

# 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](http://www.vsp.com/eyewear-wellness/ask-eye-doctor/halloween-eye-injuries)

**Topic:** Halloween Safety Month (AAO)

### **Suggested Social Copy:**

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*(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

