



**OPEN YOUR EYES  
SCHOLARSHIP PROGRAM  
SOCIAL MEDIA TOOLKIT**



# ABOUT THE OPEN YOUR EYES SCHOLARSHIP PROGRAM

The Vision Council, through the Better Vision Institute, is pleased to launch the **Open Your Eyes Scholarship**, a new program designed to support high school students in marginalized communities throughout the United States who have an interest in pursuing a career in the optical industry. The program will support selected students through monetary scholarships to opticianry school, paid internships and mentorships.

To kick off the program launch, The Vision Council and the Better Vision Institute are hosting a **virtual auction**. Featuring exceptional items donated by The Vision Council's members, the auction starts today, January 20 at 9 am EST and will conclude on Wednesday, January 27 at 6:30 pm EST, following a virtual happy hour hosted by Ashley Mills, The Vision Council's CEO, during the organization's 2021 Executive Summit.

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## ABOUT THE **BETTER VISION INSTITUTE**

The Better Vision Institute is an Educational Foundation connected to The Vision Council. While largely inactive for the last several years, The Vision Council has continued to maintain the Foundation until it was needed. The Foundation will now be activated to make educational grants.





*HOW CAN YOU HELP US  
SPREAD THE WORD?*

**SOCIAL MEDIA!**

We've compiled sample copy and graphics you can use on your social media channels to **raise awareness and donations for the Open Your Eyes Scholarship.**



# SAMPLE SOCIAL MEDIA POST COPY

## Facebook/LinkedIn:

The Vision Council launched the Open Your Eyes Scholarship through the Better Vision Institute. Designed to support high school students in marginalized communities throughout the United States who have an interest in pursuing a career in the optical industry, the program will provide selected students with scholarships to opticianry school, paid internships and mentorships.

To kick it off, The Vision Council and the Better Vision Institute are hosting a virtual auction. Featuring exceptional items donated by The Vision Council's members, the auction starts today, January 20 at 9 am EST and will conclude on Wednesday, January 27 at 6:30 pm EST, following a virtual happy hour hosted by Ashley Mills, The Vision Council's CEO, during the 2021 Executive Summit.

Click here to participate in the auction: <http://bit.ly/3qAs79H>

Learn more about the program here: <http://bit.ly/3idnWha>

## Instagram:

The Vision Council launched the Open Your Eyes Scholarship through the Better Vision Institute. Designed to support high school students in marginalized communities throughout the United States who have an interest in pursuing a career in the optical industry, the program will provide selected students with scholarships to opticianry school, paid internships and mentorships.

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Click the link in my bio to take part in the auction and learn more about this program!

## Twitter

The Vision Council launched the Open Your Eyes Scholarship in through the Better Vision Institute.

This program supports high school students in marginalized communities throughout the U.S. interested in a career in the optical industry. Learn more: <http://bit.ly/3idnWha>

# IMPORTANT LINKS & INFORMATION

Below are important links and information to included in your posts.

- **Open Your Eyes Scholarship Information:** <http://bit.ly/3idnWha>
- **The Vision Council & Better Vision Institute's Auction:** <http://bit.ly/3qAs79H>
- **To contribute directly to the scholarship program:** contact Tarrence Lackran, Director of Partnerships and Programming at The Vision Council, at [tlackran@thevisioncouncil.org](mailto:tlackran@thevisioncouncil.org).



# SAMPLE SOCIAL MEDIA GRAPHICS

We created graphics to use to spread the word about the scholarship program your social media channels. Download them [here](#).

[Facebook:](#)



[Instagram:](#)



[Instagram Stories:](#)



[Twitter/LinkedIn:](#)



# DIGITAL ASSETS

View and download all digital assets for promoting the Open Your Eyes Scholarship, including social media graphics and this toolkit, [here](#).



# FIND US ON SOCIAL

We also invite you to share the content we post on our social media channels:

- Facebook: <https://www.facebook.com/thevisioncouncil/>
- Twitter: <https://twitter.com/opticalindustry>
- Instagram: <https://www.instagram.com/thevisioncouncil/>
- LinkedIn: <https://www.linkedin.com/company/the-vision-council/>

# CONTACT US

To contribute to the scholarship program or to find more information about the program, please contact **Tarrence Lackran, Director of Partnerships and Programming at The Vision Council**, at [tlackran@thevisioncouncil.org](mailto:tlackran@thevisioncouncil.org).