



SOCIAL MEDIA CONTENT CALENDAR: AUGUST 2025

This calendar outlines content for use in consumer-facing social media marketing during August 2025. 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.

AUGUST CONTENT RECOMMENDATIONS

WEEK 1: BACK TO SCHOOL EYE CARE TIPS Timing: August 1–7		
OVERVIEW: Encourage families to prioritize eye health before the school year begins.		
COPY: Back to School means back to routine — and that includes prioritizing your child’s eye health! Make sure they’re set up for success with a comprehensive eye exam and good screen-time habits. Explore tips for digital eye strain, UV protection, and more here: https://thevisioncouncilfoundation.org/back-to-school/		HASHTAGS: #KidsEyeHealth #BackToSchool #HealthyVision
LINK: https://thevisioncouncilfoundation.org/back-to-school/		
WEEK 2: NATIONAL EYE EXAM MONTH Timing: August 8–14		
OVERVIEW: Celebrate National Eye Exam Month by raising awareness about comprehensive eye exams.		
COPY: August is National Eye Exam Month — a perfect reminder to schedule a comprehensive eye exam for you and your family! Annual eye exams help detect issues early and ensure your vision is on track for the school year. Find out what to expect during an eye exam: https://thevisioncouncilfoundation.org/back-to-school/what-happens-during-an-eye-exam/		HASHTAGS: #NationalEyeExamMonth #KidsEyeHealth #BackToSchool #HealthyVision
LINK: https://thevisioncouncilfoundation.org/back-to-school/what-happens-during-an-eye-exam/		



WEEK 3: CHILDREN'S EYE HEALTH & SAFETY MONTH

Timing: August 15–21

OVERVIEW:

Share eye health and safety reminders as kids head into the school year.

COPY:

Did you know children spend more time outdoors than adults, increasing their exposure to harmful UV rays?
August is Children's Eye Health & Safety Month — a great time to learn how to protect your child's vision both indoors and out.
Get tips on UV safety, proper eyewear, and more:
<https://thevisioncouncilfoundation.org/explore/national-sunglasses-day-materials/sunglasses-guide/>

HASHTAGS:

#ChildrensEyeHealthAndSafetyMonth
#KidsEyeHealth
#BackToSchool
#HealthyVision

LINK:

<https://thevisioncouncilfoundation.org/explore/national-sunglasses-day-materials/sunglasses-guide/>

WEEK 4: BACK TO SCHOOL EYE CARE — PART 2

Timing: August 22–28

OVERVIEW:

Reinforce back to school eye care tips as the school year kicks off.

COPY:

As school starts, don't forget: healthy eyes support academic success!
Make sure your student is equipped with the right eyewear for reading, screen time, and outdoor activities. Learn what to look for and how to help them form smart habits.
More tips here: <https://thevisioncouncilfoundation.org/back-to-school/how-to-choose-glasses-and-contact-lenses-for-your-children/>

HASHTAGS:

#KidsEyeHealth
#BackToSchool
#HealthyVision

LINK:

<https://thevisioncouncilfoundation.org/back-to-school/how-to-choose-glasses-and-contact-lenses-for-your-children/>

For more information on The Vision Council's consumer outreach, please contact Kayleigh Tokash at ktokash@thevisioncouncil.org or visit our website at thevisioncouncilfoundation.org.