



SOCIAL MEDIA CONTENT CALENDAR: AUGUST 2026

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

AUGUST CONTENT RECOMMENDATIONS

WEEK 1: BACK-TO-SCHOOL EYECARE TIPS Timing: August 1–7		
OVERVIEW: Encourage families to prioritize eye health as back-to-school preparations kick into high gear.		
COPY: A new school year brings new routines—and it’s the perfect time to put your child’s eye health at the top of the checklist! Complete your back-to-school prep with a comprehensive eye exam and smart screen-time strategies to keep young eyes healthy all year long. Discover essential tips for managing digital eye strain, picking UV protection, and more here: https://thevisioncouncilfoundation.org/back-to-school/	HASHTAGS: #KidsEyeHealth #BackToSchool #HealthyVision #VisionCare	
LINK: https://thevisioncouncilfoundation.org/back-to-school/		

WEEK 2: NATIONAL EYE EXAM MONTH Timing: August 8–14		
OVERVIEW: Celebrate National Eye Exam Month by driving awareness around the importance of routine comprehensive eye exams.		
COPY: Did you know that August is #NationalEyeExamMonth ? There’s no better time to book annual comprehensive eye exams for the whole family! Routine checkups are key to catching vision changes early and setting students up for a successful school year ahead. Curious about what goes on during a visit? Learn what to expect during a comprehensive eye exam here: https://thevisioncouncilfoundation.org/back-to-school/what-happens-during-an-eye-exam/	HASHTAGS: #NationalEyeExamMonth #KidsEyeHealth #BackToSchool #HealthyVision #EyeExam	
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:
Highlight children’s UV protection and eye safety as kids head back into outdoor sports and activities.

COPY:
Kids spend significantly more time in the sun than adults, making proper UV protection a must!

August is Children’s Eye Health & Safety Month—a great reminder to safeguard your child’s sight both in the classroom and out on the playground.

Get expert advice on choosing the right UV protection and protective eyewear for kids:
<https://thevisioncouncilfoundation.org/back-to-school/safeguard-your-vision/>

HASHTAGS:
[#ChildrensEyeHealthAndSafetyMonth](#)
[#KidsEyeHealth](#)
[#BackToSchool](#)
[#HealthyVision](#)
[#UVSafety](#)

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

WEEK 4: BACK-TO-SCHOOL EYECARE — PART 2
Timing: August 22–28

OVERVIEW:
Reinforce the connection between healthy vision, classroom focus, and academic achievement as school begins.

COPY:
Clear vision is one of the most powerful learning tools a student can have!

As the 2026–2027 school year gets underway, make sure your student is set up with the right glasses for reading, screen use, and play. Help them build healthy habits that support their eyes inside and outside the classroom.

Explore our full back-to-school eyecare guide: <https://thevisioncouncilfoundation.org/back-to-school/>

HASHTAGS:
[#KidsEyeHealth](#)
[#BackToSchool](#)
[#HealthyVision](#)
[#EyeSafety](#)

LINK:
<https://thevisioncouncilfoundation.org/back-to-school/>

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.