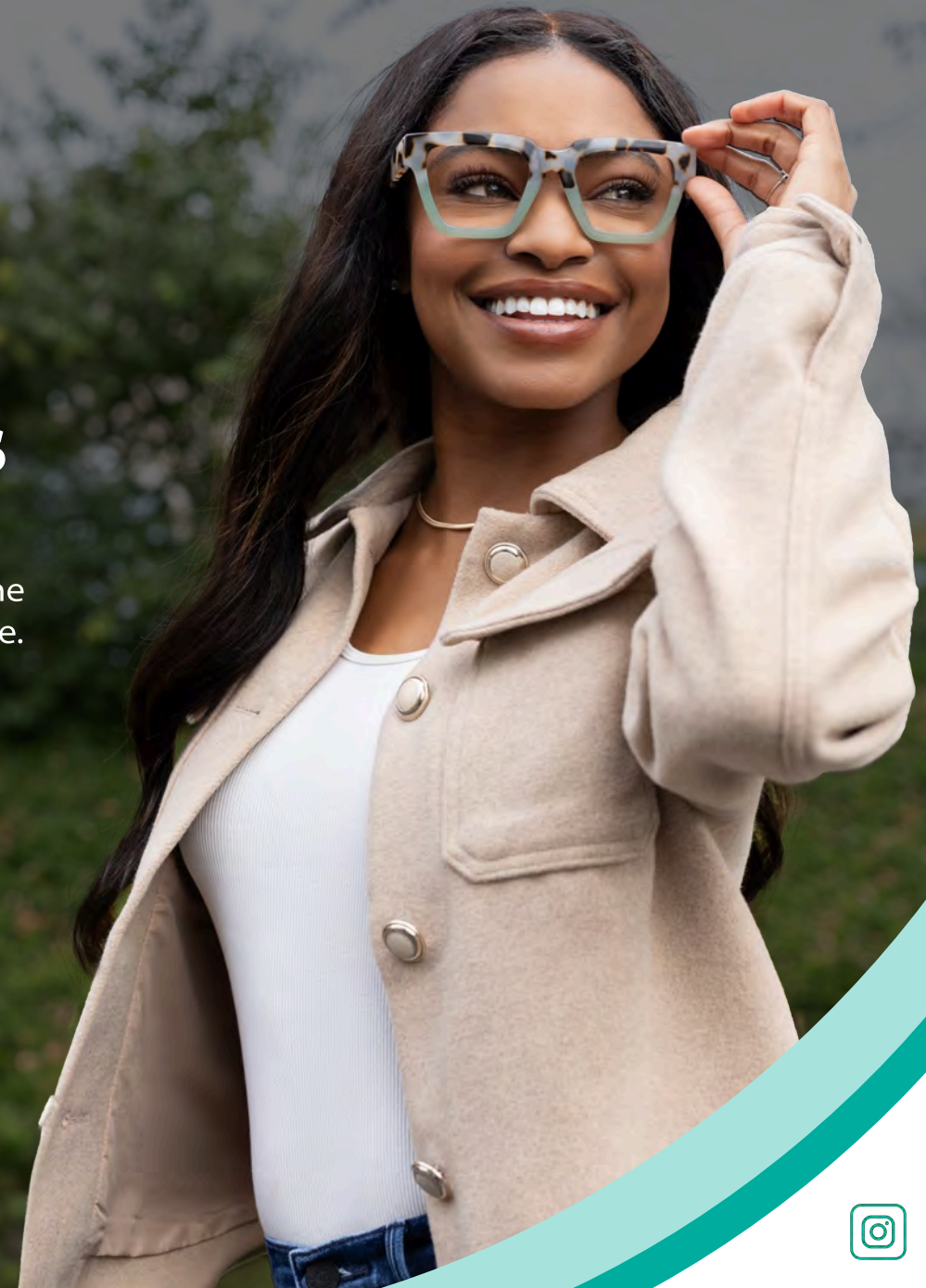


CareCredit presents... Social Media Calendar for Optometry Practices

Ready-made social media posts designed to educate your patients about vision care and show them how financing with the CareCredit credit card can enable them to get the looks they love.

Sharpen your social media in 3 easy steps:

1. Use the tabs above to jump to content—you'll find a post for each month of the year, plus a bonus quarterly post!
2. Copy the caption and download the image linked.
3. Paste the caption, upload the image and post!



Help patients choose the perfect pair **with** **your custom link.**

CARECREDIT. A CLEAR CHOICE.

Add your practice's custom link to the end of your captions so patients can see if they prequalify and apply for the CareCredit health and wellness credit card.

Get your custom link:

1. Log in to CareCredit's [Provider Center](#).
2. Click on "Marketing & Promotion."
3. Select "Download: QR code signage."
4. Copy and paste your custom link URL from the above page.

Use your custom link on Instagram:

1. Select "Edit profile" in your practice's account settings.
2. Scroll down to the "Links" box and paste your custom link URL.
3. Add the following text to your post caption.

Learn more and apply at the link in our bio!

Use your custom link on Facebook and X:

1. Add the following text to the end of the caption.
2. Replace the text in brackets with your custom link URL.

Learn more and apply at **[INSERT CUSTOM LINK]**.



NEW YEAR, NEW BENEFITS

With a new year comes new health and wellness goals. Remind patients they may have unused FSA funds and let them know CareCredit can help offset out-of-pocket costs when their benefits reset.

GENERAL

FSA resets



🕒 FSA funds are expiring soon! 🕒 Use them before you lose them to get a new pair of frames or an annual exam. Not enough dollars in your FSA account? Don't sweat it. We accept the CareCredit health and wellness credit card to help you bridge the gap.

GET CAPTION

GET IMAGE

JANUARY

Smart glasses/premium eyewear



Stop putting your "new year, new you" resolutions on hold because of your deductible reset. Elevate your eyewear with premium options like smart glasses and luxury frames. 🕒 We accept the CareCredit health and wellness credit card as a way to pay for the eyewear you want.

GET CAPTION

GET IMAGE

FEBRUARY

Love your look with new frames



Love your look! New glasses might be just what you want. 🕒 Come try on options and find your perfect pair. To help you pay for them, we accept the CareCredit health and wellness credit card.

GET CAPTION

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MARCH

March 23: World Optometry Day
Other great topics: National Save Your Vision Month



Need an exam? 🕒 A new pair of glasses? 🕒 A fitting for your contacts? 🕒 We've got you! Concerned about cost? We've still got you! To help you pay for eye care, we accept the CareCredit health and wellness credit card.

GET CAPTION

GET IMAGE

TIP ⚙️

Add your custom link to captions or your Instagram bio.



EYEWEAR FOR THE SEASON

Spring is a popular time for outdoor activities that could impact patient's eye health. Tell them how the CareCredit credit card can help them get the eyewear and care they want for the season.

GENERAL

Prescription sunglasses for the summer



☀️ Sun's out, sunnies out! 🖤 If you don't have a pair of prescription sunglasses for the summer, come see us. We accept the CareCredit health and wellness credit card to help you pay for the frames you want to help protect your eyes all summer.

GET CAPTION

GET IMAGE

APRIL

Sports Eye Safety Month



If you love sports, don't forget to protect your eyes. Up your game with prescription eye protection you or your family need for a healthy season. 🏆 To help you get eyewear and care, we accept the CareCredit health and wellness credit card.

GET CAPTION

GET IMAGE

MAY

Allergy season eye health



Allergy season can mean itchy, red, irritated eyes. 🤧 To get some relief, use allergy eye drops, avoid rubbing your eyes and clean your air vents. If you've tried everything and your eyes are still irritated, come see us. We accept the CareCredit health and wellness credit card, so even your budget can feel some relief!

GET CAPTION

GET IMAGE

JUNE

June 6: National Eyewear Day



It's National Eyewear Day and we've got luxury frames on our mind. 🧐 Let's do a try-on with the latest styles—we know you'll find something you love. We accept CareCredit to help you fit the perfect pair into your budget.

GET CAPTION

GET IMAGE

TIP

Add your custom link to captions or your Instagram bio.



FINANCING FOR FAMILY CARE

Patients may be looking to get their child's vision care before they go back to school. Let them know they can pay for their family's vision care and eyewear with the CareCredit credit card.

GENERAL

Managing myopia in children



Kids experience vision changes a lot as they grow. 🙄👓👁️ Myopia (nearsightedness) can develop quickly, so annual eye exams are crucial. We accept the CareCredit credit card to help you pay for eye exams, glasses and more for the whole family.

GET CAPTION

GET IMAGE

JULY

Dry Eye Awareness Month



Smoking, screen time, age and environmental factors can all cause moderate to severe dry eye symptoms. If over-the-counter drops aren't doing the trick, we can help you find relief. 😓💧 If you're worried about the cost, we accept the CareCredit health and wellness credit card.

GET CAPTION

GET IMAGE

AUGUST

Back-to-school eye exam



Kids headed back to school? Put a comprehensive eye exam on your checklist. 🎒📚 From myopia management to blue light lenses, we can help set your child up for success. To help you pay for vision care for the whole family, we accept the CareCredit health and wellness credit card.

GET CAPTION

GET IMAGE

SEPTEMBER

Fall frames



The leaves are changing and so is our inventory—you'll FALL in love with this season's new styles! 🍂 Help your aesthetic match the vibes with a new pair of glasses. 📖 To help you pay for them, we accept the CareCredit health and wellness credit card.

GET CAPTION

GET IMAGE

TIP ⚙️

Add your custom link to captions or your Instagram bio.



END-OF-YEAR CARE

Patients may be running out of FSA funds or wanting to squeeze in last-minute care before their benefits reset. Let them know they can use the CareCredit credit card at your practice to help bridge the gap.

GENERAL

Amblyopia in children



Amblyopia, or "lazy eye," can affect a child's ability to see clearly. 🙄👁️ If you think your child may have vision issues, don't worry! We're here to help. Regular eye exams are a great way to spot concerns. We accept the CareCredit health and wellness credit card to help you pay for your family's vision care.

[GET CAPTION](#)

[GET IMAGE](#)

OCTOBER

Contact Lens Safety Month



Proper contact lens wear and care can help you protect your vision. Work with us to find the right style for your lifestyle and budget to help keep your vision clear. We accept the CareCredit health and wellness credit card as a way to pay for vision care, glasses and contacts.

[GET CAPTION](#)

[GET IMAGE](#)

NOVEMBER

FSA resets



!!Time is running out to use your FSA dollars!! Make the most of your funds with a comprehensive eye exam, or stop by to check out our great selection of frames. Are your wants bigger than your FSA? No sweat. We accept the CareCredit health and wellness credit card.

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[GET IMAGE](#)

DECEMBER

End-of-year insurance benefits



Whether it's time for your annual eye exam or you just want new glasses for the new year, now is the time to do it! We accept the CareCredit health and wellness credit card as a way to pay for out-of-pocket costs not covered by insurance.

[GET CAPTION](#)

[GET IMAGE](#)

TIP ⚙️

Add your custom link to captions or your Instagram bio.

