



## SOCIAL MEDIA CONTENT CALENDAR: SEPTEMBER 2026

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

### SEPTEMBER CONTENT RECOMMENDATIONS

|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                              |  |                                                           |
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| <b>WEEK 1: LABOR DAY</b><br>Timing: September 1–7                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |  |                                                           |
| <b>OVERVIEW:</b><br>Enjoy the last bits of summer and protect your eyes                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |                                                           |
| <b>COPY:</b><br>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.<br><br>Enjoy the holiday safely and stylishly!<br><br><a href="https://thevisioncouncilfoundation.org/2026/05/28/summer-sun-safety-tips/">https://thevisioncouncilfoundation.org/2026/05/28/summer-sun-safety-tips/</a>                           |  | <b>HASHTAGS:</b><br>#LDW<br>#LaborDayWeekend<br>#LaborDay |
| <b>LINK:</b><br><a href="https://thevisioncouncilfoundation.org/2026/05/28/summer-sun-safety-tips/">https://thevisioncouncilfoundation.org/2026/05/28/summer-sun-safety-tips/</a>                                                                                                                                                                                                                                                                                                                                                                            |  |                                                           |
| <b>WEEK 2: BACK TO SCHOOL</b><br>Timing: September 8–13                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |  |                                                           |
| <b>OVERVIEW:</b><br>See what matters back-to-school toolkit                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |  |                                                           |
| <b>COPY:</b><br>Build healthy vision habits for the entire family this school year!<br><br>Healthy eye habits start at home and are reinforced in schools and communities. Through See What Matters – Empowering Education, The Vision Council Foundation is offering free downloadable Back-to-School toolkits to help parents, educators, and eyecare professionals prioritize children’s eye health year-round.<br><br>Give students the tools they need to see and perform their best this school year! Download your free Back-to-School Toolkit today. |  | <b>HASHTAGS:</b><br>#BacktoSchool<br>#EyeHealth           |
| <b>LINK:</b><br><a href="https://thevisioncouncilfoundation.org/see-what-matters/">https://thevisioncouncilfoundation.org/see-what-matters/</a>                                                                                                                                                                                                                                                                                                                                                                                                              |  |                                                           |



**WEEK 3: EYEMED VISION KITS**  
Timing: September 14–20

**OVERVIEW:**  
EyeMed Vision Kits

**COPY:**  
New patient resource alert!  
  
EyeMed Vision Care and The Vision Council Foundation are bringing awareness to common vision conditions.  
  
Life in Focus: An interactive guide to cataracts is designed to help patients understand how cataracts can affect vision and support meaningful conversations about eye health.  
  
Be sure to share this interactive guide with your patients and community to help promote proactive eyecare!  
  
Access the toolkit today here: <https://www.eyemedvisionkits.com/>

**HASHTAGS:**  
[#TheVisionCouncil](#)

**LINK:**  
<https://www.eyemedvisionkits.com/>

**WEEK 4: CHILDREN’S EYEWEAR**  
Timing: September 21–27

**OVERVIEW:**  
Back-to-school season: supporting parents in children’s eyewear decisions

**COPY:**  
Choosing the right eyewear for kids isn’t just about finding a cute frame—it’s about durability, comfort, vision correction, and keeping up with active lifestyles.  
  
The Vision Council Foundation’s guide, “How to Choose Glasses and Contact Lenses for Your Children,” provides parents with practical advice on frame materials, protective lens coatings, and determining when a child might be ready for contact lenses.  
  
Share this valuable article with your patients, staff, and online community to help families make informed vision decisions as they head back to class!  
  
Read and share the full guide: <https://thevisioncouncilfoundation.org/back-to-school/how-to-choose-glasses-and-contact-lenses-for-your-children/>

**HASHTAGS:**  
[#TheVisionCouncil](#)  
[#TheVisionCouncilFoundation](#)  
[#BackToSchool](#)  
[#PediatricEyecare](#)  
[#KidsEyewear](#)

**LINK:**  
<https://thevisioncouncilfoundation.org/back-to-school/how-to-choose-glasses-and-contact-lenses-for-your-children/>

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).