



SOCIAL MEDIA CONTENT CALENDAR: SEPTEMBER 2025

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

SEPTEMBER CONTENT RECOMMENDATIONS

WEEK 1: LABOR DAY Timing: September 1–7		
OVERVIEW: Enjoy the last bits of summer and protect your eyes.		
COPY: As we celebrate the last bits of summer this Labor Day, remember that your eyes need protection from the sun’s harmful UV rays—especially during outdoor activities and projects. Wearing UV-blocking sunglasses helps prevent long-term eye damage while keeping you comfortable all day. Enjoy the holiday safely and stylishly!		HASHTAGS: #LDW #LaborDayWeekend #LaborDay
WEEK 2: BACK TO SCHOOL Timing: September 8–14		
OVERVIEW: Prioritize eye health and safety this school year.		
COPY: As students head back to the classroom, it’s the perfect time to prioritize healthy vision. Regular eye exams and proper eyewear—whether for screens, reading, or sports—help kids see clearly and stay focused all year long. Make sure young eyes are ready for a bright and successful school year!		HASHTAGS: #BacktoSchool #EyeHealth
LINK: https://thevisioncouncilfoundation.org/2025/07/28/the-vision-council-foundation-launches-2025-back-to-school-campaign-promoting-eye-health-for-the-entire-family/		

