



SOCIAL MEDIA CONTENT CALENDAR: DECEMBER 2025

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

DECEMBER CONTENT RECOMMENDATIONS

WEEK 1: GIVING TUESDAY Timing: December 1–7		
OVERVIEW: Highlight opportunities to give back and support meaningful vision–industry initiatives.		
COPY: This Giving Tuesday, help power the future of vision care. Support The Vision Council Foundation’s mission to develop the next generation of opticians through scholarships, training, and industry career pathways. Donations of any size make a difference in building a stronger, more sustainable optical workforce. Learn more and give today: https://givebutter.com/TVCFoundation		HASHTAGS: #GivingTuesday #OpticalIndustry #TheVisionCouncil
LINK: https://givebutter.com/TVCFoundation		
WEEK 2: MAXIMIZE YOUR VISION BUDGET Timing: December 8–14		
OVERVIEW: Promote the smart use of vision benefits before the year’s–end!		
COPY: Looking to get the most out of your vision–care benefits before the year ends? This new resource from The Vision Council Foundation breaks down practical ways to use FSA/HSA funds, understand vision insurance, and make informed choices about your eye–health spending. Make your vision budget go further and set yourself up for clearer, healthier sight in 2026. Read the full article here: https://thevisioncouncilfoundation.org/2025/11/24/maximize-your-vision-budget/		HASHTAGS: #EyeHealth #FSA #HSA #VisionCare #TheVisionCouncilFoundation
LINK: https://thevisioncouncilfoundation.org/2025/11/24/maximize-your-vision-budget/		



WEEK 3: HOLIDAY GIFT GUIDE

Timing: December 15–21

OVERVIEW:

Encourage followers to consider eyewear and eyecare gifts for the season!

COPY:

Looking for a thoughtful gift this holiday season? Eyewear and eyecare essentials make meaningful presents that blend style, comfort, and well-being. From fashion-forward frames and performance sunglasses to blue light protection and vision care accessories, there’s something for everyone on your list.

Give a gift they’ll use every day—clearer vision, elevated style, and healthier eyes.

HASHTAGS:

#GiftGuide
#Holiday

WEEK 4: HAPPY HOLIDAYS AND HAPPY NEW YEAR

Timing: December 22–31

OVERVIEW:

Closing out the year!

COPY:

Warmest wishes for a joyful holiday season from all of us at [Member Organization Name].

As the year comes to a close, we’re reflecting on everyone who has helped us move the industry forward and supported us in 2025. Here’s to another amazing year ahead. Happy Holidays and Happy New Year!

HASHTAGS:

#HappyHolidays
#HappyNewYear

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.