



## SOCIAL MEDIA CONTENT CALENDAR: APRIL 2026

This calendar outlines content for use in consumer-facing social media marketing during April 2026. For each topic we provide: the concept overview, specific language, and links to resources you can include in posts. It’s ready-made for you to add your own visuals to and post. We will continue to provide these throughout the year to help with content planning.

### APRIL CONTENT RECOMMENDATIONS

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| <b>WEEK 1: WORLD HEALTH DAY</b><br>Timing: April 5–11                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                                                          |
| <b>OVERVIEW:</b><br>Together for Health. Stand with Science.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         |  |                                                          |
| <b>COPY:</b><br><p>This <b>#WorldHealthDay</b> 2026 (April 7), we are celebrating the World Health Organization to celebrate a powerful theme: <i>“Together for health. Stand with science.”</i></p> <p>This year’s campaign shines a spotlight on the essential role of scientific collaboration in protecting the health of people, animals, and our planet. As a community dedicated to vision care, we know that evidence-based innovation is at the heart of everything we do—from groundbreaking lens technology to clinical research that saves sight.</p> <p>When we stand with science, we secure a clearer, healthier future for everyone, everywhere.</p> |  | <b>HASHTAGS:</b><br><br>#WorldHealthDay<br>#HealthForAll |
| <b>LINK:</b><br><a href="https://www.who.int/campaigns/world-health-day/2026">https://www.who.int/campaigns/world-health-day/2026</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                                                          |
| <b>WEEK 2: ANNUAL EYE EXAM</b><br>Timing: April 12–18                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                                                          |
| <b>OVERVIEW:</b><br>Why You Should Get an Eye Exam                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                                                          |
| <b>COPY:</b><br><p>Your eyes play a crucial role in your daily life, yet vision changes can happen gradually, and often without your noticing. That’s why an eye exam is essential for maintaining clear vision and catching potential issues early. Don’t wait for symptoms to appear—prioritize your eye health today! Learn more here:</p> <p><a href="https://thevisioncouncilfoundation.org/back-to-school/why-you-need-an-annual-eye-exam/">https://thevisioncouncilfoundation.org/back-to-school/why-you-need-an-annual-eye-exam/</a></p>                                                                                                                     |  | <b>HASHTAGS:</b><br><br>#EyeHealth<br>#SeeWhatMatters    |
| <b>LINK:</b><br><a href="https://thevisioncouncilfoundation.org/back-to-school/why-you-need-an-annual-eye-exam/">https://thevisioncouncilfoundation.org/back-to-school/why-you-need-an-annual-eye-exam/</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                          |  |                                                          |



**WEEK 3: EARTH DAY**  
Timing: April 19–25

**OVERVIEW:**  
April 22 is Earth Day!

**COPY:**

Style meets sustainability this Earth Day!

As we celebrate our planet on April 22, we’re looking at how the eyewear industry is evolving to protect the world we see. From biodegradable materials to recycled ocean plastics, the shift toward eco-conscious design is more than a trend—it’s the future of our industry.

In The Vision Council’s featured article, “Sporty and Sustainable,” they dive into how high-performance eyewear is leading the charge, proving that you don’t have to sacrifice durability or style to make an environmentally friendly choice. Whether you’re on the trail or in the lab, sustainable innovation is clearing the way for a greener tomorrow.

Read more here: <https://thevisioncouncilfoundation.org/2023/06/07/sporty-and-sustainable/>

**HASHTAGS:**

#EarthDay  
#Sustainability  
#SustainableEyewear

**LINK:**  
<https://thevisioncouncilfoundation.org/2023/06/07/sporty-and-sustainable/>

**WEEK 4: GET YOUR EYES READY FOR SPRING/SUMMER SPORTS**  
Timing: April 26–30

**OVERVIEW:**  
Protect your eyes this sports season with the right eyewear.

**COPY:**

Summer activities mean more time outdoors, but are your eyes protected? From UV exposure to impact injuries, proper eyewear is essential to ensure optimal performance and safety. Whether you’re on the field or in the water, make sure you’re wearing the right protective eyewear to keep your vision sharp all season long. Learn more here: <https://thevisioncouncilfoundation.org/back-to-school/safeguard-your-vision/>

**HASHTAGS:**

#SportsVision  
#EyeProtection

**LINK:**  
<https://thevisioncouncilfoundation.org/back-to-school/safeguard-your-vision/>

For more information on The Vision Council’s consumer outreach, please contact Kayleigh Tokash at [ktokash@thevisioncouncil.org](mailto:ktokash@thevisioncouncil.org) or visit our website at [thevisioncouncilfoundation.org](https://thevisioncouncilfoundation.org).