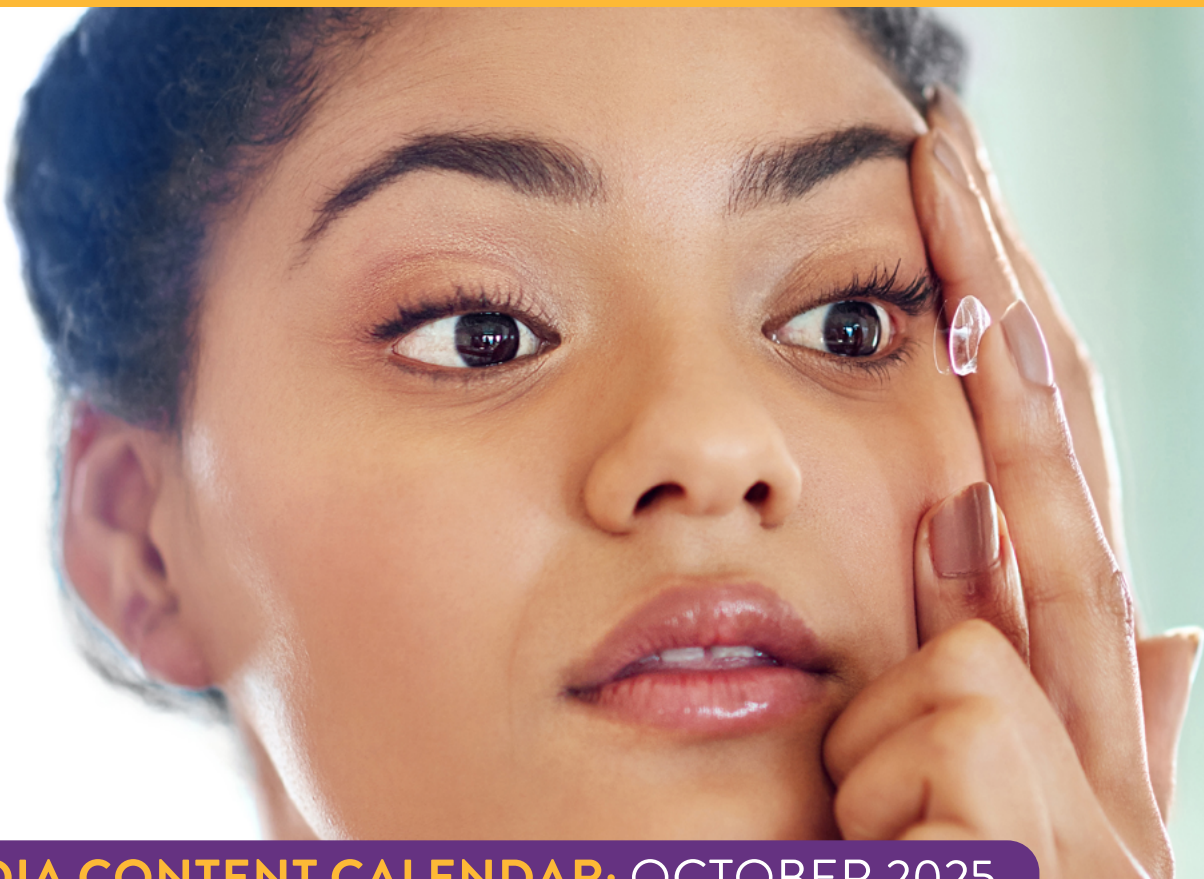




## SOCIAL MEDIA CONTENT CALENDAR: OCTOBER 2025

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

### OCTOBER CONTENT RECOMMENDATIONS

| WEEK 1: CONTACT LENS SAFETY MONTH                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                   |  |                                                                      |
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| Timing: October 1–4                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |  |                                                                      |
| OVERVIEW:<br>Educating about safe practices for contact lens wearers, including proper cleaning, storage, and the importance of regular eye exams.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                                                      |
| COPY:<br>October is Contact Lens Safety Month!<br><br>Did you know that in the U.S. over 45 million people wear contact lenses? This month, Prevent Blindness is helping raise awareness about safe, effective contact lens use. Here are some quick ways to stay safe: <ul style="list-style-type: none"><li>Follow hygiene best practices</li><li>Replace your lenses as recommended</li><li>Never sleep in contacts unless prescribed</li><li>Use approved solutions—not water</li><li>Don’t skip regular eye exams</li></ul><br>Take a moment to review safety tips and protect your eyes. Learn more and make lens care a priority this month! |  | HASHTAGS:<br><br>#ContactLensSafetyMonth<br>#ContactLens             |
| LINK:<br><a href="https://preventblindness.org/2025-contact-lens-month/">https://preventblindness.org/2025-contact-lens-month/</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                                                      |
| WEEK 2: WORLD SIGHT DAY                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |  |                                                                      |
| Timing: October 5–11                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                                                                      |
| OVERVIEW:<br>October 10th is World Sight Day                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |  |                                                                      |
| COPY:<br>Every year, on the second Thursday of October, the world turns its focus to making eye care accessible, available, and affordable for all.<br><br>This year’s campaign, #LoveYourEyes, centers the voices and stories of real people, while calling on leaders and decision-makers to invest in universal eye health.<br><br>Join us in raising awareness, getting vision checks, and advocating for equitable eye care. Because everyone deserves the chance to see clearly.                                                                                                                                                              |  | HASHTAGS:<br><br>#WorldSightDay<br>#LoveYourEyes<br>#EyeHealthForAll |
| LINK:<br><a href="https://www.iapb.world/world_sight_day">https://www.iapb.world/world_sight_day</a>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |  |                                                                      |



**WEEK 3: DIGITAL EYE STRAIN**  
Timing: October 12–18

**OVERVIEW:**  
Digital eye strain is at an all-time high.

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| <b>COPY:</b><br>In today’s world, screen time is at an all-time high—for both kids and adults. Prolonged use of computers, smartphones, and tablets can lead to discomfort, headaches, and blurred vision. Wearing blue light glasses and limiting your screen time can help prioritize your eye health—small changes can make a big difference! | <b>HASHTAGS:</b><br>#DigitalEyeStrain<br>#BlueLight |
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**LINK:**  
<https://thevisioncouncilfoundation.org/back-to-school/eye-strain/>

**WEEK 4: HALLOWEEN**  
Timing: October 19–31

**OVERVIEW:**  
Encouraging safe choices when it comes to costume contact lenses and eye makeup around Halloween.

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| <b>COPY:</b><br>Spooky season is here! When planning your Halloween costume, don’t forget about eye safety: <ul style="list-style-type: none"><li>Skip costume contact lenses unless prescribed by an eye doctor</li><li>Watch out for sharp accessories near the eyes</li><li>Make sure masks don’t block vision</li></ul> Have fun, stay safe, and keep your eyes protected this Halloween! | <b>HASHTAGS:</b><br>#Halloween<br>#HalloweenEyeSafety<br>#EyeCare |
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For more information on The Vision Council’s consumer outreach, please contact Kayleigh Tokash at [ktokash@thevisioncouncil.org](mailto:ktokash@thevisioncouncil.org) or visit our website at [thevisioncouncilfoundation.org](https://thevisioncouncilfoundation.org).