






World Sight Day 2018

Facebook & Instagram Content Calendar for NGOs Messaging and Photo Examples

Date	Messaging	Image
October 5, 2018	<p>Did you know that 1 in 4 children in the U.S. has a vision problem that affects their ability to learn?</p> <p>#WSD2018 #WorldSightDay</p>	
October 8, 2018	<p>Having clear vision is extremely important--especially for children. Unfortunately, many do not get their eyes examined or realize that their vision problems could be treated.</p> <p>#WSD2018 #VisionAwareness</p>	
October 9, 2018	<p>80% of what your child learns comes through their eyes.</p> <p>Watch for signs and symptoms of vision problems in your children.</p> <ul style="list-style-type: none">- Rubbing their eyes frequently- Sensitivity to camera flashes, indoor lighting, or sunshine- Using their finger to guide them while they read/losing place while reading- Sitting too close to the TV- Squinting to see objects up-close or at a distance <p>#WSD2018 #EyeExams</p>	

<p>October 10, 2018</p>	<p>A vision screening is not the same as an eye exam and many families cannot afford an eye exam or glasses.</p> <p>For #WorldSightDay, we want to bring awareness to this problem and the cause of vision in the U.S.</p> <p>#KidsVision #WSD2018</p>	
<p>October 11, 2018</p>	<p>Today is #WorldSightDay</p> <p>Millions of kids in the U.S. are visually impaired and need help.</p> <p>We're proud to collaborate with an organization like Essilor Vision Foundation to help children in our community and across the country see clearly.</p> <p>#KidsVision #WSD2018</p>	

Be sure to follow Essilor Vision Foundation (EVF) on Facebook, Twitter and Instagram.
You can share EVF's posts on your social media profiles and you can tag EVF too.

Essilor Vision Foundation

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Website: <https://evfusa.org>