



SOCIAL MEDIA CONTENT CALENDAR: JUNE 2026

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

JUNE CONTENT RECOMMENDATIONS

WEEK 1: NATIONAL SUNGLASSES DAY IS COMING! Timing: June 1–6		
OVERVIEW: National Sunglasses Day is less than a month away!		
COPY: Get your favorite frames ready—the brightest day of the year is just around the corner! #NationalSunglassesDay is coming up on June 27th, and we are counting down the days! While a great pair of shades is the ultimate summer style statement, it’s also a crucial part of your daily wellness and eye health routine. Think of your sunglasses as SPF for your eyes. Guarding against harmful UV rays helps protect your vision for the long haul—whether you’re hitting the beach, driving, or just enjoying a patio afternoon. Stay tuned as we get ready to celebrate, and get ready to show off your favorite look! Learn more here: https://thevisioncouncilfoundation.org/national-sunglasses-day/		HASHTAGS: #NationalSunglassesDay
LINK: https://thevisioncouncilfoundation.org/national-sunglasses-day/		
WEEK 2: PICK YOUR PERFECT PAIR FOR NATIONAL SUNGLASSES DAY! Timing: June 7–13		
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: Summer is officially heating up, and you know what that means—the countdown to #NationalSunglassesDay on June 27th is officially ON! With so many styles out there, how do you know which frames are your ultimate match? Whether you’re trying to find the best fit for your face shape or looking for the perfect lens type for your lifestyle, we’ve got you covered. Before #NationalSunglassesDay arrives, head over to The Vision Council Foundation’s guide to discover how to select the right frames, understand UV protection labels, and level up your summer style. Explore the guide: https://bit.ly/3HdhF5K		HASHTAGS: #NationalSunglassesDay
LINK: https://thevisioncouncilfoundation.org/explore/national-sunglasses-day-materials/pick-your-perfect-pair/		



WEEK 3: FATHER’S DAY Timing: June 14–20	
OVERVIEW: Father’s Day is June 21st! 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 4: IT’S NATIONAL SUNGLASSES DAY! Timing: June 21–30	
OVERVIEW: June 27th 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: Happy #NationalSunglassesDay ! June 27th is our annual reminder that a great pair of sunglasses is so much more than a fashion statement; it’s a daily wellness essential. Think of your shades as SPF for your eyes. Every time you step outside, wearing lenses with protection blocks harmful rays, prevents long-term damage, and keeps your vision sharp. Drop a selfie in your favorite sunnies today, tag us, and use #NationalSunglassesDay to help us spread the word that eye protection never goes out of style!	HASHTAGS: #NationalSunglassesDay
LINK: https://thevisioncouncilfoundation.org/national-sunglasses-day/	

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.