



SOCIAL MEDIA CONTENT CALENDAR: MAY 2026

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

MAY CONTENT RECOMMENDATIONS

WEEK 1: HEALTHY VISION MONTH Timing: May 3–9	
OVERVIEW: Promote Healthy Vision Month this May!	
COPY: May is #HealthyVisionMonth! This month, join us in recognizing the value of a comprehensive eye exam and the essential role of quality eyewear in overall wellness. Remember that “healthy vision” isn’t just about 20/20 sight—it’s about protecting our most vital sense from UV exposure, digital strain, and more.	HASHTAGS: #HealthyVisionMonth #EyeHealthEducation
WEEK 2: MOTHER’S DAY Timing: May 10–16	
OVERVIEW: Mother’s Day is May 10! Help celebrate all the mothers out there with stylish eyewear picks for a gift or a general message of support on Mother’s Day.	
COPY: Happy Mother’s Day to all the incredible moms out there! Today, we celebrate the unconditional love, strength, and wisdom of mothers everywhere. To celebrate this special day, why not treat Mom to a stylish pair of frames that reflect her unique personality? Whether she prefers classic elegance or bold trends, there is sure to be the perfect eyewear to make her shine. To all the moms and mother figures, we wish you a day filled with love, laughter, and fabulous eyewear. Happy #MothersDay!	HASHTAGS: #MothersDay #eyewear #fashion



WEEK 3: NATIONAL SUNGLASSES DAY IS APPROACHING!

Timing: May 17–23

OVERVIEW:

National Sunglasses Day is a commemorative date held annually on June 27, celebrating the importance of wearing sunglasses to protect the eyes from the sun’s harsh ultraviolet (UV) rays.

COPY:

The countdown to **#NationalSunglassesDay** starts NOW!

This is the ultimate opportunity to celebrate the perfect blend of style and eye health. Now is the time to get your sunglasses ready for this commemorative holiday, brought to you by @thevisioncouncil.

HASHTAGS:

#SunglassSelfie
#NationalSunglassesDay

LINK:

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

SAMPLE GRAPHIC:



WEEK 4: MEMORIAL DAY

Timing: May 24–31

OVERVIEW:

Memorial Day is Monday, May 25, an opportunity to honor our nation’s military for their sacrifices for our country.

COPY:

This Memorial Day, we honor and remember the brave men and women who made the ultimate sacrifice for our country. To all our service members, past and present, thank you for your service.

Today, and every day, we salute you. Whether you’re spending the day outdoors or indoors, make sure to protect your eyes with style. **#MemorialDay**

HASHTAGS:

#MemorialDay

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.

