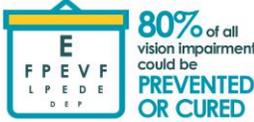


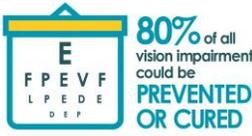
**Facebook Content Calendar**  
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MAY CONTENT		
Date Range	Messaging	Image
May 7 <sup>th</sup> – 13 <sup>th</sup>	Children rely on their parents, teachers, and community to be advocates for their #vision care. Learn more today: <a href="http://evfusa.org">evfusa.org</a>	
May 14 <sup>th</sup> – 20 <sup>th</sup>	Vision impacts every aspect of a child’s life and is one of the most prevalent disabling conditions among #children in the U.S.	<p>Vision impairment is <b>1 OF THE MOST PREVALENT</b> disabling conditions among children in the U.S.</p> <hr/> 
May 21 <sup>st</sup> – 27 <sup>th</sup>	Do you know the signs and symptoms of #vision problems in children? #visionawareness	 <p><b>SIGNS &amp; SYMPTOMS</b>        Checklist of Vision Problems in Children</p> <ul style="list-style-type: none"> <li><input type="checkbox"/> Rubbing their eyes frequently</li> <li><input type="checkbox"/> Sensitivity to camera flashes, indoor lighting, or sunshine</li> <li><input type="checkbox"/> Using their finger to guide them while they read/losing place while reading</li> <li><input type="checkbox"/> Sitting too close to the TV</li> <li><input type="checkbox"/> Squinting to see objects up-close or at a distance</li> </ul>
May 28 <sup>th</sup> – June 3 <sup>rd</sup>	A simple pair of #glasses can help a child succeed in life. Learn more about how you can #help: <a href="http://evfusa.org">evfusa.org</a>	

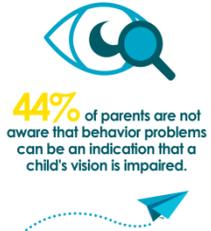
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JUNE CONTENT		
Date Range	Messaging	Image
June 4 <sup>th</sup> – 10 <sup>th</sup>	44% of parents are not aware that behavior problems can be an indication that a child's #vision is impaired. #visionawareness	
June 11 <sup>th</sup> – 17 <sup>th</sup>	A simple #eyeexam and pair of #glasses can help a child succeed. Get involved today: <a href="http://evfusa.org">evfusa.org</a>	<p style="text-align: center;"><b>90% of CHILDREN</b></p>  <p style="text-align: center;"><b>Millions of kids in the U.S. ARE VISUALLY IMPAIRED AND NEED HELP</b></p>
June 18 <sup>th</sup> – 24 <sup>th</sup>	Together, we can help every child see the world clearly. #joinustoday	
June 25 <sup>th</sup> – July 1 <sup>st</sup>	Did you know #vision is the most overlooked factor impacting a child's success in #school and in life? #helpingchildren #visionawareness	 <p><b>44%</b> of parents are not aware that behavior problems can be an indication that a child's vision is impaired.</p> 

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JULY CONTENT		
Date Range	Messaging	Image
July 2 <sup>nd</sup> – 8 <sup>th</sup>	Together, we can help every #child see the world clearly. #betterlifethroughbettersight	<p>Vision impairment is <b>1 OF THE MOST PREVALENT</b> disabling conditions among children in the U.S.</p> 
July 9 <sup>th</sup> – 15 <sup>th</sup>	Help a child receive a pair of #glasses before they go back to school. #getinvolved	
July 16 <sup>th</sup> – 22 <sup>nd</sup>	Help us give #children a better life through better sight. Find out how you can #help: <a href="http://evfusa.org">evfusa.org</a>	
July 23 <sup>rd</sup> – 29 <sup>th</sup>	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 <sup>th</sup> – August 5 <sup>th</sup>	A reminder that millions of #children who head #backtoschool next month are in need of #vision care. Learn more today: <a href="http://evfusa.org">evfusa.org</a>	<p><b>90% of CHILDREN</b></p>  <p><b>Millions of kids in the U.S. ARE VISUALLY IMPAIRED AND NEED HELP</b></p> 

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AUGUST CONTENT		
Date Range	Messaging	Image
August 6 <sup>th</sup> – 12 <sup>th</sup>	Did you know vision impairment affects millions of #children in the U.S.? #childrenseyehealthmonth	 <p>44% of parents are not aware that behavior problems can be an indication that a child's vision is impaired.</p>
August 13 <sup>th</sup> – 19 <sup>th</sup>	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 <sup>th</sup> – 27 <sup>th</sup>	Help us give children a better life through better sight as we celebrate #childrenseyehealthmonth.	 <p>90% of CHILDREN who need glasses DON'T have or wear them.</p>  <p>Millions of kids in the U.S. ARE VISUALLY IMPAIRED AND NEED HELP</p>
August 28 <sup>th</sup> – Sept 2 <sup>nd</sup>	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?	

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