**Sample Social Media Posts for Children’s Eye Health & Safety Month**

**#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**

August is Children’s Eye Health and Safety Month! 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>

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>

A record number of children now have refractive errors, requiring glasses or other intervention to see. Learn about the different kinds of refractive error from myopia to astigmatism in this article: <http://bit.ly/1SJVGgM>

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. <http://bit.ly/1o6N7wi>

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>

**Sample Twitter Posts:**

Do kids need their eyes checked before heading #backtoschool? Check these eye exam and screening guidelines: <http://bit.ly/TF4HLt>

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

More kids than ever need glasses for refractive errors. Learn about the different kinds: <http://bit.ly/1SJVGgM>

Kids headed to college? These six tips that will keep them seeing 20/20 on campus: <http://bit.ly/1o6N7wi>

Before school starts, make sure your teens study Contact Lens Care 101: <http://bit.ly/sFuNSu>