



# ECP SOCIAL CALENDAR HOLIDAY POSTS



NOV WEEK 4

TYPE	CONTENT	RESOURCE	HASHTAG
Ask for Comments	The holiday season is here, what puts you in the holiday spirit?	Answer comments as they come in. Share this post with a holiday photo of your staff. You might be able to find a good photo from last year.	#Holidays #Thanksgiving #HolidayCheer
Instagram	Warm fire, a good book, fuzzy slippers. Keep your prescription up to date, so nothing stands in the way of a cozy winter night.	Post with a photo of some good progressive frames, or use a photo representing your favorite cozy winter night pass times.	#Holiday #Winter #Cozy #Eyeglasses
Social Post	From all of us, Happy Thanksgiving! We hope you are spending these days with family, friends, and way too much food.	Answer comments as they come in. Share this post with a holiday photo of your staff. You might be able to find a good photo from last year.	#Holidays #Thanksgiving #HolidayCheer
Social Post	Whether you like it or not, it's time to account for snow. A good pair of polarized glasses will keep your eyes protected from glare while driving. If you need a new pair, schedule an appointment with us.	Post with a photo of some good progressive frames, or use a photo representing your favorite cozy winter night pass times.	#Holiday #Winter #Cozy #Eyeglasses
Create Your Own Post	Consider sharing some posts about how you and your team celebrated Thanksgiving at your practice. If you didn't do anything like a Friendsgiving, share some decorations with your audience.	Answer comments as they come in. Share this post with a holiday photo of your staff. You might be able to find a good photo from last year.	#Holidays #Thanksgiving #HolidayCheer
Email	<p>Subject Line: Keep Your Eyes Safe this Winter</p> <p>Winter might seem like a time where you can pack the sunglasses away with your swimsuit. This isn't the case. Sunglasses protect your eyes all year round. The holidays are a perfect time to update your prescription while you have a few days off from work.</p> <p>Polarized sunglasses are the perfect accessory whether you are driving in snow, or taking a winter vacation, as they help block blinding glare from the snow. Going polarized also means you are ready for that next warm day at the beach.</p> <p>Schedule an appointment with us, and we'll help you find the perfect pair of sunglasses to keep your eyes protected every month of the year.</p>		You can personalize this email based on where your practice is located. Based in the south, increase emphasis on vacations. If you are based in the north, focus on the winter driving conditions.

DECEMBER WEEK 1

TYPE	CONTENT	RESOURCE	HASHTAG
Resource to Use with Your Patients	Ever wonder what goes into an eye exam and what all of the tools like the tonometer or phoropter are for? Learn more about everything that goes into an eye exam, and schedule yours with us soon:	You can access the article here	#EyeExam #Glasses
Instagram	Are you ready for the new year? Consider adding your regular eye exam to your end of year to-do list.	Take a picture showcasing your exam room or practice. If you've decorated anywhere for the holidays, this is the perfect post to showcase your holiday spirit.	#EyeExam #2020
Social Post	Do your eyes feel tired after using your progressive glasses all day? If you have different prescriptions for each eye, there's a new solution for you. Schedule an appointment to find out more!	You can access the gif here.	#ProgressiveLenses #Readers #EyeStrain
Social Post	Before you head back to work in the new year and your FSA and insurance budget expires, schedule an eye exam to start the year off strong with the right prescription.	Link to your book an appointment or map/contact us page.	#Holidays #EyeExam
Create Your Own Post	Showcase products that you want to sell during the holidays, whatever they are. Write a short post about what benefits they offer your customers.	Take a picture showcasing the products, if they are lenses or treatments that are hard to take photos of, you can instead post a festive holiday photo.	#EyeDoc #Vision
Email	<p>Subject Line: Schedule Your Exam</p> <p>It's the perfect time of year to schedule an eye exam. We know the holidays are crazy busy, but hear us out. Here are a few reasons why the holiday season is perfect to schedule your eye exam:</p> <ul style="list-style-type: none"> <li>- You can start the new year strong, seeing clearly, and knocking out your New Year's Resolutions.</li> <li>- Work can get in the way of scheduling an exam. Take advantage of some of your time off to check off for an exam.</li> <li>- If your insurance covers glasses and you have not used your remaining eyecare budget, or your FSA expires, now is the time to spend it or lose it.</li> <li>- You can impress those judgemental family members with stylish new frames.</li> <li>- If the conversation turns to politics and religion at the family dinner table, an updated prescription makes it easier to find the exit as fast as possible.</li> </ul>		If the email's sense of humor doesn't fit your practice, you can change up the bullet points. Ask your staff for some funny reasons why the holidays are the perfect time to get an eye exam.

DECEMBER WEEK 2

TYPE	CONTENT	RESOURCE	HASHTAG
Ask for Questions	When was your last eye exam? If it's been awhile, what's kept you away?	Answer the responses, stay informative, for answers where a customer didn't realize they need annual or semi-annual exams, provide some details as to why. Congratulate anyone who's keeping up with their exams.	#EyeExam #Health
Instagram - Create Your Own	Feature some of the fun photos you've taken in the last 12 months at your practice. Share the culture and pride you and your team takes in what you do.	Include a photo you've taken throughout the year, whether it's a big event like an expansion or something fun like a party or an ugly Christmas sweater contest.	#EyeCare
Social Post	Do smudged or spooed glasses drive you a little crazy? Here are lens care and cleaning do's and don'ts to keep your glasses clear.	You can access an article to share with this post here.	#GlassesCare #GlassesCleaning #Microfiber
Social Post	While taking some days off for the holidays, give your eyes a break from digital devices. If they feel less strained, it might be time for a pair of computer glasses to help with digital eye strain.	Link to your book an appointment or map/contact us page.	#GlassesCare #GlassesCleaning #Microfiber
Create Your Own Post	Post about a challenge many of your patients have been feeling lately. Ask your optometrists and opticians what questions they have been getting a lot and write a post or two to help answer these questions.		#EyeCare #FAQ
Email	<p>Subject Line: A Break from Screens</p> <p>The holidays offer your eyes a reprieve from constant exposure to digital screens. While you have some time off, give your eyes the break they need by avoiding spending too much time in front of computer screens and mobile devices.</p> <p>Digital eye strain is an epidemic in the modern working world as we spend more time in front of screens than ever before. While you give your eyes a break, pay attention to how they feel at the end of the day. If you notice the following symptoms lessen or subside, it might be a sign it's time for computer lenses. Common eye strain symptoms include headaches, neck and back pain, tired and burning eyes, slow focusing, and blurred vision.</p> <p>Schedule an appointment with us, and we'll help determine if digital eye strain is the root cause and help you find the right eyewear solution.</p>		If you have additional recommendations on how to give eyes a break over the holiday break, this is a great email to add them to.

DECEMBER WEEK 3

TYPE	CONTENT	RESOURCE	HASHTAG
Resource to Use with Your Patients	Sunglasses need to be a habit all year. Learn more about choosing the right sunglasses and how they protect your eyes with this article, then schedule an appointment with us and we'll help you find the perfect pair.	You can access an article to share with this post here.	#Sunglasses #WinterWonderland
Instagram	Show off your practice and team by taking pictures and write a little bit about your practice and the love you've put into it.	Take a picture of your space and team.	#Culture #Practice #EyeDoc
Social Post	Children often don't realize they even need glasses without an eye exam. Before the spring semester starts, schedule an eye exam for your children.	Link to your book an appointment or map/contact us page.	#EyeExam #Children #HolidayBreak
Social Post	Ever wonder how much waking time you spend with your eyes closed or how many megapixels the eye translates to? We've got you covered with some funny eye facts:	You can access an article with fun facts to share here.	#EyeFacts #FunnyFacts #Vision
Create Your Own Post	Ask your customers about what their holiday plans are. Feel free to respond to each one, share funny stories, and respond with photos from your staff's vacations.	You can access a gif to use with this post here.	#Vacation #Glasses
Email	<p>Subject Line: One Semester Down, One to Go</p> <p>We are done with one semester, half of the school year, and out of one of the busiest times of the year for everyone. Before your kids go back to school, now is the perfect time for an eye exam.</p> <p>Many children don't realize they need glasses because they don't have any way to compare their vision to anyone else's. This means they need an eye exam to find any issues or the need for glasses. Scheduling time before the spring semester is the perfect time to fit it in before school, jobs, and life gets in the way.</p>		If you can segment your email list to only include parents for this email, that would be best. If you don't have many parent patients, then you can shift this email to scheduling an eye exam before spring vacations while considering multiple pairs of glasses.

DECEMBER WEEK 4 & 5

TYPE	CONTENT	RESOURCE	HASHTAG
Ask a Question	What are your New Year's Resolutions? Ours is _____.	"Include your New Year's Resolution as a practice. A few ideas: - Make sure all of our patients know about digital eye strain - Help every patient find the perfect glasses for them - Make sunglasses a part of our everyday eye protection - Be your home for expert eye care support"	#2020 #NewYearsResolution #EyeCare
Instagram	Happy holidays from us to you!	Take a picture of your team in your practice, or share any fun photos from holiday parties or the holiday season, especially if you captured any ugly Christmas sweaters	#EyeDoc #HappyHolidays
Social Post	Merry Christmas and Happy Holidays to all of our customers. We are closed _____. We hope you all are spending quality time with family and friends.	Fill in what days you'll be closed as a practice. If you are not comfortable posting about Christmas, you can leave this as a happy holiday post.	#HappyHolidays #MerryChristmas #Glasses
Social Post	Happy New Year! We are looking forward to 2020 and all of the new possibilities it brings.	Post on either New Year's Eve or New Year's! If you have any goals or plans for 2020, this is a great post to add that personal flair.	#HappyHolidays #MerryChristmas #Glasses
Create Your Own Post	Write a post about some of your team's favorite holiday activities, whether that includes skiing, baking Christmas cookies, wearing ugly sweaters, or watching Die Hard or Harry Potter.		#Holidays #ChristmasSpirit
Email	Take a break from emails until the new year. Most of your patients will be focused on family and vacations.		