

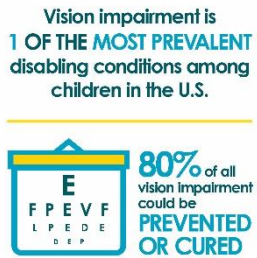


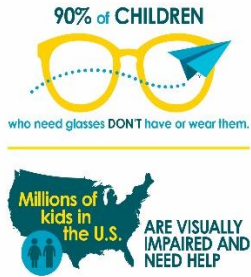


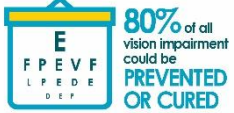





Facebook Content Calendar
 Messaging and Photo Examples
NGOs

MAY CONTENT		
Date Range	Messaging	Image
May 7 th – 13 th	Do you know the signs & symptoms of vision problems in children? #HealthyVisionMonth	
May 14 th – 20 th	Children rely on their parents, teachers, and community to be advocates for their #vision care. #HealthyVisionMonth	
May 21 st – 27 th	Did you know millions of children in the U.S. need vision care? #visionawareness	
May 28 th – June 3 rd	A simple pair of #glasses can help a child succeed in life.	

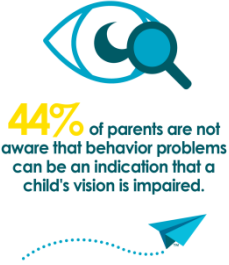



Facebook Content Calendar
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JUNE CONTENT		
Date Range	Messaging	Image
June 4 th – 10 th	44% of parents are not aware that behavior problems can be an indication that a child's #vision is impaired. #visionawareness	
June 11 th – 17 th	Millions of children in the U.S. need vision care and a simple #eyeexam and pair of #glasses can help a child succeed.	
June 18 th – 24 th	Together, we can help every child see the world clearly. #joinustoday	
June 25 th – July 1 st	Did you know #vision is the most overlooked factor impacting a child's success in #school and in life? #helpingchildren #visionawareness	





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JULY CONTENT		
Date Range	Messaging	Image
July 2 nd – 8 th	Together, we can help every #child see the world clearly. #betterlifethroughbettersight	<p>Vision impairment is 1 OF THE MOST PREVALENT disabling conditions among children in the U.S.</p> 
July 9 th – 15 th	Help a child receive a pair of #glasses before they go back to school. #getinvolved	
July 16 th – 22 nd	Together, we can give #children a better life through better sight. #joinustoday	
July 23 rd – 29 th	As you prepare for #backtoschool, do you know signs of #vision impairment in children include rubbing their eyes frequently, squinting or sitting too close to the TV?	
July 30 th – August 5 th	A reminder that millions of #children who head #backtoschool next month are in need of #vision care.	<p>90% of CHILDREN</p>  <p>Millions of kids in the U.S. ARE VISUALLY IMPAIRED AND NEED HELP</p> 

Facebook Content Calendar
Messaging and Photo Examples
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AUGUST CONTENT		
Date Range	Messaging	Image
August 6 th – 12 th	Did you know vision impairment affects millions of #children in the U.S.? #childrenseyehealthmonth	
August 13 th – 19 th	As you prepare for #backtoschool, it's important to remember that 1 in 4 children have a #vision problem that affects their ability to learn.	
August 20 th – 27 th	Together, we can give children a better life through better sight as we celebrate #childrenseyehealthmonth.	
August 28 th – Sept 2 nd	It's time to go #backtoschool! Did you know while some state laws require #vision screenings, there is a large gap between the need and access to #vision care?	

Facebook Content Calendar
Messaging and Photo Examples
NGOs

SEPTEMBER CONTENT		
Date Range	Messaging	Image
Sept 3 rd – 9 th	Signs and symptoms of #vision impairment in children include rubbing their #eyes frequently, squinting or sitting too close to the TV. #visionawareness	
Sept 10 th – 16 th	As students head #BackToSchool, do you know the signs and symptoms of #vision problems in children?	 <p>SIGNS & SYMPTOMS Checklist of Vision Problems in Children</p> <ul style="list-style-type: none"> <input type="checkbox"/> Rubbing their eyes frequently <input type="checkbox"/> Sensitivity to camera flashes, indoor lighting, or sunlight <input type="checkbox"/> Using their finger to guide them while they read/losing place while reading <input type="checkbox"/> Sitting too close to the TV <input type="checkbox"/> Squinting to see objects up-close or at a distance
Sept 17 th – 23 rd	Did you know 1 in 4 children in the #USA have a #vision problem that affects their ability to learn?	
Sept 24 th – 30 th	While some states require vision screenings, there is a large gap between the need and access to #vision care. #visionawareness	 <p>1 in 4 CHILDREN in the U.S. have a vision problem that affects their learning.</p>