

Ready to post about your sunwear Gallery on social media?

National Sunglasses Day is June 27th! Below are examples of marketing copy you can add to your optical shop's social media posts to raise awareness of both optical health and your Frame Gallery.

You may want to mention:

- The date June 27th, using the hashtag **#NationalSunglassesDay**
- Sunwear promotions you might be having
- The importance of eye protection from the sun
- Your practice name and location (ie, "Your hometown optician in City, State")
- Actions (Visit us, Browse our gallery, Click the link, Send your wish list, etc)

These are just ideas to get you started, so please feel free to use as is or to modify as needed.

Social Media Text Samples



- National Sunglasses Day is June 27th! Show off your sunwear in style.
- Discover affordable sunglasses that help you stand out from the crowd.
- Browse our extensive selection of affordable sunglasses for men, women, and kids online.
- Try on our sunglasses online, "heart" your favorites, and we'll have them ready for you.

- Summer is coming - don't get caught with your shades down!
- Ready for National Sunglasses Day? Check out our selection of sun models.
- Stay cool in the summer heat! Browse our sun models.
- Get ready to enjoy the summer, but don't forget to take care of your eyes! Browse our gallery for the best current sun models.
- Love your sunglasses! Pick out your next favorite pair from our online Gallery of affordable designer shades.
- There's no such thing as too many pairs of sunglasses! Choose from our large selection.
- Celebrate National Sunglasses Day on June 27 with a stylish pair of shades.
- Pick out the perfect pair of shades from our Gallery for National Sunglasses Day on June 27.
- Make the most of your appointment:
 1. "Try on" sunglasses from our online gallery
 2. Send us a Wish List of your favorites
 3. Pick up your preferred shades from our office
- Protect your eyes all year, but upgrade your style to the latest fashion from our Gallery for National Sunglasses Day.
- Get a head start on choosing your new sunglasses. Browse our online gallery of designer sun models.
- National Sunglasses Day is right around the corner on June 27th – get ready with a great pair of shades.
- Happy National Sunglasses Day from [your practice]!