



SOCIAL MEDIA CONTENT CALENDAR: NOVEMBER 2025

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

NOVEMBER CONTENT RECOMMENDATIONS

WEEK 1: DIABETES AWARENESS MONTH AND DIABETIC EYE DISEASE AWARENESS MONTH		
Timing: November 2–8		
OVERVIEW: November is Diabetes Awareness Month and Diabetic Eye Disease Awareness Month, recognized to highlight the impact of diabetes on eye health. Diabetic eye disease is a leading cause of blindness and often has no early warning signs. It’s important for people with diabetes to get regular eye exams to catch problems early.		
COPY: November is both Diabetes Awareness Month and Diabetic Eye Disease Awareness Month — a crucial time to highlight the connection between diabetes and vision health. Diabetes is a leading cause of vision loss in adults, but with regular comprehensive eye exams and early detection, many cases of diabetic eye disease can be prevented or managed effectively. Encourage your patients and community to keep their eye health in focus this month — because protecting vision starts with awareness. Learn more here: https://bit.ly/4fnoxK5	HASHTAGS: #DiabetesAwarenessMonth #DiabeticEyeDiseaseAwarenessMonth #Diabetes	
LINK: https://bit.ly/4fnoxK5		
WEEK 2: VETERANS DAY		
Timing: November 9–15		
OVERVIEW: Veterans Day is a federal holiday in the United States observed annually on November 11, for honoring military veterans of the United States Armed Forces.		
COPY: This Veterans Day, we proudly recognize the courage, sacrifice, and dedication of our nation’s veterans — including those within the optical community who continue to serve others through their work improving vision and quality of life. We’re grateful for your service and commitment.	HASHTAGS: #VeteransDay	



WEEK 3: SMALL BUSINESS SATURDAY + BLACK FRIDAY PROMO

Timing: November 16–22

OVERVIEW:

Support local businesses this holiday season!

COPY:

#BlackFriday and **#SmallBusinessSaturday** are right around the corner – a perfect time to shop from small, independent eyewear retailers and optical shops in your community. Let’s celebrate and uplift the incredible vision care providers who bring style, quality, and service to our communities.

HASHTAGS:

#BlackFriday
#SmallBusinessSaturday

WEEK 4: THANKSGIVING

Timing: November 23–29

OVERVIEW:

Happy Thanksgiving! Give your followers a message of gratitude to celebrate the holiday.

COPY:

This Thanksgiving, we’re grateful for the opportunity to help people see the world more clearly and enjoy life’s special moments with those they love. Thank you to all of our customers, team, and community for your trust and support. Wishing you a day filled with joy, gratitude, and clear vision.

Happy Thanksgiving from all of us at **[Your Company]!**

HASHTAGS:

#HappyThanksgiving

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.