



SOCIAL MEDIA CONTENT CALENDAR: MARCH 2026

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

MARCH CONTENT RECOMMENDATIONS

WEEK 1: WORKPLACE EYE WELLNESS MONTH Timing: March 1–7		
OVERVIEW: March is Workplace Eye Wellness Month, and there is no better time to prioritize the vision health of your greatest asset, your employees.		
COPY: Digital eye strain, improper lighting, and a lack of protective eyewear can impact productivity and long-term wellness. Whether your team is navigating a screen-heavy office environment or a high-intensity job site, healthy vision is the foundation of a safe and efficient workplace. #WorkplaceEyeWellness #EyeHealthMatters		HASHTAGS: #WorkplaceEyeWellnessMonth #EyeSafety
LINK: https://bit.ly/43e7fLV		
WEEK 2: NATIONAL READING MONTH Timing: March 8–14		
OVERVIEW: March is National Reading Month, a month to motivate Americans of all ages to read every day.		
COPY: March is #NationalReadingMonth , a perfect time to celebrate the joy of getting lost in a great book! Whether it’s a physical page, an e-reader, or a tablet, reading is a favorite pastime for many—but it can also lead to digital eye strain or fatigue if your vision isn’t properly supported. From ensuring you have the right prescription for close-up tasks to utilizing blue light filtering lenses for late-night digital reading, taking care of your eyes allows you to stay immersed in the story longer. This month, let’s turn the page on better vision and better reading habits! Visit The Vision Council Foundation to learn more about protecting your eyes: https://bit.ly/43cJqUX		HASHTAGS: #NationalReadingMonth
LINK: https://bit.ly/43cJqUX		



WEEK 3: FIRST DAY OF SPRING

Timing: March 15–21

OVERVIEW:

March 20th marks the first day of Spring – Spring Equinox 2025! As the days get longer, promote spring eyewear trends and the importance of wearing sunglasses for eye protection.

COPY:

The days are getting longer and the views are getting brighter—Happy First Day of Spring!

As we step into a new season, it’s the perfect time to refresh your vision health. From increased UV exposure during outdoor activities to managing those inevitable spring allergies, protecting your eyes is key to enjoying everything this time of year has to offer.

Whether you’re hitting the trails or just soaking up the sun, make sure your eyes are ready for the change in season. Don’t forget to schedule your annual eye exam to start the season with a clear perspective!

Learn more about UV eye protection here: <https://thevisioncouncilfoundation.org/explore/national-sunglasses-day-materials/sunglasses-guide/>

HASHTAGS:

#FirstDayofSpring

#EyeHealth

#UVProtection

LINK:

<https://thevisioncouncilfoundation.org/explore/national-sunglasses-day-materials/sunglasses-guide/>

WEEK 4: WOMEN'S HISTORY MONTH

Timing: March 22–28

OVERVIEW:

March is Women’s History Month, a perfect time to recognize the contributions of women to the vision industry and to your organization. Use this month to feature female employees, female leaders in your company, or female-owned eyewear and eyecare brands.

COPY:

This Women’s History Month, we are celebrating the visionary women who have shaped the optical industry and continue to lead the way in eye care, fashion, and technology.

We are proud to honor the female entrepreneurs, optometrists, researchers, and designers whose innovation ensures a clearer future for everyone. Their contributions have not only advanced our field but have also paved the way for the next generation of leaders.

To celebrate, we are featuring _____ *(insert women within your organization or feature a female-led or owned eyewear or eyecare brand).*

HASHTAGS:

#WomensHistoryMonth

LINK:

<https://www.womenshistorymonth.gov/>

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.