



SOCIAL MEDIA CONTENT CALENDAR: JULY 2026

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

JULY CONTENT RECOMMENDATIONS

WEEK 1: FOURTH OF JULY Timing: July 1–11		
OVERVIEW: Promote eyewear safety on the Fourth of July.		
COPY: Wishing you a spectacular, safe, and happy Fourth of July! As we celebrate #IndependenceDay with fireworks, barbecues, and festive gatherings, it’s a wonderful reminder to enjoy the summer sun safely. Enjoy the long weekend, stay safe, and don’t forget to protect your eyes out there under those bright July skies!		HASHTAGS: #FourthOfJuly #IndependenceDay
WEEK 2: UV SAFETY AWARENESS MONTH Timing: July 12–18		
OVERVIEW: July is UV Safety Month.		
COPY: July is #UVSafetyAwarenessMonth! As summer heatwaves and outdoor activities reach their peak, it’s the perfect time to remind your community about the critical importance of protecting their eyes from the sun. While many people remember to apply sunscreen to protect their skin, eye protection is frequently overlooked. Prolonged exposure to ultraviolet (UV) radiation can lead to serious eye conditions, including cataracts, macular degeneration, and photokeratitis (essentially a sunburned eye). Use this month to encourage your patients and customers to upgrade their sunwear and prioritize their visual health!		HASHTAGS: #UVSafetyAwarenessMonth #UVSafety #sunglasses
LINK: https://bit.ly/4vgGr8l		



WEEK 3: DRY EYE AWARENESS MONTH
Timing: July 19–25

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:
July is #DryEyeAwareness Month! With summer AC units running on high and increased screen time during travel and vacation planning, it’s the perfect time to educate your community about chronic dry eye.

Dry eye is a common and often frustrating condition that occurs when your eyes don’t produce enough tears, or the tears evaporate too quickly. It’s more than just a temporary annoyance—it can significantly impact daily comfort and clear vision.

Encourage your patients not to ignore the discomfort. Use this month to remind them that a visit to their eye care professional can help identify the root cause and provide a personalized relief plan!
<https://bit.ly/44jJv6u> #DryEyeAwarenessMonth

HASHTAGS:
#DryEyeAwarenessMonth
#DryEye
#eyehealth

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

WEEK 4: WEAR YOUR SPORTS SUNGLASSES!
Timing: July 26–31

OVERVIEW:
It’s summer sports season—protect your eyes!

COPY:
Summer sports are in full swing—but is your eyewear ready for the game? Outdoor summer sports mean high speeds, intense sun, and potential eye hazards. Regular sunglasses are great for lounging, but athletes need specialized gear to protect their vision and level up their performance.

Protecting your eyes is just as important as protecting your joints. Use this summer to encourage a sports eyewear upgrade! 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.