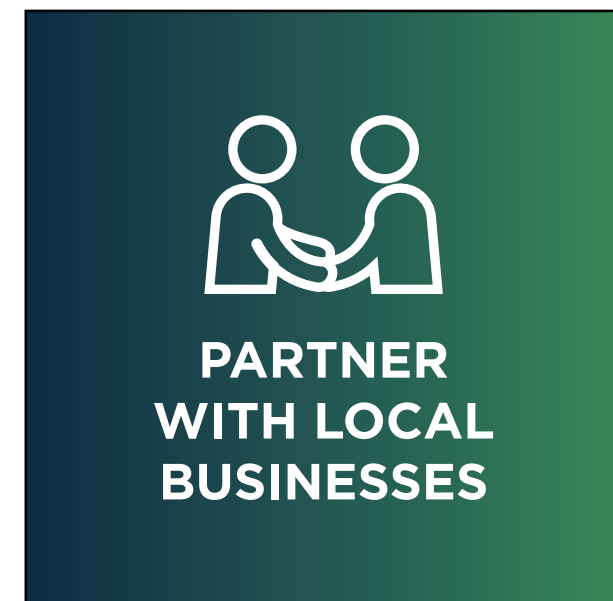
## FRIDAY Eye Health Tip



**DIABETES  
CAN AFFECT  
YOUR EYES.**

Educate patients on different ways they can stay on top of their eye health when they're away from your practice.

## SATURDAY Community Collab



Post a photo of another great local business to promote #ShopLocal in your community. Consider hosting a special offer together or highlight their business.