**#1 SOCIAL MEDIA TIP: Don’t recreate the wheel**

We know how busy you are! So, save yourself time and effort on social media by following the EyeSmart [Facebook](https://www.facebook.com/AcademyEyeSmart/) and [Twitter](https://twitter.com/AcademyEyeSmart) channels.

This will allow you to more easily share and re-tweet information posted there, so you don’t need to spend additional time developing and posting your own messages. This will also allow you take advantages of new social media posts that the Academy may develop during the observance month that are not listed below.

If you would prefer to develop your own messages, here are sample posts that you can use:

**Sample Facebook Posts**

One question we always hear from parents is, “Should my child get their eyes checked before school starts?” Learn when to get vision screenings and eye exams for children here: <http://bit.ly/TF4HLt> #ChildrensEyeHealthAndSafetyMonth

If your kids are heading back to school this month, make sure to read this parents’ guide to pink eye. These viral or bacterial infections spread fast in classrooms: <http://bit.ly/1jXLfuE> #ChildrensEyeHealthAndSafetyMonth

At college, the threat of pink eye, dry eye and sports injuries are magnified. Pass on these six tips to keep your children seeing 20/20 on campus. <https://bit.ly/2Oo58Ma> #ChildrensEyeHealthAndSafetyMonth

Are your kids taking care of their contact lenses the right way? Help them avoid contact lens related eye infections by sharing these tips: <http://bit.ly/sFuNSu> #ChildrensEyeHealthAndSafetyMonth

**Sample Twitter Posts:**

Do kids need their eyes checked before heading #backtoschool? Check these eye exam and screening guidelines: <http://bit.ly/TF4HLt> @AcademyEyeSmart #screenings #eyeexams #eyehealth #vision #ChildrensEyeHealthAndSafetyMonth

Before your kids go #backtoschool, read this parent’s guide to #pinkeye from @AcademyEyeSmart <http://bit.ly/1jXLfuE> #screenings #eyeexams #eyehealth #vision #ChildrensEyeHealthAndSafetyMonth

Kids headed to college? These six tips will keep them seeing 20/20 on campus: <https://bit.ly/2Oo58Ma> @AcademyEyeSmart #screenings #eyeexams #eyehealth #vision #collegeprep #ChildrensEyeHealthAndSafetyMonth

Before school starts, make sure your teens study Contact Lens Care 101: <http://bit.ly/sFuNSu> @AcademyEyeSmart #screenings #eyeexams #eyehealth #vision #contactlenses #backtoschool #teens #ChildrensEyeHealthAndSafetyMonth