



Social Media Toolkit

September 2021



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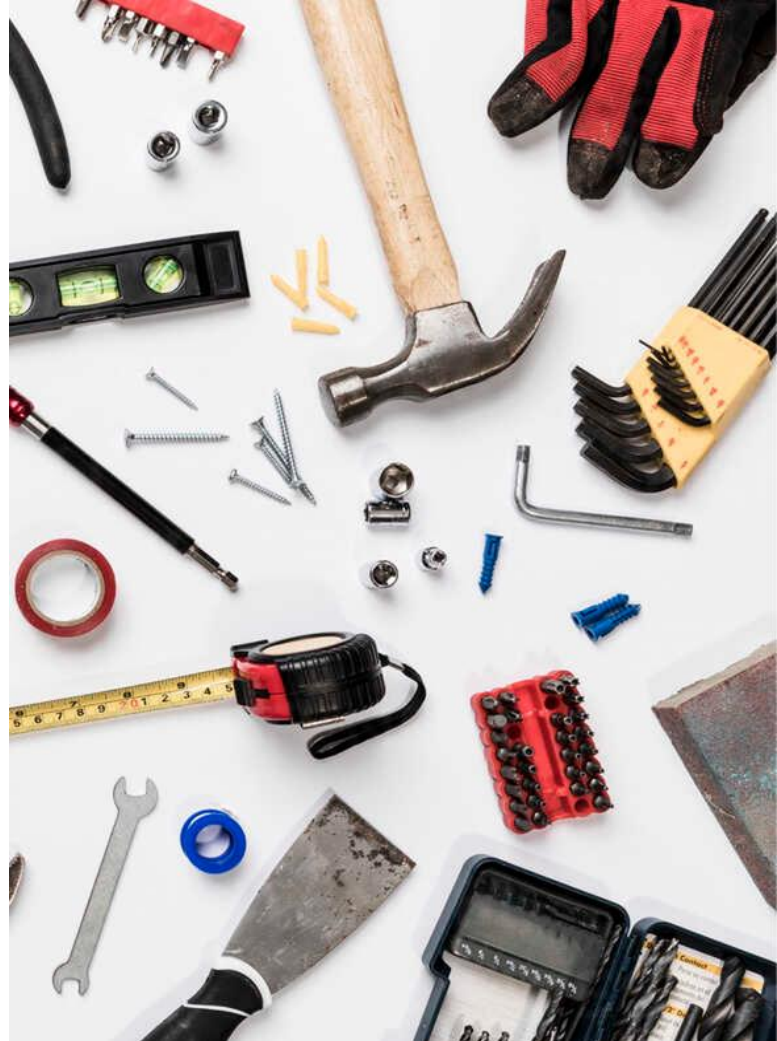
What this toolkit is for

To address issues of eye health around the world, IAPB is hosting the biggest ever World Sight Day along with partners and members. We want to tell everyone to #LoveYourEyes, and get 1 million people to have a sight test or care for their eyes.

The success of the #LoveYourEyes campaign will depend on everyone involved using their own communications channels, engaging influencers and promoting the campaign message. Together, we hope to create a powerful online moment that consumers will notice.

This toolkit provides guidance on **how to talk about World Sight Day to consumers** and encourage them to get an eye test through social media. The toolkit includes social assets (videos), suggested social post copy, as well as hashtags and relevant social handles.

The copy and images can be adjusted as needed, depending on usage, as long as the key messages remain consistent.



| #LoveYourEyes
messaging

Key messaging

- On World Sight Day 14th October, it's time to LOVE YOUR EYES.
- Our eyes are working hard during the pandemic. We have been indoors, in front of our screens, and missed our eye test appointments. Now more than ever, we need to protect and prioritise our eyesight.
- Short-sightedness is on the rise all across the world. By 2050, half the world's population will be short-sighted.
- There are simple things you can do yourself to prevent developing serious eye issues; take screen breaks, spend time outside, and get an eye test.
- The 20-20-20 rule helps your eyes relax when you're looking at a screen for a long time. Every 20 minutes, take 20 seconds to look 20 feet (6 meters) away.
- Spending two hours outside every day is great for your eyes and lowers the risk of becoming short-sighted.
- An eye test can identify eye conditions such as glaucoma before it has an effect on your sight. The earlier an eye condition is identified, the easier it is to treat.



Speaking to consumers...

Do refer to “loving your eyes”, “taking care of your eyes” and “protecting your eyesight” - language that is accessible to everyone.

Don't say “eye health” or “eye care”, as consumers don't know what that entails.

Do give people simple and concrete tips to taking care of their eyes.

Don't use technical, medical terms they don't understand (such as refractive error, myopia, macular degeneration).

Do speak to the individual about taking care of *their* eyes.

Don't just speak about eye health as a national or global problem.

Do use positive and encouraging language.

Don't made the topic scary or complex.



Handles, hashtags and CTAs



Get top tips to #LoveYourEyes <https://www.iapb.org/world-sight-day/how-to-love-your-eyes/>

Show us you #LoveYourEyes by pledging to get an eye test
<https://www.iapb.org/world-sight-day/pledging-tool/>





Social media plan





Assets



Videos

To bring the messages to consumers to life, five videos have been produced for the #LoveYourEyes campaign:

Video #1: [Camera](#)

Positive message on loving your eyes

Video #2: [Healthy Eyes](#)

Four steps to #LoveYourEyes

Video #3: [Children](#)

Reminding adults to look after the eyes of children

Video #4: [20/20/20 Rule](#)

Encouraging the 20/20/20 rule

Video #5: [Eye Break](#)

About screen time and the importance of screen breaks



Suggested copy

Suggested copy

Content	Twitter	Facebook	Instagram
Video #1: Megapixels	<p>Your eyes are your personal camera. It's time to #LoveYourEyes and start new habits. Take screen breaks, get outside, and get an eye test.</p> <p>Get all the top tips from @IAPB1 here: https://www.iapb.org/world-sight-day/how-to-love-your-eyes/</p>	<p>Your eyes are your personal camera. But they have been working hard during the pandemic, as we've been indoors on our screens.</p> <p>It's time to #LoveYourEyes and start new habits. Take screen breaks, get outside, and get an eye test.</p> <p>Get all the top tips from @IAPB1 here: www.iapb.org/world-sight-day/how-to-love-your-eyes</p>	<p>Your eyes are your personal camera. But they have been suffering during the pandemic, as we've been indoors on our screens.</p> <p>It's time to #LoveYourEyes and start new habits. Take screen breaks, get outside, and get an eye test.</p> <p>Get all the top tips by following @IAPB</p>
Video #2: Healthy Eyes	<p>All it takes is four steps to keep your eyes healthy. How many of them are you following already?</p> <p>Read more about the four P's to #LoveYourEyes at https://www.iapb.org/world-sight-day/how-to-love-your-eyes/</p>	<p>All it takes is four steps to keep your eyes healthy. How many of them are you following already?</p> <p>Read more about the four P's to #LoveYourEyes at https://www.iapb.org/world-sight-day/how-to-love-your-eyes/</p>	<p>All it takes is four steps to keep your eyes healthy. Yes, it's really that simple! How many of these steps are you following already?</p> <p>Read more about the four P's to #LoveYourEyes by following @IAPB</p> <p>#LoveYourEyes #WorldSightDay</p>

Suggested copy

Content	Twitter	Facebook	Instagram
Video #3: Children	<p>Find your kids are frequently rubbing and squinting their eyes? Time to get their eyesight tested!</p> <p>Teach them how they can #LoveYourEyes at www.iapb.org/world-sight-day/how-to-love-your-eyes</p>	<p>Find your kids are frequently rubbing and squinting their eyes? Time to get their eyesight tested!</p> <p>Teach them how they can #LoveYourEyes at www.iapb.org/world-sight-day/how-to-love-your-eyes</p>	<p>Find your kids are frequently rubbing and squinting their eyes? Time to get their eyesight tested!</p> <p>Teach them how they can #LoveYourEyes. Follow @IAPB to learn more.</p>
Video #4: 20/20/20 Rule	<p>Heard of the 20/20/20 rule? It's a great way to take care of your eyes! #LoveYourEyes</p> <p>Get all top tips for #WorldSightDay from @IAPB1</p>	<p>Heard of the 20/20/20 rule? It's a great way to take care of your eyes! #LoveYourEyes</p> <p>Get all top tips for #WorldSightDay from @IAPB1</p>	<p>Heard of the 20/20/20 rule? It's a great way to take care of your eyes! #LoveYourEyes</p> <p>Get all top tips for #WorldSightDay from @IAPB</p>

Suggested copy

Content	Twitter	Facebook	Instagram
Video #5: Eye Break	<p>Looking at a screen without breaks increases your risk of becoming short-sighted. For #WorldSightDay on 14 October, give your eyes a break and get an eye test.</p> <p>Show us you #LoveYourEyes by pledging to get your eyes checked: https://www.iapb.org/world-sight-day/pledging-tool/</p>	<p>We are all guilty of looking at a screen without breaks. But did you know this increases your risk of becoming short-sighted?</p> <p>In the run up to #WorldSightDay on 14 October, give your eyes a break and get an eye test.</p> <p>Will you be among the people getting their eyes checked on World Sight Day? Show us you #LoveYourEyes at https://www.iapb.org/world-sight-day/pledging-tool/</p>	<p>We are all guilty of looking at a screen without breaks. But did you know this increases your risk of becoming short-sighted?</p> <p>In the run up to #WorldSightDay on 14 October, give your eyes a break and get an eye test, because it is time for you to #LoveYourEyes.</p> <p>Will you be among the people getting their eyes checked on World Sight Day? Follow @IAPB to see how you can take part.</p>

Reposting: IAPB and News

Up until World Sight Day, IAPB will be posting content promoting the day and highlighting partners. This can be reposted by your organisation for maximum reach, and will help World Sight Day appear as a cohesive global campaign.

We recommend tracking the hashtags #LoveYourEyes and #WorldSightDay on social media. This will both give you an idea of how the movement is developing, as well as show you content from IAPB or other partners that you may want to repost as well.

As coverage arising from our PR campaign comes in, **we'll update this page with links to news articles** which you can repost. This will be a living document, so keep an eye open for new posts here.





Suggested content calendar



September - October 2021

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
20.09	21.09	22.09	23.09	24.09	25.09	26.09
27.09	28.09	29.09	30.09 Video #1: Megapixels	1.10	2.10	3.10
4.10 Video #4: 20/20/20 rule	5.10	6.10	7.10 Video #3: Children	8.10	9.10	10.10 Video #2: Healthy Eyes
11.10	12.10 Video #5: Eye Break	13.10	14.10 WORLD SIGHT DAY Communications guide here.	15.10	16.10	17.10



Influencer outreach guide



What can influencers do for World Sight Day?

Engaging influencers will be an important part of this campaign, as it will lend endorsement and reach with the right target audiences. Influencers will help increase knowledge of World Sight Day as well as share key advice to loving your eyes.

Influencers can be asked to:

- Act as ambassadors for the campaign, sharing the visions and promoting the whole #LoveYourEyes campaign to their followers
- Produce their own content, referencing eye health and giving top tips from IAPB
- Post/retweet content made for World Sight Day

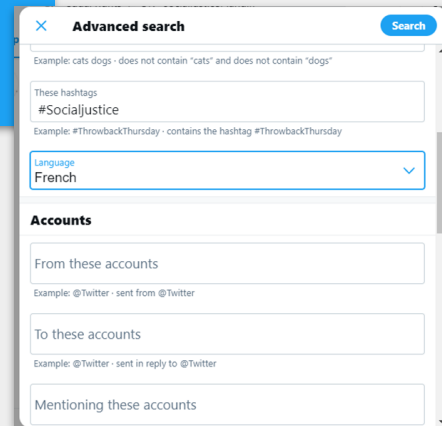
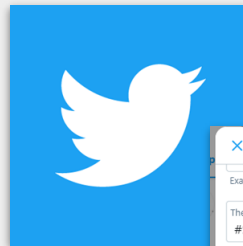


Sourcing influencers

Before starting your research, you should identify which influencers you already have an established relationship with. Also, take a look through your Twitter followers to see which large accounts might already be interested in your message.

For your further research, simple tools like Buzzsumo, Twitter advanced search and Followerwonk are all very useful. You can search for influencers via hashtags, topic or by keywords related to the topics - for example 'glasses' or 'myopia'.

It's important to look for influencers that can speak with authenticity about eye health, as well as ones that reach your target audiences (older and marginalised groups).

The Buzzsumo logo is displayed in a white box. It features the word "Buzzsumo" in a blue, sans-serif font, followed by a blue icon of three curved lines representing a signal or sound waves.A screenshot of the Twitter Advanced search interface. It includes a search bar with a placeholder text "Example: cats dogs - does not contain 'cats' and does not contain 'dogs'", a section for "These hashtags" with a text input field containing "#Socialjustice" and an example "Example: #ThrowbackThursday - contains the hashtag #ThrowbackThursday", a "Language" dropdown menu set to "French", and a section titled "Accounts" with three text input fields: "From these accounts" (example: "@Twitter - sent from @Twitter"), "To these accounts" (example: "@Twitter - sent in reply to @Twitter"), and "Mentioning these accounts". A blue "Search" button is located in the top right corner.

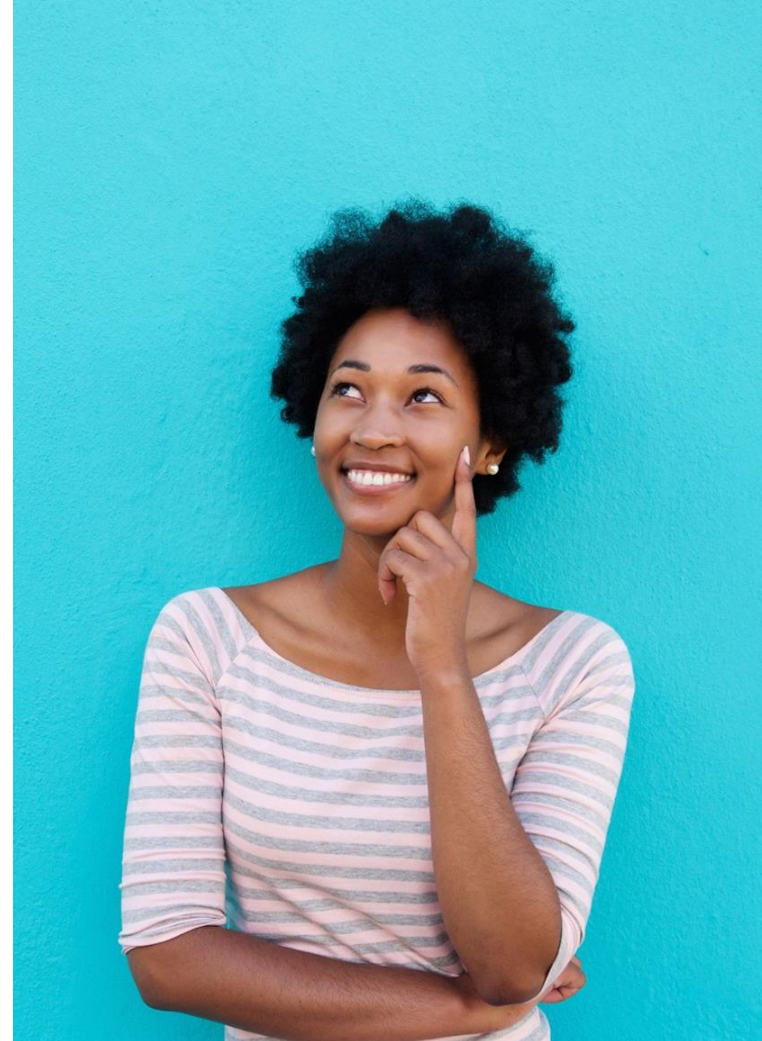
Vetting influencers

Once you have compiled a list of influencers, then you must undertake some serious vetting and ask yourself these questions before outreaching:

- Do they match us? Will they be able to authentically speak about eye health?
- Is their audience the kind that we want to reach?
- Have they said things that would be problematic for our cause or brand?

In-depth probing is important, and you shouldn't just qualify influencers based solely on the size of their audience. Pay close attention to whether they have the right audience you want to reach with the campaign.

Often, smaller influencers have higher rates of engagement, so reaching out to several micro influencers (less than 50K followers) may be a better strategy.



Outreach process



CONTACT

Email the influencer or their agent directly. Contact info will often be in bio or on other social media accounts. If not, it's fine to send a direct message.



HIGHLIGHT

Begin email with a greeting and phrases to establish a personal relationship. Then highlight a key stat or thought-provoking message on the issue discussed.



EXPLAIN

Talk about the campaign and reason for contacting them. For transparency, make it clear if the work is paid or unpaid and what content is expected.



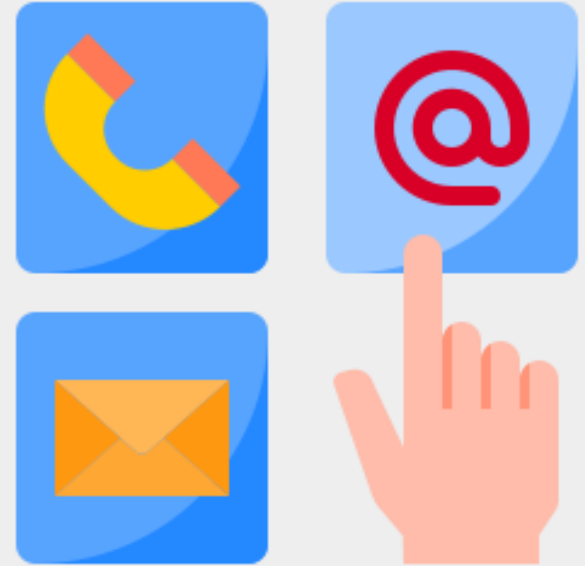
FOLLOW UP

If you don't hear back after a couple days, it's completely okay to reach out again and bump up the request in their inbox.

Nurturing the relationship

There are certain things you should do to end on good terms with your influencers:

- Keep in touch with them and update them on the campaign and what you need from them
- When the campaign is finished, thank them for their participation and share some insights on how the campaign did
- With a relationship now built, keep in contact with them as part of your network, so you can liaise with them for future campaigns





Contact details



Contact details

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