

BACK TO SCHOOL PROMOTIONAL TOOLKIT

Completing an eye exam annually is important for the whole family, and back-to-school season is the perfect time to schedule a visit to the eye doctor. With a mission to promote better vision for better lives, [The Vision Council](#) encourages parents and guardians to make sure their children have the right prescription and/or confirm if they need glasses before the school year starts to ensure optimal learning outcomes and eye health. **Help us spread the word about the importance of an annual eye exam this back-to-school season with the following social media and printable resources. [Click here to download the social media graphics.](#)**

Use the hashtags **#CheckYearlySeeClearly** and **#EyeCheckYearly** and tag **@TheVisionCouncil** on Facebook, Instagram and LinkedIn, and **@opticalindustry** on Twitter.



Social Media Post Text:

- It's back-to-school season, and we're here to help you ace your eye health! From screen time management to proper eyewear care, keeping your eyes in tip top shape is essential all year long! Check out these resources this back-to-school season here: bit.ly/3Kzc2gW
- Getting ready for the school year? Don't forget about your eyes! Prioritize your eye health whether you're a student, teacher or parent. Book a comprehensive eye exam today—clear vision is key to learning and teaching with confidence. Find a doctor here: bit.ly/3OMuJjH
- Class is in session, and so is our eye health guide! Adopt healthy screen habits this new academic year to reduce eye fatigue, headaches and dryness. Protect your eyes and set your sights on success! Learn more about how to prevent digital eye strain here: bit.ly/3Owyrwn

Printable 11" x 17" Posters:

- [Click here to download printable Back to School posters](#) to encourage everyone to get a comprehensive eye exam annually to see their best and reach their potential.

Press Release:

- [Click here to download the press release.](#)