

SAMPLE SOCIAL MEDIA MESSAGES

These messages are intended for you to use in social media channels, such as Twitter and Facebook. These messages may be used as written or customized. In addition, you can access [social media images here](#) to accompany each post.

Doctors of optometry, also known as optometric physicians or optometrists, provide a range of primary eye care services, from prescribing glasses and contact lenses to the examination, diagnosis, treatment and management of diseases and disorders of the visual system.

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Vision changes over time and more than 16 million Americans struggle with undiagnosed or untreated vision impairments, which a comprehensive eye exam could have detected. Don't wait, schedule your exam today!

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Wow! During an annual, comprehensive eye exam, doctors of optometry can identify early warning signs and manifestations of more than 270 systemic and chronic diseases, including diabetes, high blood pressure, autoimmune diseases and cancers.

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It is not enough to have your eyes screened by your regular doctor. Annual eye exams with a doctor of optometry can detect many kinds of diseases—such as diabetes, high blood pressure, multiple sclerosis, and some kinds of cancer—before they produce symptoms.

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Vision screenings miss up to 75 percent of children with vision problems and give parents a false sense of security. Only annual, in-person comprehensive exams by a doctor of optometry can evaluate overall eye health and detect a spectrum of learning-related vision problems.

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Did you know many eye health and vision problems develop without signs or symptoms? Scheduling a comprehensive eye exam with a doctor of optometry can help protect vision and ensure early diagnosis of visual system diseases like glaucoma, a leading cause of blindness.

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Over 50% of patients have a chronic eye disease. These diseases can be detected with regular comprehensive eye examinations.

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Did you know that in 2018 alone, doctors of optometry identified signs of diabetes in more than 301,000 patients who did not know they had it. That's why in-person, comprehensive eye exams are one of the most important, preventive ways to preserve vision and overall health.

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