

Social Calendar Instructions

The associated social calendar is an enablement tool to help you promote your practice on social media.

The kit has almost everything you need, and we have a few instructions for you here.

How to use the calendar:

You can either use the calendar as a turnkey solution, allowing you to pull the content directly out of the calendar and post on your social media accounts, or use it as inspiration and make the posts your own.

Some of these posts work any time of year. Keep using these posts throughout the year.

Copy and paste words right into your preferred social channel, download the image linked or take one yourself and post it!

The Calendar:

Broken up into four weeks by theme, you'll find 4 social posts, a create your own suggestion and an email to send out to your audience.

Included in the posts are type, content, resources, and hashtags.

Content:

This is what you should use, or modify to post to your social channels.

Resource:

If there's an image, gif, or asset we recommend sharing you'll be able to click on the text to access the file. Add this to your social post as either a link for articles or upload as a photo if it's a gif or image.

Hashtags:

Unless included in the post content, hashtags can be added at the end of your social post. Not every post has hashtags. If you want to include hashtags, you can use almost any of the ones listed throughout the calendar. Just make sure it is relevant to what you are posting.

Create Your Own Post:

These posts are for you and your team to stretch your creative legs and have some fun. An idea is given and the rest of the post is up to you!

Emails:

Email is still relevant and effective! If you are not collecting emails from your patients, you should begin today. Regardless of the size of your email list, consistently send out at least a quarterly newsletter. Monthly newsletters also keep you top of mind and are not too much for the majority of consumers.

You can follow the “four seasons of optometry” when emailing patients. They are:

- Summer Sun
- Back to School
- Year-End Benefits
- Eye Safety

Emails, especially newsletters, don't have to be long to be effective. Three short blurbs on health, fashion, and technology will do the trick.

Have a strong call to action such as “Make an eye health appointment today” or “Flash sale on sun frames, this week only”

Using Emails in this Social Calendar:

We've provided four emails for you to use to send out to your email subscribers. They include the email body copy and a subject line. If your practice management software does not have an email function, you can look at your other vendors such as Demand Force or Solution Reach. Or you can use [Constant Contact](#) or [Mailchimp](#). Both are inexpensive and easy to use.

You can use the templated email content to keep eyewear top of mind and reach more patients than through only utilizing social media.

We recommend including a header image at the top of emails to make them stand out as well. You can use any of the assets included in the calendar, or take your own photos.

Your Frames Tell a Story:

Look at all the real estate your frames take up. Each one has a story, for most practices that is 800+ stories, so there is no shortage of content. Your frame vendors may also have content you can use. You can also create your own story, or use a particular frame as a “Frame of the Day” offering \$20 off with purchase of RX lenses. No need to make it complicated!

Highlight Your Achievements - You Are the Experts

The people in your practice have unique expertise. Every time they complete a continuing education class, attend a lunch and learn, or engage in professional growth, you have a story to tell that builds your brand, proves your value and highlights your expertise. Potential patients want to feel connected to their providers, especially when they will be dropping hundreds of dollars on an eye health and eyewear experience. Show patients how you are qualified to make a difference in their lives.

A Note on Permissions:

Today we are almost always on camera, whether it's one for security or someone else's phone. It makes it feel like it's easy to take a pic and post it. This isn't the case, though. It is worth noting that before you post any images of your patients, you **need to get permission first**.

You should consider getting written permission, we recommend discussing with a legal expert before making a final decision.

Email Permissions:

When collecting emails in person or on your website, make sure that your patients can opt-in to receive marketing communications from you, and that you have a way for them to opt-out. If they choose not to opt-in to receive marketing information, then you should only email them about appointment reminders and product pickup.

What social channels should you use?

If you have not set up a social media channel for your practice yet, then start with Facebook. This calendar also includes posts specific for Instagram, and you can use those later along in the summer or repurpose for Facebook.

If you are already on social media, you can use any channels you choose. Our recommendations are Facebook and Instagram first, and the rest as the second priority.

Additional Resources:

Social media is a great way to promote your practice and interact with your patients. If you are new to using social media or want to learn more best practices, [start with this blog](#)