

Ready to post about your Gallery on social media?

Below are examples of marketing copy you can add to your optical shop's social media posts.

You may want to include:

- Keywords related to the eyewear your dispensary carries (brand names, specialties etc)
- Promotions or sales you are running
- Your practice name
- Your practice location (ie, "Your hometown optician in City, state")
- Specific actions you want your followers to take (Visit us, Browse our gallery, Click the link, Send your wish list, etc)

Don't forget to include a link to your Gallery somewhere in your text!

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



- Browse our large selection of affordable eyewear online, including prescription glasses and sun models for any occasion.
- Prep for your appointment by checking out our designer eyewear gallery, then send us a list of your top choices.

- With any pair of glasses from our extensive frame gallery, you'll see and look your best!
- Click here to view our online frame gallery and find the right pair for you.
- Spend less time trying on glasses, and more time wearing them! Browse our eyewear gallery here:
- Browse our eyewear online selection of optical and sun models for men, women, and kids.
- Try on glasses from your couch! Then send a Wish List to tell us which ones you like. They'll be ready in our office at your appointment.
- Make the most of your appointment:
 1. "Try on" glasses from our online gallery
 2. Send us a Wish List of your favorites
 3. Pick up your top choice from our office
- Want to see your glasses before you try them? Browse our fashion-tastic gallery online!
- Try on our frames online, ❤️ your favorites, and we'll have them ready for you.
- Check you out! Try glasses from our online gallery *before* your appointment!
- Get a head start on choosing your new glasses. Browse our online gallery of designer frames.
- Discover affordable eyeglasses and sunglasses that help you stand out from the crowd.
- Our frame gallery features the latest trends in fashion eyewear and top quality lens options.

- Browse and try on your next pair of glasses from dozens of designer lines in our online gallery.
- Pre-appointment to-do: browse eyewear online, ♥ your favorites, send your wish list. Start here:
- Eyewear from all your favorite brands, including <Brand>, <Brand>, <Brand>, <Brand>, and <Brand>. Browse them here:
- <Practice Name> is your eyewear destination for all of <town, county or region>. Browse our eyewear here:
- <Practice Name> carries all your favorite brands, including <Brand>, <Brand>, <Brand>, <Brand> and <Brand>. Try them on in our online gallery:
- Ready for new sunglasses? Start your search in our new online frame gallery:
- Sunglasses, readers, rimless styles, sport eyewear...we have it all, and we're here in <your city>. Browse our new eyewear gallery here:
- ATTN CYCLISTS: We carry sports sunwear that no biking enthusiast should be without. Browse our gallery for the latest:
- Just in: New eyewear from <BRAND>! Browse our online gallery here:
- NEWS ALERT: We now carry eyewear by <New Brand>! Browse our gallery here:
- Eyewear trends this season are <trend name, shapes or style>. Stay on-trend and browse our online gallery of glasses here: