



SOCIAL MEDIA CONTENT CALENDAR: JUNE 2025

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

JUNE CONTENT RECOMMENDATIONS

WEEK 1: NATIONAL SUNGLASSES DAY IS COMING!
Timing: June 2–8

OVERVIEW:
National Sunglasses Day is less than a month away!

COPY:
Mark your calendars and set your reminders! **#NationalSunglassesDay** is just around the corner, with a month to go until we celebrate on June 27. It’s the perfect opportunity to start planning your sun-safe style and pick out the trendiest shades to showcase on this special occasion. Join us in raising awareness about the importance of protecting your eyes from harmful UV rays while embracing your unique fashion sense.

Learn more here: <https://bit.ly/43o0xIO>

HASHTAGS:
[#NationalSunglassesDay](#)

LINK:
<https://thevisioncouncilfoundation.org/national-sunglasses-day-2025/>

WEEK 2: FATHER’S DAY
Timing: June 9–15

OVERVIEW:
Father’s Day is June 15! Help celebrate all the fathers out there with stylish eyewear picks for a gift or a general message of support on Father’s Day.

COPY:
This Father’s Day, we’re celebrating the dads who see it all — from first steps to graduations, and everything in between.

Whether he’s rocking classic frames or modern shades, make sure dad’s vision is as sharp as his style. Schedule an eye exam, gift him new eyewear, and show him you care — through every lens.

#FathersDay

HASHTAGS:
[#FathersDay](#)
[#eyewear](#)
[#fashion](#)



WEEK 3: PICK YOUR PERFECT PAIR FOR NATIONAL SUNGLASSES DAY!

Timing: June 16–22

OVERVIEW:

With over the counter sunglasses available in hundreds of brands, thousands of styles, and at a variety of price points, it is easy to get overwhelmed with all of the options. Check out this guide to finding your perfect pair to celebrate National Sunglasses Day on June 27!

COPY:

Not all sunglasses are created equal! Whether you’re lounging by the pool or cycling through the city, the right pair of shades can enhance your performance and protect your eyes. This National Sunglasses Day, learn how to choose sunglasses that offer optimal UV protection and suit your lifestyle.

From lens types like polarized and photochromic to frame features ensuring comfort and fit, find your perfect pair today. Explore the guide: <https://bit.ly/3HdhF5K>

HASHTAGS:

#NationalSunglassesDay

LINK:

<https://thevisioncouncilfoundation.org/explore/national-sunglasses-day-materials/pick-your-perfect-pair/>

WEEK 4: IT’S NATIONAL SUNGLASSES DAY!

Timing: June 23–30

OVERVIEW:

June 27 is National Sunglasses Day! Share a sunglass selfie and participate in National Sunglasses Day by posting on social media channels using the official hashtag **#NationalSunglassesDay** and tagging @TheVisionCouncil on Facebook and Instagram and @OpticalIndustry on X.

COPY:

Today is #NationalSunglassesDay, and we’re celebrating the importance of protecting our eyes from the sun’s UV rays while participating in all our favorite activities. Share a selfie rocking your sunglasses with **#NationalSunglassesDay**. Let’s stay stylish and safe!

HASHTAGS:

#NationalSunglassesDay

LINK:

<https://thevisioncouncilfoundation.org/national-sunglasses-day-2025/>

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.