



SOCIAL MEDIA CONTENT CALENDAR: JULY 2025

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

JULY CONTENT RECOMMENDATIONS

WEEK 1: FOURTH OF JULY Timing: July 1–7		
OVERVIEW: Promote eyewear safety on the Fourth of July.		
COPY: We hope you’re celebrating #IndependenceDay in your finest red, white, or blue sunnies. With extended time in the sun and celebratory fireworks, make sure your eyes are protected for a safe and happy #FourthOfJuly !		HASHTAGS: #FourthOfJuly #IndependenceDay
WEEK 2: UV SAFETY AWARENESS MONTH Timing: July 8–14		
OVERVIEW: July is UV Safety Awareness Month, a time to promote the importance of eyewear to protect against the sun’s harsh UV rays.		
COPY: July is #UVSafetyAwarenessMonth and we’re spreading awareness about how important it is to protect our eyes from the harmful effects of UV rays! According to research from The Vision Council, 13% of adults say they never wear sunglasses yet just ONE day spent outdoors without UV-protective eyewear can cause red, swollen eyes, blurred vision, and sensitivity to light. Put on your shades and protect your eyes this summer and all year round!		HASHTAGS: #UVSafetyAwarenessMonth #UVSafety #sunglasses
LINK: https://thevisioncouncilfoundation.org/protect-your-eyes/		



WEEK 3: DRY EYE AWARENESS MONTH

Timing: July 15–21

OVERVIEW:

July is Dry Eye Awareness Month, a month dedicated to raising awareness about dry eye syndrome, a common eye condition that causes dryness, irritation, and discomfort.

COPY:

According to the National Eye Institute, nearly 16.4 million Americans have dry eye and if severe dry eye is not treated, it can sometimes damage the cornea and negatively impact one’s quality of life.

Learn more about dry eye and the risk associated with it here: <https://bit.ly/44jJv6u>

#DryEyeAwarenessMonth

HASHTAGS:

#DryEyeAwarenessMonth

#DryEye

#eyehealth

LINK:

<https://bit.ly/44jJv6u>

WEEK 4: WEAR YOUR SPORTS SUNGLASSES!

Timing: July 22–31

OVERVIEW:

As summer continues on, share the importance of wearing sports sunglasses for UV protection while playing sports outdoors.

COPY:

Unleash your athletic edge this summer with the right sports eyewear!

Whether you’re racing down trails, cycling through scenic routes, or taking the golf course by storm — top-tier sports eyewear does more than look cool. It helps you:

- ✓ See clearly
- ✓ Stay safe
- ✓ Protect your eyes long-term

Invest in eyewear designed for performance and protection, and let your vision fuel your victories. Your eyes are your greatest asset — treat them like a champion.

Learn about why you should wear sports eyewear here: <https://bit.ly/3FYttYS>

HASHTAGS:

#sunglasses

#UVsafety

LINK:

<https://bit.ly/3FYttYS>

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.

