



SOCIAL MEDIA CONTENT CALENDAR: FEBRUARY 2026

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

FEBRUARY CONTENT RECOMMENDATIONS

WEEK 1: LOW VISION AWARENESS MONTH Timing: February 2–7		
OVERVIEW: February marks Low Vision Awareness Month, a time to bring attention to a critical yet often neglected aspect of eye health. Across the globe, countless individuals are affected by low vision, a condition that extends beyond the simple fix of regular eyeglasses or contact lenses. It involves a range of visual impairments that deeply impact daily life and are not entirely correctable with standard prescription lenses.		
COPY: February is Low Vision Awareness Month , and we are focusing on the resources that help millions of individuals maintain their independence and quality of life. Low vision can make everyday tasks more difficult, but it doesn’t have to mean a loss of connection or activity. Understanding these solutions allows us as an industry to better serve every patient’s unique vision journey. Read more about how to navigate a life with low vision here: https://bit.ly/3WE66tO	HASHTAGS: #LowVisionAwareness #BetterVisionBetterLives #EyeHealth	
LINK: https://bit.ly/3WE66tO		
WEEK 2: VALENTINE’S DAY Timing: February 8–14		
OVERVIEW: Schedule an eye exam		
COPY: Love is in the air, but is it in focus? This Valentine’s Day, we’re talking about the ultimate act of self-love: scheduling your annual eye exam. Self-care is more than just face masks and flowers—it’s about protecting your health so you can keep taking in the world (and your favorite people) with clarity. Whether you’ve been straining at your screen or it’s simply been a while since your last check-up, giving your eyes some attention is the best gift you can give yourself.	HASHTAGS: #ValentinesDay #EyeHealth	



WEEK 3: AGE RELATED MACULAR DEGENERATION MONTH

Timing: February 15–21

OVERVIEW:

February is Age-Related Macular Degeneration (AMD) Month, a leading cause of low vision and vision loss among people 50 and older. According to the National Eye Institute, 11 million people in the United States have AMD.

COPY:

February is Age-Related Macular Degeneration (AMD) and Low Vision Awareness Month, a critical time for the optical industry to focus on the millions of individuals living with central vision loss.

As AMD remains a leading cause of vision impairment for those over 50, early detection and patient education are our most powerful tools. Learn more about Low Vision and the causes here:

<https://bit.ly/40FvmjW>

HASHTAGS:

#AMDawarenessMonth
#EyeHealth
#BetterVisionBetterLives

LINK:

<https://bit.ly/40FvmjW>

WEEK 4: WINTER UV PROTECTION

Timing: February 22–28

OVERVIEW:

Protect your eyes with UV-blocking sunglasses, even on snowy or cloudy days.

COPY:

Think sun protection is only for the summer? Think again.

As we move through the winter months, winter UV protection remains a top priority for eye health. Whether your customers are hitting the slopes or just commuting on a bright February morning, the sun’s rays can be just as damaging in the winter as they are in July.

HASHTAGS:

#EyeProtection
#UVSafety

LINK:

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

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.

