



SOCIAL MEDIA CONTENT CALENDAR: OCTOBER 2026

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

OCTOBER CONTENT RECOMMENDATIONS

WEEK 1: CONTACT LENS SAFETY MONTH Timing: October 1–7		
OVERVIEW: Kick off Contact Lens Safety Month with simple habits that help keep eyes healthy.		
COPY: Clear vision starts with smart contact lens habits. October is Contact Lens Safety Month, a reminder that contact lenses are medical devices and proper care matters. From washing your hands before handling lenses to keeping them away from water, a few everyday habits can help protect your eyes. Keep your routine clean, follow your replacement schedule, and talk with your eye doctor if you experience redness, discomfort, or changes in your vision. Your contacts take care of your vision. Make sure you’re taking care of them, too.	HASHTAGS: #ContactLensSafetyMonth #ContactLensSafety #EyeHealth	
LINK: https://preventblindness.org/contact-lens-safety-month-2026		
WEEK 2: WORLD SIGHT DAY Timing: October 8–14		
OVERVIEW: Recognize World Sight Day on October 8 and encourage people to prioritize their vision.		
COPY: Today is World Sight Day! This October 8, we’re joining people around the globe in celebrating the importance of healthy vision and the need for eye care that is accessible, available, and affordable for everyone. One simple way to #LoveYourEyes? Make your vision a priority. Schedule regular eye exams, pay attention to changes in your sight, and encourage the people you love to do the same. Because caring for our eyes today can help us see all that tomorrow has to offer.	HASHTAGS: #WorldSightDay #LoveYourEyes #EyeHealth	
LINK: https://www.iapb.world/world_sight_day		



WEEK 3: GIVE YOUR EYES A SCREEN BREAK

Timing: October 15–21

OVERVIEW:

Refresh last year’s digital eye strain topic with a more actionable “screen break” angle.

COPY:

Your eyes weren’t designed to stare at a screen all day.

Between work, school, scrolling, streaming, and everything in between, our eyes spend a lot of time focused on screens.

Build eye-friendly breaks into your day: look away from your screen regularly, blink often, adjust your workspace to reduce glare, and give your eyes time to refocus.

HASHTAGS:

#EyeHealth
#DigitalEyeStrain
#HealthyVision

LINK:

<https://thevisioncouncilfoundation.org/back-to-school/eye-strain/>

WEEK 4: HALLOWEEN EYE SAFETY

Timing: October 22–31

OVERVIEW:

Put a fresh spin on Halloween safety by focusing specifically on costume contacts

COPY:

The scariest part of your Halloween costume shouldn’t be what it does to your eyes.

Decorative and costume contact lenses may complete the look, but they’re still medical devices. Contacts should be properly fitted and purchased with a valid prescription from a qualified eye health professional.

This Halloween, make eye safety part of the costume. Choose contacts responsibly, keep makeup and accessories away from your eyes, and make sure masks don’t interfere with your vision.

Keep the costume spooky. Keep your eyes safe.

HASHTAGS:

#HalloweenEyeSafety
#ContactLensSafety
#EyeHealth

LINK:

<https://preventblindness.org/contact-lens-safety-month-2026>

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.