

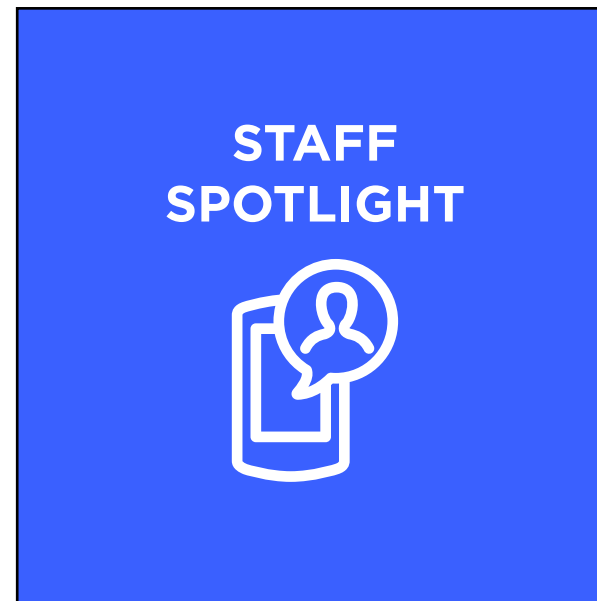
#SHOPLOCAL CONTENT CALENDAR

MONDAY Patient Highlight



Share a photo of a patient rocking their new frames! Be sure to get their permission to share.

TUESDAY Staff Spotlight



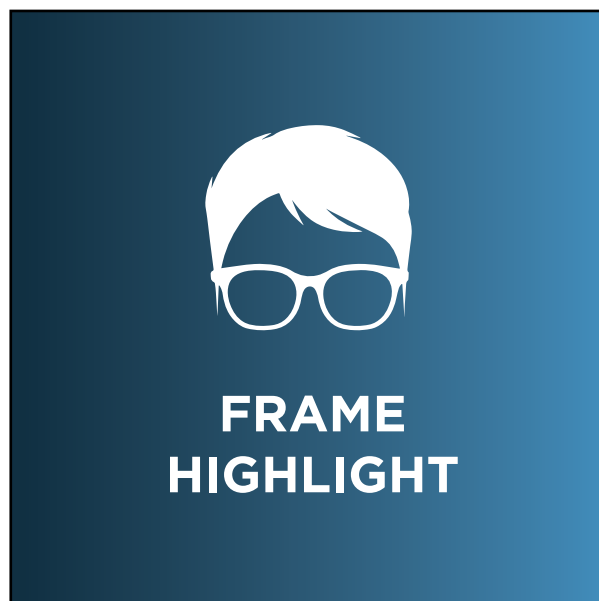
Share a photo of an awesome staff member in your practice and introduce them to your followers!

WEDNESDAY #ShopLocal



Encourage your patients to #ShopLocal with today's post. Consider running a special promotion.

THURSDAY Frame of the Week



Share a photo of a new frame in your practice. We recommend using a styled photo of the frame, preferably with someone modeling them.

FRIDAY Eye Health Tip



Educate patients on different ways they can stay on top of their eye health when they're away from your practice.

SATURDAY Community Collab



Post a photo of another great local business to promote #ShopLocal in your community. Consider hosting a special offer together or highlight their business.