



SOCIAL MEDIA CONTENT TOOLKIT

Hosted by The Vision Council, National Sunglasses Day promotes the importance of wearing UV-protective eyewear on June 27 and all year long! Help us spread the word that wearing sunglasses is more than a style statement – it's a vital tool for preventing immediate and long-term UV eye damage. Encourage your audience to share their #SolarFlair on National Sunglasses with the below social media posts and graphics.

Use our official hashtags: **#SunglassSelfie**, **#SolarFlair** and **#NationalSunglassesDay**, and tag **@TheVisionCouncil** on Facebook, Instagram, and LinkedIn and **@opticalindustry** on Twitter.



General Promotional Social Media Posts:

- Get your cameras ready! The Vision Council is celebrating #NationalSunglassesDay on June 27, and we want to see you rocking your favorite pair of shades! Post your #SunglassSelfie to show off your #SolarFlair.
- Celebrate #NationalSunglassesDay with The Vision Council and post a #SunglassSelfie wearing your favorite pair of shades! Not only are they the best statement accessory, but they also keep your eyes healthy by protecting them from harmful UV rays.
- Let's get shady! The Vision Council is celebrating the importance of wearing UV-protective eyewear for #NationalSunglassesDay. Celebrate by sharing a #SunglassSelfie in your favorite sunnies and show off your #SolarFlair with us.
- Summer is officially here, and what better way to kick off the season than by celebrating #NationalSunglassesDay on June 27th! 😎 Whether you're lounging on the beach, taking a hike in the mountains, or just running errands around town, sunglasses are a must-have accessory to protect your eyes from the sun's harmful UV rays. Plus, they add a touch of style to any outfit! So grab your favorite pair of shades and join The Vision Council in celebrating #NationalSunglassesDay. Don't forget to share your #SunglassSelfies with us so we can see your #SolarFlair! 🕶️

- Get ready to celebrate National Sunglasses Day on June 27th! 🕶️☀️ The commemorative holiday brought to life by The Vision Council is the perfect time to show off your favorite shades and stay safe in the sun. Get your favorite pair of sunnies ready to share a #SunglassSelfie on June 27th – we want to see your #SolarFlair!
- Mark your calendars because June 27th is National Sunglasses Day! 🕶️☀️ This day brought to life by The Vision Council celebrates the importance of protecting your eyes from harmful UV rays while looking stylish at the same time. So grab your favorite pair of shades and join us in this celebration! 🕶️☀️



Promotional Social Media Graphics:

Countdown Posts:

- We're ONE MONTH away from #NationalSunglassesDay! The commemorative, annual day, brought to life by The Vision Council celebrates the importance of wearing ultraviolet (UV)-protective sunwear and eyewear. Get ready with downloadable resources available at NationalSunglassesDay.com.
- Get your sunglasses ready! National Sunglasses Day is only ONE WEEK away and The Vision Council wants to see your #SolarFlair. Post a picture in your favorite shades on #NationalSunglassesDay on June 27th. #SunglassSelfie
- Tomorrow is #NationalSunglassesDay! You have ONE DAY left to get your sunglasses ready for a #SunglassSelfie to show off your #SolarFlair with the world.

Day-Of Social Media Posts (June 27th):

- Let's get shady! Today is #NationalSunglassesDay, a commemorative holiday brought to life by the Vision Council to promote the importance of wearing UV-protective eyewear. Help us celebrate by sharing your #SolarFlair with a #SunglassSelfie in your favorite pair of sunnies.
- 🕶️☀️ Happy #NationalSunglassesDay! 🕶️☀️

Protect your eyes and elevate your style with your favorite pair of shades. Whether you're lounging at the beach, driving in the car, or just enjoying the great outdoors, make sure to wear your sunglasses to shield your eyes from harmful UV rays. Not to mention, they make a great fashion statement! 🕶️

Celebrate this National Sunglasses Day by showing off your #SolarFlair and sharing a photo of you wearing your favorite pair of shades. Help The Vision Council spread the word about the importance of eye protection and looking good while doing it! 🕶️

- Did you know that wearing sunglasses are not only a fashion statement but they also protect your eyes from harmful UV rays? Celebrate National Sunglasses Day with The Vision Council and share your #SolarFlair today with a #SunglassSelfie! #NationalSunglassesDay

How to share your #SolarFlair:

Step 1: Find your favorite sunglasses aka your #SolarFlair

Step 2: Take a selfie in your sunglasses to get a photo of yourself in your #SolarFlair

Tips: Take your selfie outside or while doing your favorite outdoor activity

Step 3: Post your #SunglassSelfie on social media and tag @thevisioncouncil and #NationalSunglassesDay

Hashtags:

#SunglassSelfie

#SolarFlair

#NationalSunglassesDay

Tag us on social!

@thevisioncouncil on Facebook, Instagram, and LinkedIn

@opticalindustry on Twitter

