

2020 SOCIAL MEDIA CALENDAR



JANUARY
THEME: Winter

GLAUCOMA AWARENESS MONTH World Braille Day 4

FEBRUARY
THEME: Love/American Heart Month

MACULAR DEGENERATION AWARENESS MONTH National Pizza Day 9

MARCH
THEME: Spring

WORKPLACE EYE WELLNESS MONTH World Optometry Day 23
World Glaucoma Week 8-14
World Optometry Week 23-27

APRIL
THEME: Eye Health/Allergies Focus

SPORTS EYE SAFETY MONTH National Pet Day 11
National Earth Day 22

MAY
THEME: Summer

HEALTHY VISION MONTH Star Wars Day 4

JUNE
THEME: National Sunglasses Day

FIREWORKS EYE SAFETY/CATARACT AWARENESS MONTH National Eyewear Day 6
National Sunglasses Day 27

JULY
THEME: Back To School

UV SAFETY MONTH World Emoji Day 17

AUGUST
THEME: Fall

CHILDREN'S EYE HEALTH AND SAFETY MONTH National Book Lovers Day 9
National Tell A Joke Day 16

SEPTEMBER
THEME: Open Enrollment

HEALTHY AGING MONTH National Video Games Day 12
National Coffee Day 29

OCTOBER
THEME: Use It Or Lose It

HALLOWEEN SAFETY/CONTACT LENS SAFETY AWARENESS MONTH World Sight Day 8

NOVEMBER
THEME: Winter

DIABETIC EYE DISEASE AWARENESS/NATIONAL DIABETES MONTH World Diabetes Day 14
Small Business Saturday 28

DECEMBER
THEME: New Year

SAFE TOYS AND CELEBRATIONS MONTH National Cookie Day 4
National Cupcake Day 15