



SOCIAL MEDIA CONTENT CALENDAR: JANUARY 2026

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

JANUARY CONTENT RECOMMENDATIONS

WEEK 1: HAPPY NEW YEAR! Timing: January 1–9		
OVERVIEW: New Year 2026!		
COPY: Happy New Year! Wishing all of our colleagues and partners across the optical industry a prosperous and successful 2026! We are excited for a new year of growth, innovation, and stronger partnerships as we collectively advocate for the success of our industry and better vision for all. May your 2026 be filled with opportunity, clarity, and renewed focus!		HASHTAGS: #NewYears #HappyNewYear
WEEK 2: EYEWEAR RESOLUTIONS Timing: January 10–16		
OVERVIEW: 2026 Eyewear Resolutions		
COPY: New Year, New Focus! Make 2026 the Year of Clear Vision. While you’re setting goals for fitness and finance, don’t forget the most important tool you use every day: your eyes! Healthy vision is key to a successful year. Here are three simple Eye Resolutions for your 2026 wellness plan: 1. Schedule Your Annual Comprehensive Eye Exam. This is the single best preventative step you can take. Eye exams check for diseases like glaucoma and macular degeneration before symptoms appear, when they are easier to treat. 2. Practice the 20–20–20 Rule. If you spend long hours on digital screens, give your eyes a rest! Every 20 minutes, look away for 20 seconds at something 20 feet away to prevent digital eye strain. 3. Wear Sunglasses Year-Round. UV rays are harmful even on cloudy or cold days. Commit to wearing sunglasses that block 100% of UV rays to protect against long-term damage like cataracts. What’s your Eye Resolution for 2026?		HASHTAGS: #HealthyVision #NewYearNewYou



WEEK 3: NATIONAL GLAUCOMA AWARENESS MONTH

Timing: January 17–23

OVERVIEW:

Glaucoma Awareness

COPY:

January is National Glaucoma Awareness Month!

Glaucoma is a leading cause of vision loss and blindness in the United States. Even more alarming, as many as half of the people with glaucoma don't know they have it because it often has no early symptoms or warning signs.

Protect Your Vision:

- The only way to detect glaucoma early is with a comprehensive dilated eye exam.
- Early diagnosis and treatment can help prevent further vision loss.

HASHTAGS:

#NationalGlaucomaAwarenessMonth

WEEK 4: WINTER SPORTS EYEWEAR SAFETY

Timing: January 24–31

OVERVIEW:

Winter Sports Eyewear Safety

COPY:

Prioritize Eye Safety on the Slopes! Winter sports pose unique risks to your vision that require the right protection.

That beautiful snow reflects up to 80% of the sun's UV rays, making UV protection more crucial in winter than at the beach. This double exposure can lead to short-term issues like photokeratitis (snow blindness) and long-term damage like cataracts.

Protect your eyes this season with these essential tips:

- 100% UV Protection is a Must: Always choose polarized goggles or sunglasses that block 100% of UVA and UVB rays.
- Polycarbonate Lenses: Opt for impact-resistant polycarbonate lenses to shield against debris, impacts, and potential falls.
- Combat Dryness: Cold, dry air and wind can cause dry eyes. Use lubricating eye drops and choose goggles or wraparound glasses to shield your eyes from the elements.
- Choose the Right Tint: Look for yellow, amber, or rose tints to enhance contrast and improve visibility in low light or overcast conditions.

Don't hit the mountain without proper gear! Schedule an eye exam to ensure your prescription and protective eyewear are perfect for your winter adventures.

HASHTAGS:

#WinterSportsSafety
#EyeSafety
#SkiGoggles
#UVProtection

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.