

New Glasses Social Media Contest – Back to School Month

Overview

To promote healthy eyes for the start of the school year, MyEyeDr. will execute a contest on Instagram and Facebook aligning with Back to School Month to boost engagement and drive followership on both platforms. Offering a chance to win a \$250 MyEyeDr. gift card in exchange for sharing photos of their child's first day of school outfit and favorite frames with the hashtag #NewClassesNewGlasses, the contest will encourage participants to schedule an eye exam, reduce the risk of myopia and ensure healthy vision throughout the school year.

Timeline

- **Sunday, August 25:** Launch the contest on Facebook and Instagram (aligning with first day of school for DMV, North Carolina and Connecticut – August 26-27)
 - *Recommended boost of \$100 for 5 days in target markets above*
- **Monday, August 26 – Tuesday, August 27:** Engage with participants, commenting and sharing as participants post photos
- **Monday, September 2:** Share photos of participants so far as a call for more to participate (aligning with first day of school for Baltimore and Chicago – September 3)
 - *Recommended boost of \$100 for 3 days in target markets above*
- **Thursday, September 5:** Select the winner and notify them via direct message
- **After the contest:** Share photo of parent / child winners with gift card

Details

- MyEyeDr. encourages parents to prioritize their child's eye exams as the start of the new school year approaches to avoid eye conditions, like myopia, and have the proper eyewear to ensure academic success throughout the year.
- To promote good vision in the classroom and raise awareness for myopia, MyEyeDr. is giving away a \$250 gift card to one (1) winner.
- Participants must do the following for a chance to win: **share photos** of their child's first day of school outfit and favorite frames on Facebook and Instagram, use the official **hashtag #NewClassesNewGlasses** and **tag MyEyeDr.**
- MyEyeDr. will promote the contest through Instagram and Facebook to drive more traffic to each account and boost followership.
- Once the contest closes at 12 p.m. on Thursday, September 5, Largemouth will select three (3) possible winners and flag them to the MyEyeDr. team to vet and ensure they are not employees.
- Once a winner is confirmed, MyEyeDr. will comment on the winning post and contact the winner via direct message.

Instagram Activation Outline:

Post #1: Sunday, August 25 – Photo of Ansleigh

GIVEAWAY ALERT! It's #BacktoSchoolMonth, and we're giving away a \$250 MyEyeDr. gift card so your student can take on the school year in a fresh pair of frames like Ansleigh! [emoji with eyeglasses] For a chance to win:

**Share a photo of your child's first day of school outfit and favorite frames with the official hashtag #NewClassesNewGlasses and tag @myeyedr!*

**Follow @myeyedr on Instagram.*

**Like this post.*

Disclaimer: profile privacy settings could impact the visibility of your photo submission. Contest closes at 12 p.m. on Thursday, Sept. 5.

Post #2: Monday, September 2 – Photos from participants so far

Don't forget to share your child's first day of school look using the hashtag #NewClassesNewGlasses for a chance to WIN a \$250 MyEyeDr. gift card! Your student can feel stylish and see clearly for a successful new school year. [emoji with eyeglasses] Here's how to win:

**Share a photo of your child's first day of school outfit and favorite frames with the official hashtag #NewClassesNewGlasses and tag @myeyedr!*

**Follow @myeyedr on Instagram.*

**Like this post.*

Disclaimer: profile privacy settings could impact the visibility of your photo submission. Contest closes at 12 p.m. on Thursday, Sept. 5.

Facebook Activation Outline:

Post #1: Sunday, August 25 – Photo of Ansleigh (boost at \$100 for 5 days)

GIVEAWAY ALERT! It's #BacktoSchoolMonth, and we're giving away a \$250 MyEyeDr. gift card so your student can take on the school year in a fresh pair of frames like Ansleigh! [emoji with eyeglasses] For a chance to win:

**Share a photo of your child's first day of school outfit and favorite frames with the official hashtag #NewClassesNewGlasses and tag MyEyeDr.!*

**Like the MyEyeDr. Facebook page.*

**Like this post.*

Disclaimer: profile privacy settings could impact the visibility of your photo submission (to ensure your photo is seen, edit your settings or share directly on MyEyeDr.'s Facebook page). Contest closes at 12 p.m. on Thursday, Sept. 5.

Post #2: Monday, September 2 – Photos from participants so far (boost at \$100 for 3 days)

Don't forget to share your child's first day of school look using the hashtag #NewClassesNewGlasses for a chance to WIN a \$250 MyEyeDr. gift card! Healthy vision goes a

long way to prevent eye conditions such as myopia and ensure your student is seeing clearly in the classroom. [emoji with eyeglasses] Here's how to win:

**Share a photo of your child's first day of school outfit and favorite frames with the official hashtag #NewClassesNewGlasses and tag MyEyeDr.!*

**Like the MyEyeDr. Facebook page.*

**Like this post.*

Disclaimer: profile privacy settings could impact the visibility of your photo submission (to ensure your photo is seen, edit your settings or share directly on MyEyeDr.'s Facebook page). Contest closes at 12 p.m. on Thursday, Sept. 5.