

Social Media Usage Information Guide

*#2020EyeExam social media
messaging & graphics for campaign.*



Use the copy and images provided by the Oregon State Sheriffs' Association (OSSA) and the Oregon Optometric Physicians Association (OOPA) on your social media channels (Facebook, Twitter, Instagram...) to get the word out about #2020EyeExam. These messages may be used as written or customized. Don't forget that each tweet is 280 characters or less, per Twitter requirements.

Did you know that during an annual, comprehensive eye exam, doctors of optometry can identify early warning signs and manifestations of more than 270 systemic and chronic diseases, including diabetes, high blood pressure, autoimmune diseases and cancers. Schedule your #2020EyeExam today!

It is not enough to have your eyes screened by your regular doctor. Annual eye exams with a doctor of optometry can detect many kinds of diseases—such as diabetes, high blood pressure, multiple sclerosis, and some kinds of cancer—before they produce symptoms. Schedule your #2020EyeExam today!

Up to 16 million Americans struggle with undiagnosed or untreated vision impairments. Make eye health and vision a priority for you and your family by scheduling a #2020EyeExam today with an AOA doctor of optometry.

Sheriff's offices across the state are putting a value in their eye health in order to provide the best possible services to communities. While they are remaining in good health to keep Oregon residents safe, you can follow their lead by scheduling a comprehensive eye exam today!

Are you a local business owner? Help support essential eye health and vision care for your employees by pledging to making 2020 the year of the eye exam! Talk to your staff about vision care and encourage them to schedule an appointment today!

In addition, we have developed social media graphics you can access in the Campaign Toolkit and personalize to share on your preferred social media platforms.

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Keep your health in sight! #2020EyeExam