



#WhyEyeCare

Social Media Kit

May is Vision Health Month!

Join Fighting Blindness Canada (FBC) and Bausch + Lomb Canada in helping raise vision health awareness by participating in the #WhyEyeCare campaign.

The campaign kicks-off May 1, 2020 (the first day of Vision Health Month), and runs until May 31, 2020.

How can you participate?

Participating in the campaign is simple and fun! Use your social media channels to help spread the word. Post once, twice, and even daily to help raise awareness and help fund sight-saving research.

This #WhyEyeCare Social Media Kit helps get you started by providing you with sample social media posts that can be used across a variety of social media platforms.

Why participate in #WhyEyeCare?

For each time the hashtag #WhyEyeCare is used or shared on social media, Bausch + Lomb Canada will give \$1 to FBC to support sight-saving research!

*The #WhyEyeCare campaign is a partnered initiative of FBC and Bausch + Lomb Canada in support of Vision Health Month.



Sample Social Media Posts

FACEBOOK / LINKEDIN @FightingBlindnessCanada



May is Vision Health Month! Throughout the month, Bausch & Lomb will give \$1 each time #WhyEyeCare is used to help @FightingBlindnessCanada fund sight-saving research. Help spread the word!

Vision loss in Canada is expected to grow by 30% in the next ten years due to an ageing population. Bausch & Lomb has teamed up with @FightingBlindnessCanada to raise \$1 each time #WhyEyeCare is used during May Vision Health Month. Help raise funds by spreading the word!

1.5 million Canadians are living with vision loss. By using the #WhyEyeCare hashtag during the month of May, Bausch & Lomb will give \$1 to @FightingBlindnessCanada to help fund sight-saving research! #VisionHealthMonth

TWITTER @FB_Canada



May is #VisionHealthMonth! @BauschLomb & @FB_Canada have teamed up to raise awareness. For every tweet using #WhyEyeCare in May, \$1 will go towards sight-saving research.

Every 12 minutes someone in Canada begins to lose their eye sight. Help raise awareness and fund sight-saving research by using #WhyEyeCare throughout the month of May. 1 tweet = \$1 to support @FB_Canada!

#DYK May is Vision Health Month? Empower Canadians' vision health and support sight-saving research by using the hashtag #WhyEyeCare. For each tweet @BauschLomb will give \$1 to @FB_Canada!

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#WhyEyeCare



Each #WhyEyeCare share = \$1 for Fighting Blindness Canada



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#WhyEyeCare



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FIGHTING BLINDNESS CANADA

Sample Social Media Posts

INSTAGRAM @FightingBlindnessCA



Every 12 minutes someone in Canada begins to lose their eye sight. Help raise awareness and fund sight-saving research by joining me in using the hashtag #WhyEyeCare throughout the month of May (#VisionHealthMonth).

Each time the hashtag is shared in a social media post, @BauschLomb will give \$1 to @FightingBlindnessCA - help spread the word!

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#WhyEyeCare = \$1 towards sight-saving research

To learn more visit, fightingblindness.ca.



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