

CareCredit presents...

Social Media Calendar for Ophthalmology Practices

Share ready-made social media posts designed to educate your patients about vision care and show them how financing with the CareCredit credit card is the clear choice to help them get optimal care.

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 **get optimal care.**

CARECREDIT IS THE CLEAR CHOICE.

Add your practice's custom link to the end of your captions so your followers 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 can use the CareCredit health and wellness credit card to pay for the care they want to maintain healthy vision all year.

GENERAL

Eye health tips



Your eye health depends on your habits. 👁️ Wearing sunglasses, eating leafy greens, and getting routine eye exams can help preserve your vision. Start today by scheduling an exam! To help you pay for care, we accept the CareCredit health and wellness credit card.

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JANUARY

Refractive procedures



Say goodbye to glasses and contacts! Procedures like LASIK can help bring your vision back into focus. 😊 Schedule an appointment to see what options could work for you. Be sure to ask about the CareCredit health and wellness credit card as a way to pay.

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FEBRUARY

Cataract signs and symptoms



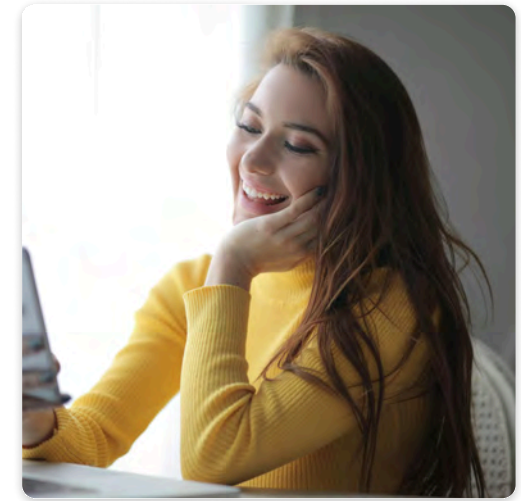
Glasses not quite doing their job? Halos around lights? Cloudy vision? ☁️ It could be cataracts. If you're experiencing symptoms, it's probably time to schedule an appointment. Don't let cost delay your care; we accept the CareCredit health and wellness credit card as a way to pay!

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MARCH

20-20-20 rule for screens



👉 Spend a lot of time looking at screens? 🤖 Don't forget the 20-20-20 rule: Every 20 minutes look at something 20 feet away for 20 seconds. This simple method can help make a big difference for your eye health. To help you keep your eye health in check, we accept the CareCredit health and wellness credit card.

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TIP ⚙️

Add your custom link to captions or your Instagram bio.



COMMON EYE CONDITIONS

Show patients how the CareCredit credit card can help them get everything from routine care to cataract procedures with information on common eye conditions.

GENERAL

Eye care mistakes you might be making



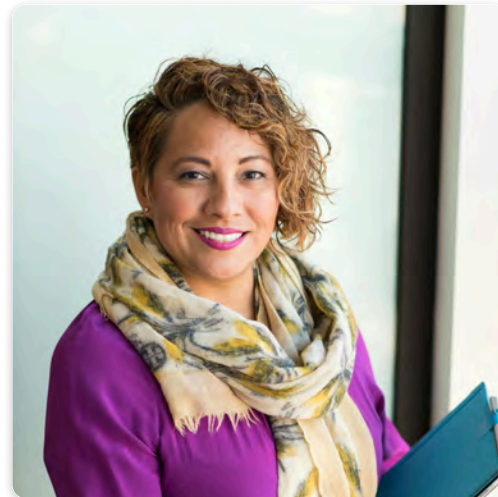
From rubbing your eyes or using old makeup, to forgetting sunglasses and skipping annual exams, these bad habits could have a big impact on your eye health. 👁️ Schedule your annual checkup to help protect your vision. We accept the CareCredit health and wellness credit card as a way to pay!

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APRIL

Glaucoma signs and symptoms



Did you know eye pain or pressure, bloodshot eyes, headaches, blurriness, and double vision are symptoms of glaucoma? It's one of the leading causes of blindness, so if you're seeing signs, come visit us. To help you pay for vision care, we accept the CareCredit health and wellness credit card.

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MAY

Preventing screen strain



If your phone screen is blurry up close, it's probably not the phone—it's your eyes! 📱👁️ Presbyopia can worsen as we age, but intraocular lenses (IOL) and premium intraocular lenses (PIOL) can help treat it and protect your sight. We accept the CareCredit health and wellness credit card as a way to pay.

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JUNE

Cataract Awareness Month



Anyone can get cataracts. And a number of things can cause them—from excessive sun exposure to smoking to genetic predisposition. 🌞🚬👁️ When cataracts cloud your eyesight, surgery can help restore your vision. Plus, we accept the CareCredit health and wellness credit card as a way to pay.

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TIP ⚙️

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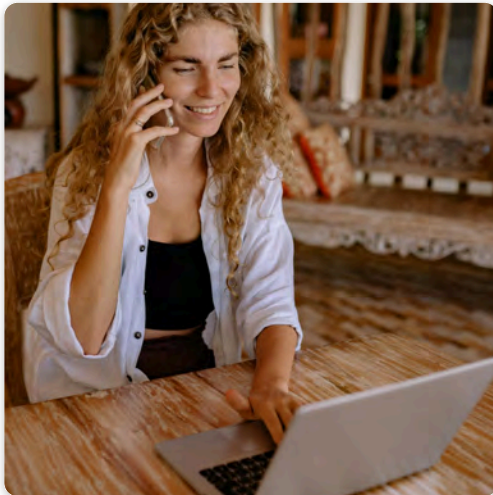


HEALTHY VISION AT EVERY AGE

Help your followers maintain healthy vision throughout their life by letting them know they can use the CareCredit credit card to pay for vision care.

GENERAL

Dry eye treatments



Tired of irritated, itchy, dry eyes? Relief is just a visit away! Come see us to talk about dry eye treatments that can help soothe your eyes. We accept the CareCredit health and wellness credit card as a way to pay.

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JULY

UV Safety Awareness Month



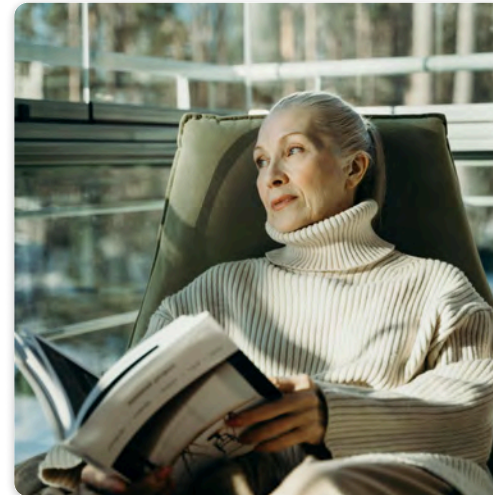
☀️ Summer is in full swing! It's time for sunglasses that block UVA and UVB rays, which can contribute to conditions like cataracts and macular degeneration. 🕶️☀️ To help you stay on top of vision care, we accept the CareCredit health and wellness credit card as a way to pay.

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AUGUST

Eye care after 65



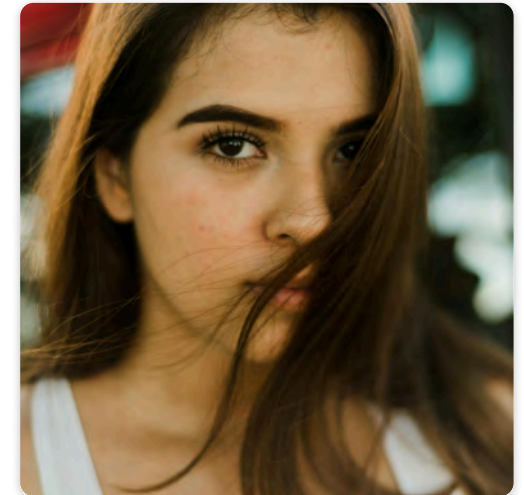
After 65, you may be at a greater risk of developing vision loss, glaucoma or cataracts. To catch issues early, get a yearly eye exam and talk to us about any changes in your sight. To help you pay for vision care, we accept the CareCredit health and wellness credit card.

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SEPTEMBER

Inflammatory eye diseases



Styes and pinkeye might be common, but if left untreated, they can impact your vision. If they're not clearing up, come see us. To help you pay for care, we accept the CareCredit health and wellness credit card.

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TIP

Add your custom link to captions or your Instagram bio.

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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

Winter eye protection



❄️ Cold, dry winter air is rough on your eyes! Protect them with goggles to block out harsh winds and UV rays this season. For symptoms that won't clear up, come see us. We accept the CareCredit health and wellness credit card to help you pay for vision care and eyewear.

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OCTOBER

October 9: World Sight Day



We're committed to helping everyone get the care they need to maintain healthy vision. 🌍👁️ That's why we accept the CareCredit health and wellness credit card. It's a financing solution that helps you pay for care over time, so you don't have to delay care because of cost.

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NOVEMBER

FSA reset warning



If your FSA funds expire soon, use them on an eye exam, prescriptions or even that LASIK procedure you've been putting off. Not enough to cover the full cost? We accept the CareCredit health and wellness credit card as a way to pay.

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DECEMBER

Give the Gift of Sight Month



This holiday season, give the best gift of all—the gift of sight! 🎁 Encouraging your loved ones to schedule vision exams with their annual checkups is a good place to start. We accept the CareCredit health and wellness credit card to help you pay for care for the whole family.

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TIP ⚙️

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