

Social Media Toolkit-October



HALLOWEEN SAFETY MONTH (AAO)

To avoid a real-life Halloween horror story—going blind because of a costume accessory—the American Academy of Ophthalmology and VSP® are warning the public against wearing costume contact lenses purchased without a prescription. These illegally sold cosmetic lenses may not be sterile and can cause a host of serious eye problems capable of morphing a fun Halloween night into a nightmare. www.vsp.com/eyewear-wellness/ask-eye-doctor/halloween-eye-injuries

Topic: Halloween Safety Month (AAO)

Suggested Social Copy:

To avoid a real-life Halloween horror story—going blind because of a costume accessory—the American Academy of Ophthalmology and VSP® are warning the public against wearing costume contact lenses purchased without a prescription. These illegally sold cosmetic lenses may not be sterile and can cause a host of serious eye problems capable of morphing a fun Halloween night into a nightmare. www.vsp.com/eyewear-wellness/ask-eye-doctor/halloween-eye-injuries

(Post as an image rather than a link by first uploading the image and inserting this copy into the status update.)

Image name in ZIP file:

Social_Media_Imagery__
October.jpg

