

Social Media Strategy Proposal

Phyllis Tee | SEO Copywriter | 27 August 2020

Overview

Background



Social media strategy proposal



Content themes



Appendix

Background

Social media - Facebook and Twitter - at Clearly have not had a content calendar planned ahead since July. Prior to that, the social team managed to plan it 1 to 2 weeks in advance.

There is risk of not having exciting content to socialize with FB and TW users, weakening our social presence in a competitive market.

Currently, there are many benchmarks and best-practices for social that you can take advantage of to grow the business, while also helping the team to maintain sanity.

We need to create a social media marketing strategy that keeps your actions focused, along with a process that enables you to consistently execute social content at Clearly.

Clearly.ca 
@clearlyca

Glasses from \$9 
Contact lenses from \$3 
For each pair bought, Clearly donates a pair to someone in need.
Shop online  :

 Canada  bit.ly/CAClearlytw  Joined March 2009

3,840 Following 7,849 Followers

 Like  Share  Suggest Edits 

 **Clearly.ca** 
@Clearly.ca

Home
Events
Posts
Reviews
Photos
Stores
Community
Videos
About

[Create a Page](#)

Clearly.ca 
August 22 at 1:27 PM · 

HEV blue-violet light emitted from the sun and digital screens can make your eyes work a whole lot harder, meaning they get tired much faster. Fight back with blue light lenses.  bit.ly/CAGlasses



Benefits of social calendar



Save time

Creating and scheduling multiple social posts simultaneously can help save hours of time on social.



Plan campaigns

Social media messages can spark conversations with fans and followers, building deeper relationships.



Craft timely content

Keep your social media marketing efforts well-organized and on track. Plan content around important opportunities in your industry or company.



Maintain sanity

Make social media publishing less work in the long-run without sacrificing engagement.

Needs of rich content on social



To increase following

Share content to boost your reach and increase the exposure you need to grow a bigger social following.



To boost engagement

Social content can spark **conversations** with fans and followers, giving you the chance to build **deeper relationships**.



To generate leads

Create social media posts sending fans and followers to your rich content in order to find quality leads to reach out to.



To establish leadership

Posting **original**, thought-provoking content will set your brand apart from others in your industry.

Social media strategy proposal

#1 Plan for content variety

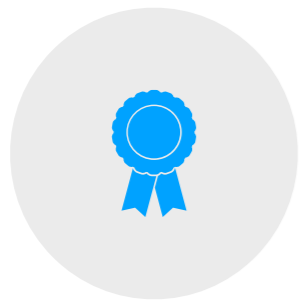


#2 Figure out what content resonates



#3 Source quality content at scale

#1 Plan for content variety



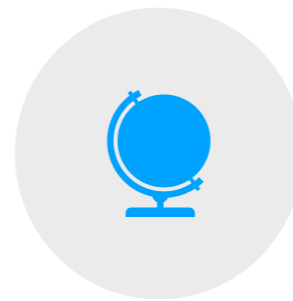
High quality content

Focus your content to be **practical, shareable,** and **original.** Having a variety of content types help reach diverse audiences who may prefer one form of content over another.



Tailor and repurpose

Each channel is different, and your post should reflect that. One way of managing all that content is to re-purpose content across channels.



Trendjacking

Jump on conversations that are already trending. Capitalize on a trending moment so they can bring the conversation to the brand and connect with audiences in a new way.

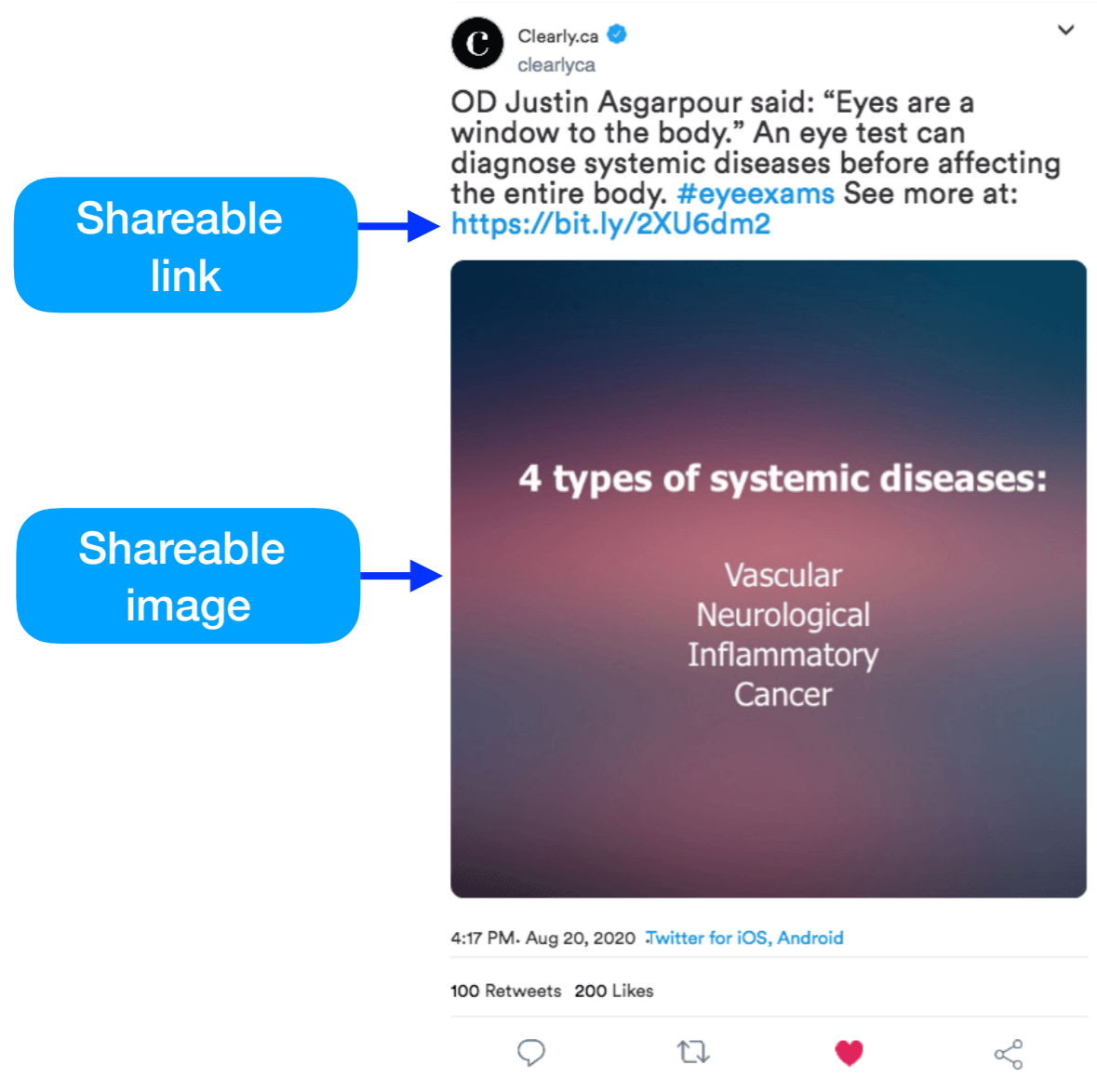


Audience participation

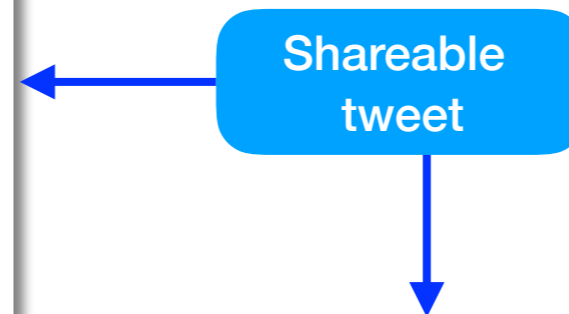
Increase audience engagement through fun posts such as Fill in the blanks, Caption This, Ask For Opinions, Polls, Questions etc.

EXAMPLE: Repurpose blog to social posts

Same blog <https://bit.ly/31NUUNs>, different tweets



Blog to fun stats



Blog to facts

Tip: Repurpose blog to social posts

- Write down 5-7 things that are interesting to you and you think the audience would be interested too.
- Create shareable content - be it copies or images, videos
- Best practices: Tease and entice = Don't give away too much info all at once.
- Ask yourself: Would you share this pic/fact to people you know? Would the copies make you wanna know more?

#2 Figure out what content resonates

- Use analytics to access post history

- Facebook Page Insights
- Twitter Analytics Page
- Sprout's Social Media Reporting

- Study your past message performance

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/10/2018 10:00 pm	Unsure about the future of your business Page? Secrets behind the ne	Image	Global	8.4K	669 209	Boost Post
02/08/2018 10:51 pm	We were lucky enough to get an inside look at the secrets behind the	Image	Global	22K	1.2K 309	Boost Post
02/07/2018 11:58 am	Enjoy playing video games? Thank Jerry Lawson! 🎮 You might not kn	Image	Global	3.9K	86 38	Boost Post
02/01/2018 2:40 am	Facebook Advertising should tell a story... 📊 Check out our top tips to	Image	Global	3.6K	97 36	Boost Post
01/30/2018 10:09 pm	Did you know that there are more than 5,000 social media tools on the	Image	Global	5.6K	386 117	Boost Post
01/27/2018 10:00 pm	We'll never look at them the same again! 7 hidden messages in world-	Image	Global	67.4K	2.8K 493	Boost Post
01/25/2018 10:00 pm	Video just might be the most important part of your marketing strategy!	Image	Global	141.1K	9.1K 1.2K	Boost Post
01/24/2018 11:58 am	Looking to up your social media game in 2018? 📈 Check out our ann	Image	Global	3.8K	124 34	Boost Post

Date Sent	Content	Retweets	Replies
12/09/2015 10:20 am	Need help with #InstagramMarketing? See @PegFitzpatrick's upcoming webinar on how to Grow Your Instagram Account. http://bit.ly/1Qd5t5Y [Tweet] by Michael P. 12/09/2015 10:20 am	213	2
12/29/2015 12:56 pm	Meet #TeamSprout: Rachael, VP of Ops @SproutSocial http://bit.ly/1NBMt5v [Tweet] 12/29/2015 12:56 pm	103	-
01/08/2016 8:00 pm	Exciting news from @SproutSocial we were named one of @ChicagoInsider's 50 on Fire! #50onFireChi http://bit.ly/21y96AI [Tweet] 01/08/2016 8:00 pm	158	-

Sprout Social

Impressions	Engagements	Engagement rate
3,614	56	1.5%
2,604	41	1.6%
1,027	22	1.7%

Twitter Analytics

- **Figure out what post types perform well**

Links

Links to articles or blog posts created by your company or an adjacent source.

Photos

According to Twitter, photos receive an average 35% boost in Retweets.

Videos

The same study shows videos receive an average of 28% boost in Retweets.

Text-Based Posts

Your run-of-the-mill social media statuses comprised of only text.

Offers

Any sort of contest or giveaway offering your followers a chance to win.

Gifs

More networks are creating functionality to share gifs in your feed.

Quotes

Inspirational quotes from famous figures or those that you work with.

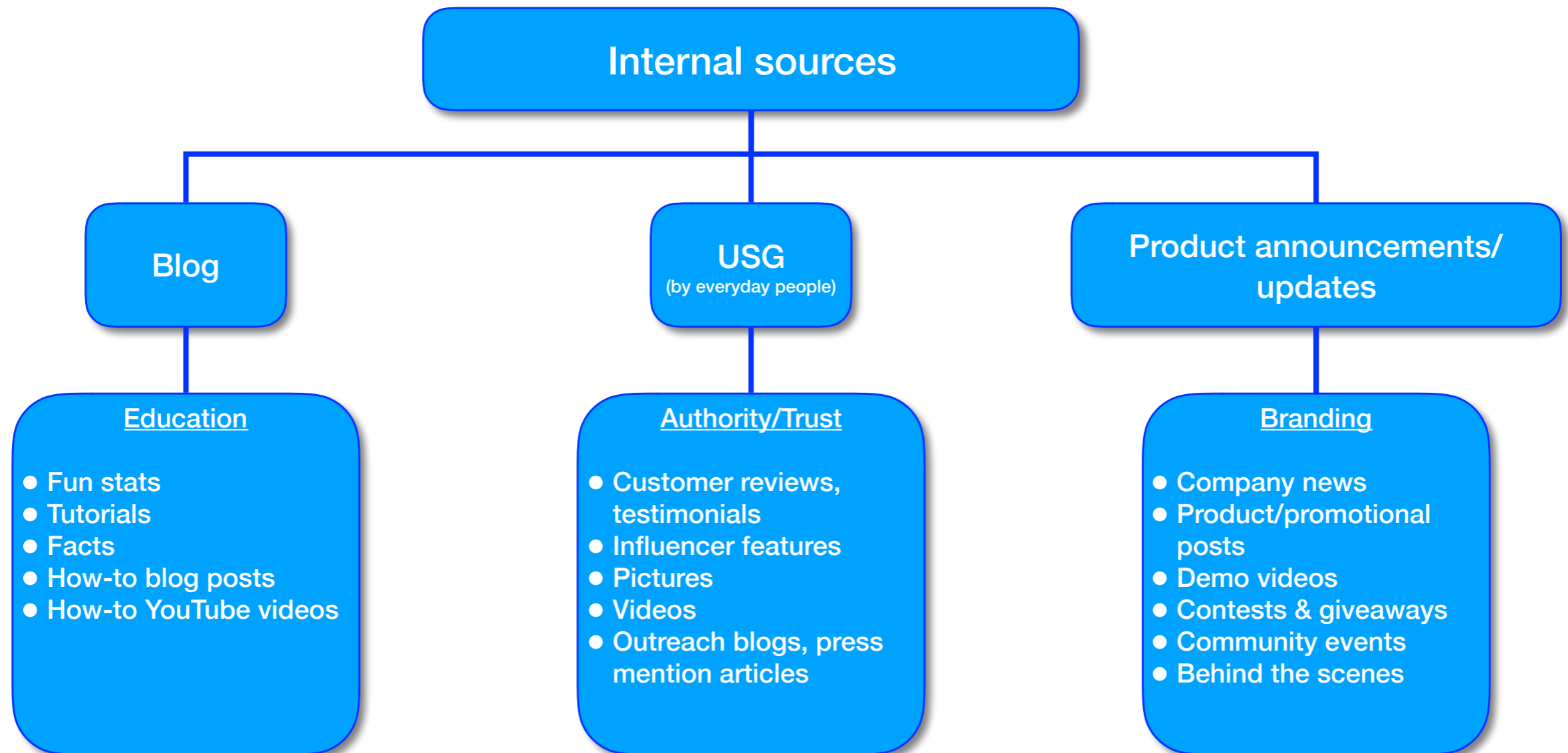
Hashtags

Whether they're trending hashtags or hashtags you've created in-house.

Source: <https://www.slideshare.net/sproutsocial/how-to-build-a-social-media-content-calendar>

#3 Source quality content at scale

We have LOTS to take advantage of...



EXAMPLE: Repurpose customer reviews to social

Trustpilot, Google reviews and other interesting customer comments



Clearly.ca
Yesterday at 4:45pm

On this day in 2019, Clearly won the best customer service award 🏆 in North America by Newsweek. You can see why 🤩



 **Derek M**
1 review

★★★★★ 4 days ago

Excellent customer service


Excellent customer service. They go over and beyond to make sure you are satisfied and your glasses are exactly what you ordered. Also very affordable!

👍❤️😄 1k 21 Comments 10 Shares

 Like  Share

[View more 16 Comments](#)


 Write a comment...

 **YM**
1 review

★★★★★ Verified 2 days ago

Great customer service


I have tried some other online eyeware shops, but I found Cleary is the best.

 **David**
1 review

★★★★★ Verified 5 days ago

Always a pleasure to deal with...

Always a pleasure to deal with Clearly.ca. I buy all my prescription glasses from them and they are always delivered on time. If there is ever any issue their customer support is unparalleled.

 **Heidi**
1 review

★★★★★ Verified 5 days ago

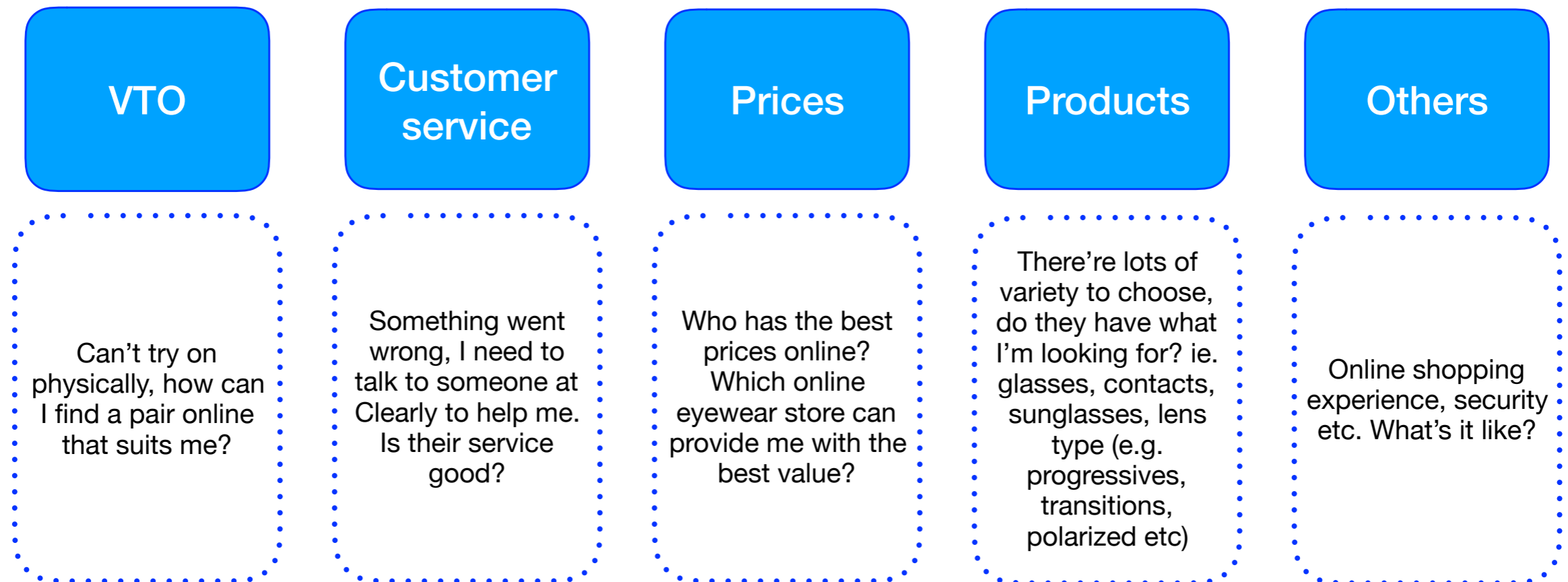
Love ordering my glasses 🕶️ through Clearly!!

Love that you can order glasses, and if you don't love them you can exchange them!! There is no hassle! Amazing customer service when you call!!

💡 Tip: Repurpose customer reviews to social

1. Document all the best reviews and comments in one place and set themes to categorize them.

- Value props + offerings = these are the primary concerns for customers when buying online. We can minimize their concerns on social media with social proof.



EXAMPLE: Vision Direct repurpose interesting tweets and comments, and share it on FB page, with a slightly different introduction or write-up.

Vision Direct 4 June · 🌐

There are a lot of tips and tricks that claim to keep your glasses from fogging up with a face mask, but our solution is easier and just as quick: contact lenses, delivered through your letterbox in under 24 hours. 📧

Celia Devereux
@celia_dev

@Visiondirect_UK thank you so much for working hard during this time enabling my contact lenses to be delivered as swiftly as ever! Glasses don't work so well with face masks on 😂

370 likes 26 comments 8 shares

370 likes, 26 comments, 8 shares

Vision Direct 21 May · 🌐

Our amazing Customer Service team is working extra hard (from home) to answer any questions you may have about your order. Reach them 24 hours a day, 7 days a week, via live chat, phone, email, or direct message. 📧

“

★ Trustpilot

Absolutely brilliant customer service by Jacob, especially in such unprecedented times. This is why time and again I use Vision Direct. Thank you for your help!

Alison G 06/05/20 ★★★★★

”

221 likes 10 comments 2 shares

221 likes, 10 comments, 2 shares

Vision Direct 15 May · 🌐

If you're unable to get your lenses your usual way, ordering online is an easy - and speedy - alternative. 📧

“

★ Trustpilot

My optician was unable to reorder my contact lens prescription due to coronavirus so I gave Vision Direct a try. The website was very easy to navigate through and my order was delivered the next day. Brilliant service and a very good price.

Paul 12/04/20 ★★★★★

”

206 likes 18 comments 17 shares

206 likes, 18 comments, 17 shares

EXAMPLE: Repurpose outreach blog to social post

Audience participation example



💡 **Tip:** Document all outreach content (that links back to us or mentioned us) in order to repost. Once we have them all in one place, we can start defining which post to share according to the social strategy and calendar.

<https://insideoutstyleblog.com/2020/07/seeing-clearly-again.html>

External sources

that spark engagement

1. Share content you think your followers will enjoy.
 - E.g. video, news, articles, infographics etc
 - glasses/sunglasses entertainment
 - glasses/sunglasses funny
 - Put your own spin in caption
 - Free tools to curate content: reddit, google trends, forum posts, Q&A segments of Amazon pages
 - Test approach - figure out which one works

Audience participation example



<https://bit.ly/3jeXgf6>

💡 **Tip:** One way to get the comments flowing is to comment first. Use other geo profiles to comment first. See page 36.

2. This can include things like trending hashtags, sporting events, pop culture news, and holidays.



Maybelline - holiday-related



Originally posted on TikTok



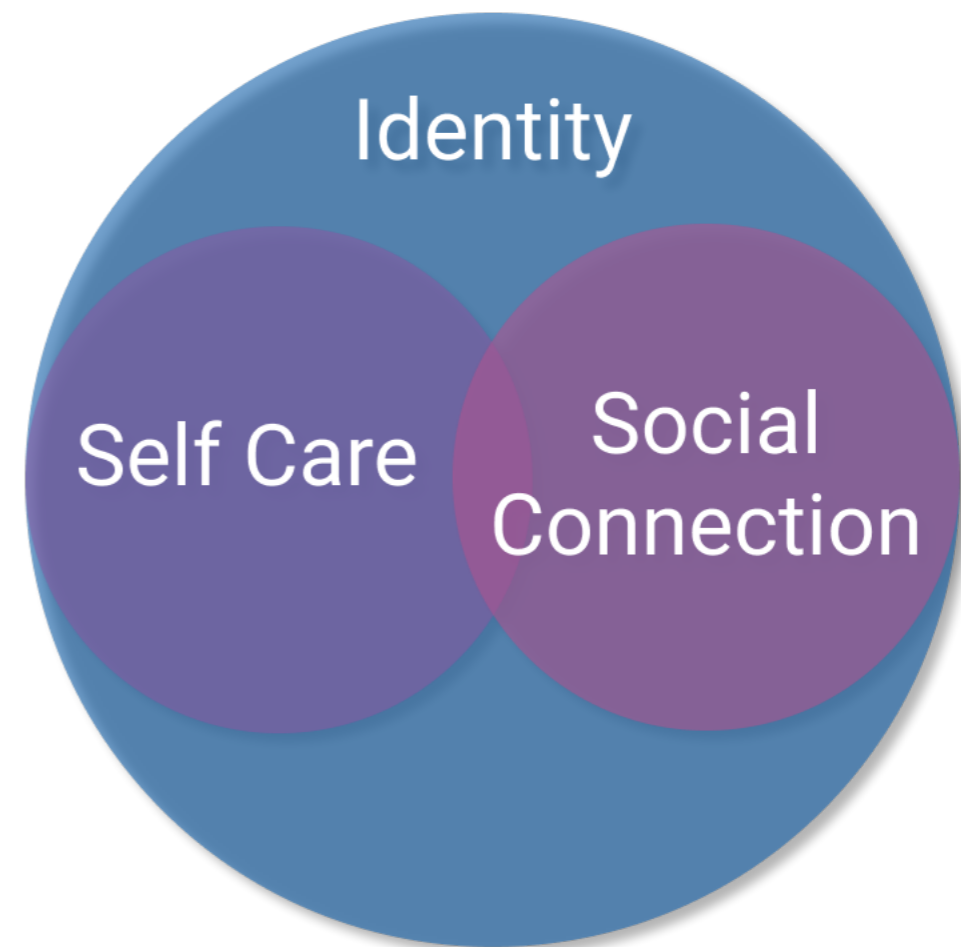
BarkBox jumped on the trend

“Content moments are everywhere; you just have to know to look for them. Sometimes that means being part of breaking news. But it also means tapping into broader trends [...] That means looking at the news cycle for opportunities to become part of developing trends and events. Timing is key here.”

–Ann Handley, Everybody Writes

One way to get viral is to jump on the bandwagon of what's currently trending among the people, and find ways to be part of the conversation and own the conversation. Make it authentic with slight adaptation to the brand. That being said, not all trends are fitting. Staying on top of trending topics is one of the ways to creating content that your audience loves. Timing is key.

- Facebook culture and trends:
 - <https://bit.ly/3gMMlIK>
 - Canada: plant parent, beekeeping
 - US: milk bath, bath salts
 - Australia: gut flora, gastrointestinal tract
- YouTube culture and trends: Watching the Pandemic
 - <https://bit.ly/2XMLKzu>
 - Self-care: yoga, home workouts, restaurant style
 - Social connection: museum tours, sourdough bread, dalgona coffee
 - Identity: how to cut hair, gardening, cooking



[The KR&I Human Needs Model](#)

EXAMPLE: Vision Direct leveraged the “self-care” human needs by creating a variety of self-care posts - including DIY food or beverage recipes.

SELF CARE TIP

Get 15 minutes of sun each day – but remember to wear sun cream and UV lenses!

Facebook Post Snippet:
 Vision Direct
 Like This Page · 25 May · Edited · 63
 We've all been through a lot in the last few months, so why not take some time to practice a little self care during this sun-filled week? ☀️
 Getting just 15 minutes of sunlight during the day can boost your vitamin D and lift your mood. Just don't forget proper sun protection!
 627 likes · 33 comments · 53 shares

SMOOTHIE FOR HEALTHY EYES:

- ✓ Banana
- ✓ Orange Juice
- ✓ Ginger
- ✓ Greek Yoghurt
- ✓ Carrot
- ✓ Ice

Facebook Post Snippet:
 Vision Direct
 · 14 May · Edited · 63
 We've all baked our fair share of bread and biscuits lately. To switch things up, try making this smoothie packed full of healthy eye foods:
 🍌 Bananas and carrots have Vitamin A, which contributes to healthy vision.
 🍊 Oranges contain antioxidants that reduce the risk of macular degeneration.
 🌶️ Ginger is an anti-inflammatory, with benefits for the whole body.
 Add ice and some Greek yoghurt to make it creamy, and you have a healthy masterpiece!
 523 likes · 35 comments · 92 shares

Facebook Post:
 Vision Direct
 29 May · 63
 Self care can take on different forms for everyone - it's just a matter of what helps you relax, unwind, and take a step back from life's anxieties. How do you practise self care? 🧘🏻‍♀️🧘🏻‍♂️📖🛀

WHAT'S YOUR SELF-CARE STYLE?

179 likes · 12 comments · 5 shares

627 likes, 33 comments, 53 shares

523 likes, 35 comments, 92 shares

179 likes, 12 comments, 5 shares

70/20/10 Rule

Self-promotional

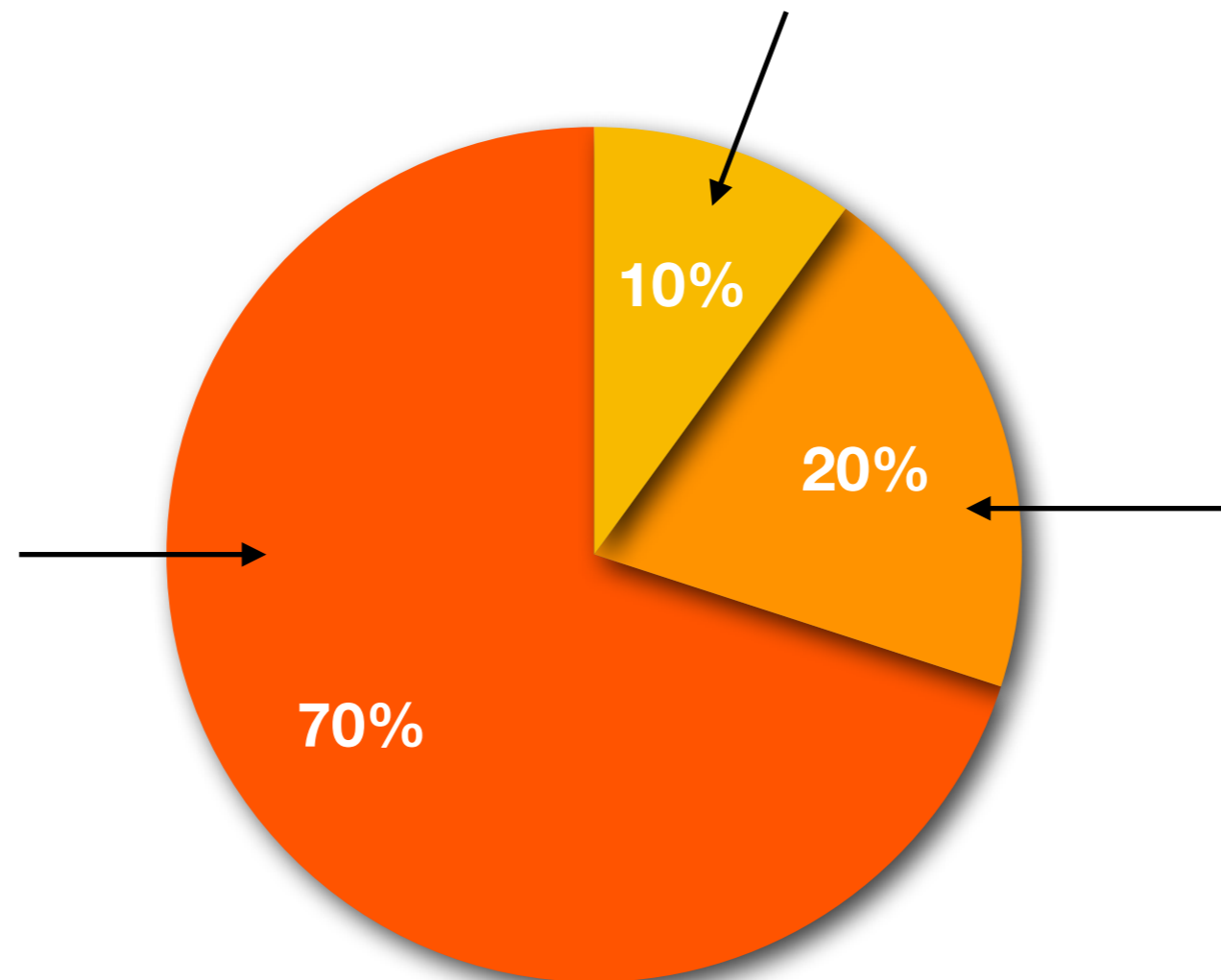
Your brand, events etc

1. Deals, new products
2. Contest, product giveaways
3. Customer feedback

Build your brand

Value, relevant content that appeals to a huge audience

1. Unique aspects of your brand.
2. Provide educational value & spur interest in your product/services.
3. Think about what makes your audience connect with you and your unique brand qualities. Tell your audience what makes you, *you*.



Relevant shared content

From trusted sources

1. Relevant industry news.
2. Hot trending news (public interest)

Content Themes

Needs of having content themes

Coming up with content all the time is hard.

Having content themes help set a rhythm to post a variety of different content types.

It's always good to have a mix of different types of content scheduled on your calendar to keep your social media pages engaging and interesting.

Content themes

WHAT TO POST - 24 DAYS OF CONTENT

<p><u>INSPIRATIONAL QUOTES</u></p> <p>Create your own or post other popular ones</p>	<p><u>YOUR BLOG POSTS</u></p> <p>Your own content is the best way to grow your following</p>	<p><u>QUICK TIP OF THE DAY</u></p> <p>Create themes around quick tips to get more done</p>	<p><u>TUTORIALS</u></p> <p>Show followers how to do something that will help them</p>
<p><u>ASK QUESTIONS</u></p> <p>Ask your followers a closed question</p>	<p><u>OLD POPULAR CONTENT</u></p> <p>Re-post popular content with new images Eg. Share a tip from one of your blog posts</p>	<p><u>TRENDJACK</u></p> <p>Take a popular/trending topic and create a post on it</p>	<p><u>ANNOUNCEMENTS</u></p> <p>Let followers know about upcoming events or specials</p>
<p><u>SOCIAL-ONLY PROMOS</u></p> <p>Offer exclusive discounts only for your social followers</p>	<p><u>CUSTOMER REVIEWS</u></p> <p>Share the best customer reviews</p>	<p><u>ANSWER FAQs</u></p> <p>Answer common questions your followers have</p>	<p><u>SHORT VIDEOS</u></p> <p>Share a short YouTube video with a quick tip</p>
<p><u>BEHIND THE SCENES</u></p> <p>Show images of a featured employee. Eg. Before/After share what you did for your first job - mcdonalds server to marketing manager</p>	<p><u>CONTESTS + GIVEAWAYS</u></p> <p>Give away prizes in exchange for emails, likes/follows</p>	<p><u>HOLIDAY SPECIALS</u></p> <p>Celebrate holidays with special themes, graphics and posts</p>	<p><u>ENCOURAGEMENT</u></p> <p>Give positive words of encouragement for followers PS. Social users are humans and everybody has those days</p>
<p><u>FUN FACT ABOUT YOUR BIZ</u></p> <p>Share a fun fact or myth and the truth about your industry</p>	<p><u>REMIND YOUR AUDIENCE</u></p> <p>Remind them about a monthly promo or contest</p>	<p><u>ADVICE</u></p> <p>Share the best piece of advice you've been given</p>	<p><u>RESULTS</u></p> <p>Close your giveaway + announce the winner</p>
<p><u>GRATITUDE</u></p> <p>Thank your followers for their support</p>	<p><u>TEASER</u></p> <p>Sneak peak your upcoming promo of the month</p>	<p><u>HUMOR</u></p> <p>Share a funny quote, meme, pic or video</p>	<p><u>MISSION</u></p> <p>Share causes that you care for</p>

Takeaway

1. Plan for content variety: shareable and original, tailor and repurpose, trendjack, audience participation (page 7).
2. Plan for audience engagement posts (page 32 and 35).
3. Include CTA in posts to invite audience participation (page 16 and 17).
4. Curate original and third-party content to facilitate scaling (page 12 and 17).
5. Develop content themes to help set a rhythm (page 25).
6. 70/20/10 rule (page 22).
7. Source and repurpose content, including USG content (page 12 to 15).
8. Keep track of social media platform's progress and performance.

The Diamond

Social strategy

Content variety

Audience engagement

Content themes

#SeeAmazing

Monthly themes



Useful links

- [11 Genius Ways to Repurpose Content](#)
- [How To Repurpose Blog Content For Social Media](#)
- [How to Use Trending Topics in Your Social Media Strategy](#)
- [How Can You Repurpose Your Online Reviews?](#)
- [How to Use Instagram Customer Reviews for Maximum Impact](#)
- [How to Discover and Create Content That Your Audience Craves \(and Grow Your Following\)](#)
- [How to Use Trending Topics in Your Social Media Strategy](#)
- [How to Increase Social Media Engagement: A Guide for Marketers](#)
- [What are good ways of increasing social media engagement?](#)
- [Best Ways to Use User-Generated Content on Your eCommerce Site](#)

Appendix

Vision Direct: Brand building (70%) via educational posts gained lots of likes, shares, comments



MYTH:
Contact lenses require too much care to just wear them for exercise.

FACT:
Daily disposable lenses don't need any maintenance!

With gyms reopening and the sun shining, working out is easier than ever. 🏃

If you want clear, unobstructed vision and freedom of movement while exercising, but you don't want to deal with contact lens care, daily disposables are the perfect option for you! Wear them for your session and throw them away when you're finished. No solution, case, or care necessary!

177 likes, 4 comments

Most relevant

- Euan Bowen I might need some of these? Like · Reply · 13h
- Chris Foye This is true Like · Reply · 2d
- Yucel Dervish When Dr John De Carl From America First Opened His Eye Clinic In Bond St I Went For My Eye Test John Lennon From The Beatles And Yoko His Girl Friend Was With Him We Had A Lovely Chat No Mobile Then 😂 For A Selfy That's When He got His Famous Round Glasses And Yoko Got Lenses.

177 likes, 4 comments



MYTH:
My contact lenses can melt when using a BBQ

FACT:
They can't – it's totally safe to wear contacts while grilling

It's a common myth that contact lenses can melt when they get too hot, like when you're tanning or using a BBQ. But in reality, contacts are totally safe to wear in hot weather and near the grill!

If you are worried about protecting your eyes during your summer BBQ, you should focus on UV protection instead. Wear contacts with UV blocking technology and your best sunglasses 🕶️.

226 likes, 24 comments, 11 shares

Most relevant

- Amy Herrera I read last winter that you don't have to have a prescription to order contacts from other countries. Within an hour I had found Vision Direct and in a week or so I was back in contacts. Just placed my second order today. Thanks So Much! Like · Reply · 4w
- Anne Kruse That's a common myth? I've used lenses for 25 years and never heard it before 😂😂 Like · Reply · 4w
- Linsey Young You'd have to be pretty daft

226 likes, 24 comments, 11 shares

Educational post variety: Lighthearted, within audience interest, spurs engagements and conversations



DID YOU KNOW?

Watermelon is a great source of Vitamin A, which helps defend against age-related macular degeneration!

Vision Direct
· 4 August · Edited ·

Your favourite summer food just got even better: Did you know that watermelon is packed full of vitamins that contribute to healthy eyes? 🍉👁️ And at 92% water, it's super hydrating!

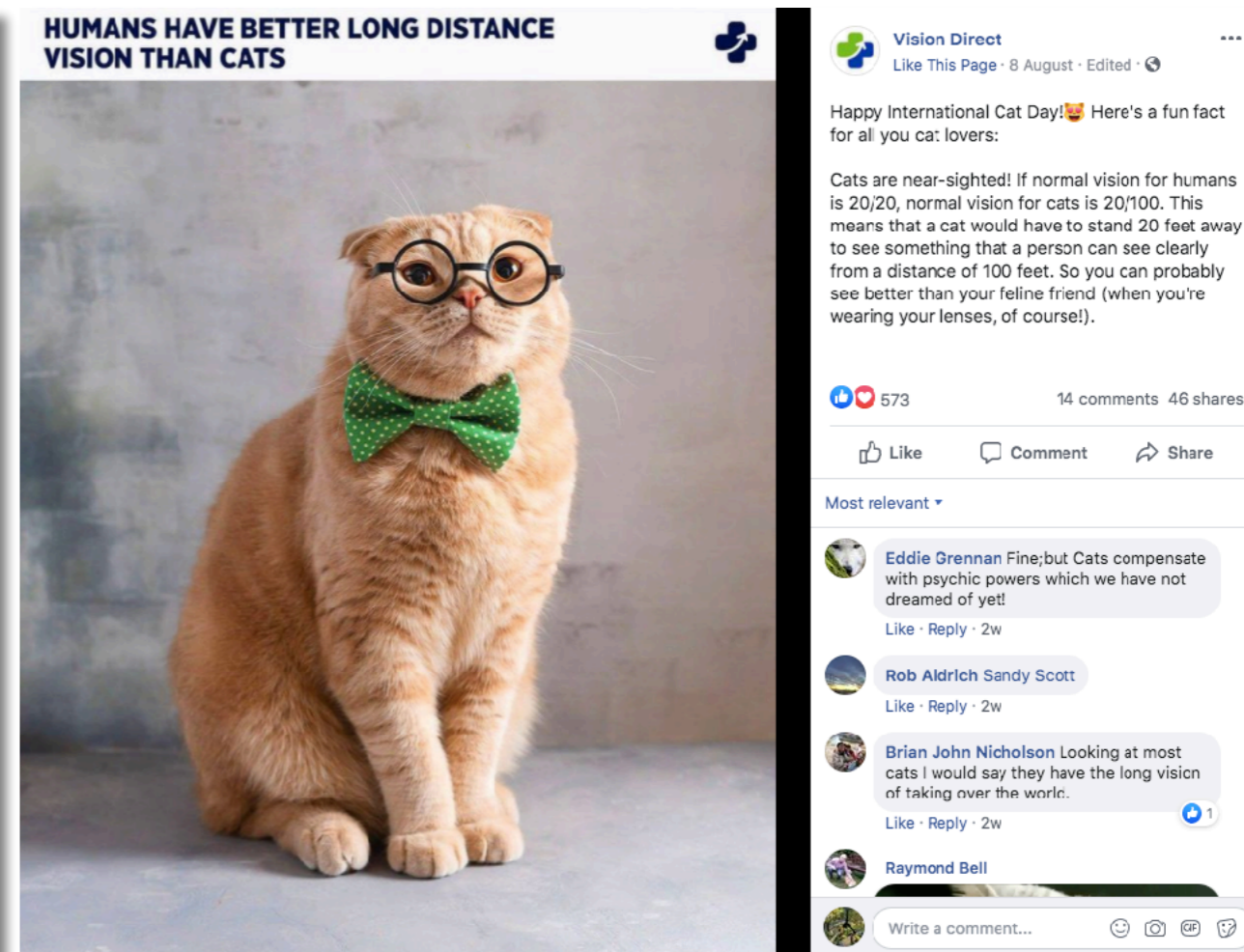
886 likes · 32 comments · 124 shares

Like · Comment · Share

Most relevant

- Natalie Preston Doing all the right things Katie Preston · Like · Reply · 2w
- Sandra Jessica Wolffi Lobos It also makes you bloted and water retention. · Like · Reply · 2w
- Sara Oldham Love 🍉🍉🍉🍉 · Like · Reply · 2w
- Deborah Graham Intresting · Like · Reply · 2w
- Richard Riedel Yeah? If it's anything like the plums you've been leaving out for me in the supermarkets then I think I'll pass thanks. · Like · Reply · 2w

886 likes, 32 comments, 124 shares



HUMANS HAVE BETTER LONG DISTANCE VISION THAN CATS

Vision Direct
Like This Page · 8 August · Edited ·

Happy International Cat Day! 🐾 Here's a fun fact for all you cat lovers:

Cats are near-sighted! If normal vision for humans is 20/20, normal vision for cats is 20/100. This means that a cat would have to stand 20 feet away to see something that a person can see clearly from a distance of 100 feet. So you can probably see better than your feline friend (when you're wearing your lenses, of course!).

573 likes · 14 comments · 46 shares

Like · Comment · Share

Most relevant

- Eddie Grennan Fine;but Cats compensate with psychic powers which we have not dreamed of yet! · Like · Reply · 2w
- Rob Aldrich Sandy Scott · Like · Reply · 2w
- Brian John Nicholson Looking at most cats I would say they have the long vision of taking over the world. · Like · Reply · 2w
- Raymond Bell · Like · Reply · 2w

573 likes, 14 comments, 46 shares

Vision Direct: Engagement posts are fun



Vision Direct · Like This Page · 28 July · 🌐

Contact lens wearers, we need your help! 📢

We're adding three new (very cute) contact lens cases to our website soon, but we need your help naming them! What should we name each of these cases? 🐸🐷👉

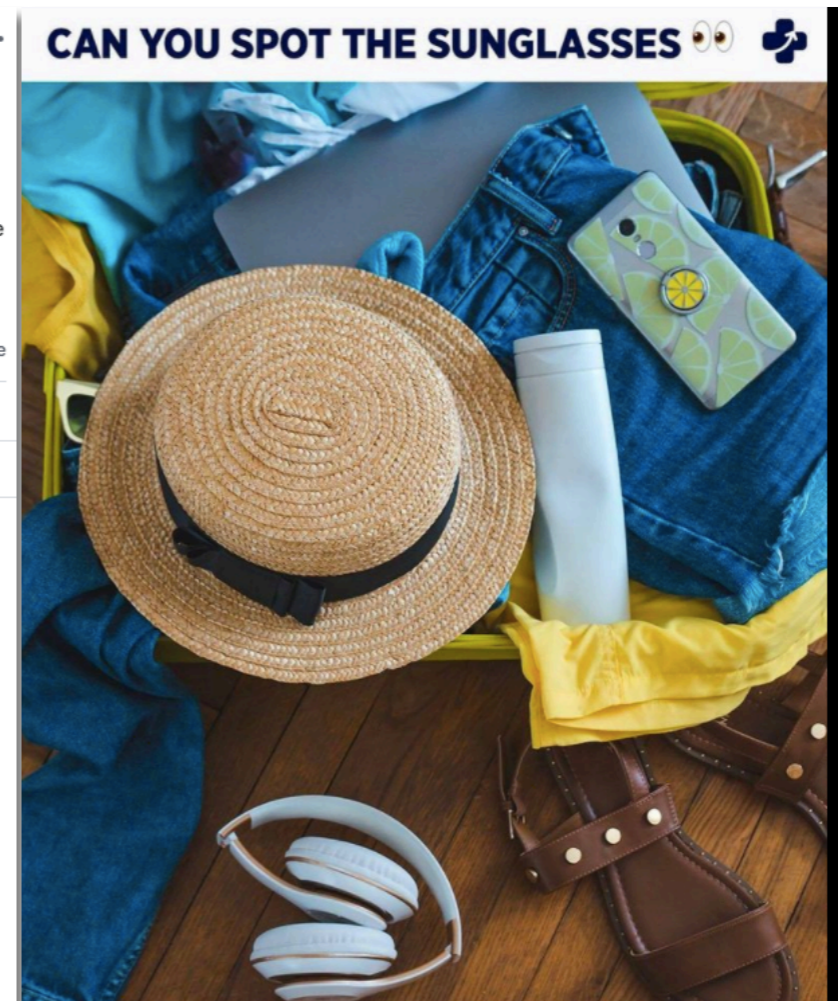
👍❤️ 74 29 comments 1 share

👍 Like 💬 Comment ➦ Share

Most relevant ▾

- Beth Guest Andrew Garrity ···
Like · Reply · 3w
- Kim Smith Ribbit oink leap
Like · Reply · 3w 👍 1
- Scott Dallas Aliens and animals cases
Like · Reply · 3w
↳ 1 reply
- Sona Manusyan Really calm, very tender, always fresh
Like · Reply · 3w
- Jane Wilson 1 Henry
2 Percy
3 Freddy

74 likes, 29 comments, 1 share



Vision Direct · 24 July · 🌐

Always losing your sunglasses? Us too 👤. Can you spot the sunglasses in the pic below?

👍❤️ 304 66 comments 10 shares

👍 Like 💬 Comment ➦ Share

Most relevant ▾

- Linda Mcdonald Yes found them x ···
Like · Reply · 4w
- Jan Tebbutt Yes
Like · Reply · 4w
- Helen Smith Under the hat
Like · Reply · 4w
- Velda Bodenham Yes
Like · Reply · 4w
- Cheryl Marshall Yes
Like · Reply · 4w
- Anneli Truu Quite visible.
Like · Reply · 4w

View more comments 6 of 6

Write a comment... 🗨️ 📷 📺 🗣️

304 likes, 66 comments, 10 shares

Vision Direct: Self-promo (10%)



Vision Direct
Like This Page · 1 July · Edited · 🌐

🎉 GIVEAWAY TIME!!! 🎉

We're giving away £50 store credit to one lucky winner! Here's how to enter 🙌:

1. Subscribe to our YouTube channel: <https://bddy.me/38j3SVF>
2. Comment on this post and let us know which video is your favourite!

Giveaway ends Monday, 6th July at 10am. Terms and Conditions: <https://bddy.me/3eKfzXM>

👍 217 💬 69 comments ➦ 14 shares

👍 Like 💬 Comment ➦ Share

Most relevant ▾

Author
Vision Direct Thank you all for subscribing and for participating in our giveaway! 🥳 The competition has ended and the winner has been notified! Keep your eyes peeled for our next competition! 🙌

Like · Reply · 7w 👍 4

Ross Leech Gizmo Saves Christmas.
Like · Reply · 7w

Becky Louise Thomason Amazing animal eyes 🐾

217 likes, 69 comments, 14 shares

“

★ **Trustpilot**

I am very impressed with the service and quality. It is very refreshing to come across a company who cares. Thank you.

Carolyn E 14/04/20 ★★★★★

”

Vision Direct
· 10 June · 🌐

We care about our customers a lot, which is why we're here to help you 24 hours a day, 7 days a week. 🙌

Find out the best ways to get in touch with our customer service team here: <https://bit.ly/3dJVjBi>

👍 240 💬 19 comments ➦ 4 shares

👍 Like 💬 Comment ➦ Share

Most relevant ▾

Rossana Piccolo Excellent service, got my lenses delivered in less than 48 hours plus I got a reply for my query almost instantly!
Like · Reply · 6w 🔒 1


Krinal Kapadia Ahir Very quick delivery service. I received my lenses in less than 24 hours. So impressed. Will order it again 😊
Like · Reply · 9w 🔒 1

Fabienne Luisetti Vision direct: the best online provider of all! Carry on the good work.
Like · Reply · 10w 🔒 1

Author
Vision Direct Thank you Fabienne! 🙌


240 likes, 19 comments, 4 shares

Capitalize on trends during the pandemic (museum tours, dalgona coffee) via blog posts



 **Vision Direct** ✓
18 May · 🌐

Happy International Museum Day! Even though we can't appreciate our favourite museums in person today, we can explore them for free, virtually. 🖥️


Here are a few of our favourite museums for you to tour from the comfort of your couch. Which ones will be on the top of your list to visit when we can travel again? ✈️



VISIONDIRECT.CO.UK
8 best virtual museum tours during self-isolation


  109 7 comments 59 shares

109 likes, 7 comments, 59 shares


 **Vision Direct** ✓
27 May · 🌐

On average in the UK, we drink 2 cups of coffee per day. With trends like Dalgona coffee and the need for a bit more of an energy boost while working from home, it's safe to say we're all enjoying our daily brew(s) right now. ☕

But does drinking all that coffee have an effect on our eyesight? We've done the important research for you - find the answers in our latest blog. 📖



VISIONDIRECT.CO.UK
Does drinking coffee damage your eyesight?
3 coffees a day linked to a range of health benefits, including improving...

 19 10 comments 3 shares

19 likes, 10 comments, 3 shares

Source content ideas to increase audience participation

Forums and the internet are a great place to start getting interesting topic ideas from people, which can be converted into various audience participation posts e.g. polls, questions, fill in the blanks, caption this, ask for opinions etc.

↑
10
↓
Posted by u/ImReallyBadAtThis98 [NC15/Fenty 120](#) 2 years ago

Makeup tips for glasses-wearers during summer?

Hello everyone! it's summer right now where I'm from and it's really, really hot. I usually wear contact lenses, but because of how humid and dusty it is, my eyes tend to get really dry, so I've decided to stick to wearing my glasses. Do you have any tips for those of us who wear glasses? Skin type is oily!

11 Comments Give Award Share Save Hide Report 92% Upvoted

↑
29
↓
Posted by u/[deleted] 2 years ago

With summer coming up, what are your favorite sunglasses?

It's still "second winter" where I live, but I'm SO looking forward to summer. My last pair of sunglasses that I bought for \$10 in San Francisco on vacation got sat on last summer, so alas I am currently without sunglasses with the summer months approaching. I am open to spending more than \$10 this time of course... but no more than \$150-\$200 MAX. What are your favorite sunglasses?

71 Comments Share Save Hide Report 95% Upvoted

eyewear summer reddit

All Images News Shopping Videos More Settings Tools

About 26,200,000 results (0.44 seconds)

www.reddit.com › malefashionadvice › comments › yo...
[Your favorite ___ for \\$___: Sunglasses - Reddit](#)
Aside from quality lenses and good styling, good **sunglasses** can be made of ... the AC always overcompensates for the **summer** heat and I end up throwing on a ...

www.reddit.com › malefashionadvice › comments › gu...
[Guide to Sunglasses : malefashionadvice - Reddit](#)
Introduction In this guide I hope to discuss the basics of buying **sunglasses** ... the AC always overcompensates for the **summer** heat and I end up throwing on a ...

www.reddit.com › malefashionadvice › comments › ilst4
[A Guide to Glasses \(and a Word on Sunglasses\) - Reddit](#)
A quick disclaimer: I don't consider myself to be an expert on **glasses**, but I have read a lot about ... Pablo Picasso Is the Unheralded King of **Summer** Style.

www.reddit.com › femalefashionadvice › comments
[With summer coming up, what are your favorite sunglasses ...](#)
30 votes, 71 comments. It's still "second winter" where I live, but I'm SO looking forward to **summer**. My last pair of **sunglasses** that I bought for ...

www.reddit.com › malefashionadvice › comments › alt...
[Alternative Method for Choosing the Right Sunglasses \(No ...](#)
So I created a guide for choosing **sunglasses** that doesn't focus directly on ... the AC always overcompensates for the **summer** heat and I end up throwing on a ...

Comment first via other geo profiles



ELON MUSK CLAIMS HIS NEURALINK CHIP WILL ALLOW YOU TO STREAM MUSIC STRAIGHT TO YOUR BRAIN

Liked by msoler24_ and others

lad**bible** Wave goodbye to headphones 🙌🧠 Link in bio for the details on the new tech.

View all 4,142 comments

ladbibleireland**** I'll stick with my AirPods 🙄

8 hours ago



AUGUST ALSINA RELEASES SONG 'ENTANGLEMENTS' ABOUT HIS AFFAIR WITH JADA PINKETT SMITH

Liked by ladbibleireland and others

lad**bible** Things just got even messier... 🤔🤔 Link in bio for the lyrics from the track.

View all 1,755 comments

ladbibleireland**** This whole situation is wild. I feel bad for the kids 😞