

# Social Media Strategy Proposal

Phyllis Tee | SEO Copywriter | 27 August 2020

# Overview

## Background



## Social media strategy proposal



## Content themes



## Appendix

# Background

Social media - Facebook and Twitter - at Clearly have not had a content calendar planned ahead since July. Prior to that, the social team managed to plan it 1 to 2 weeks in advance.

There is risk of not having exciting content to socialize with FB and TW users, weakening our social presence in a competitive market.

Currently, there are many benchmarks and best-practices for social that you can take advantage of to grow the business, while also helping the team to maintain sanity.

We need to create a social media marketing strategy that keeps your actions focused, along with a process that enables you to consistently execute social content at Clearly.



**Clearly.ca**

@clearlyca

Glasses from \$9

Contact lenses from \$3

For each pair bought, Clearly donates a pair to someone in need.

Shop online

📍 Canada ⚡ [bit.ly/CAclearlytw](http://bit.ly/CAclearlytw) 📅 Joined March 2009

3,840 Following 7,849 Followers



Like Share Suggest Edits ...

Clearly.ca August 22 at 1:27 PM ·

HEV blue-violet light emitted from the sun and digital screens can make your eyes work a whole lot harder, meaning they get tired much faster. Fight back with blue light lenses.

[bit.ly/CAglasses](http://bit.ly/CAglasses)

Home Events Posts Reviews Photos Stores Community Videos About

Create a Page

# Benefits of social calendar



## Save time

Creating and scheduling multiple social posts simultaneously can help save hours of time on social.



## Plan campaigns

Social media messages can spark conversations with fans and followers, building deeper relationships.



## Craft timely content

Keep your social media marketing efforts well-organized and on track. Plan content around important opportunities in your industry or company.



## Maintain sanity

Make social media publishing less work in the long-run without sacrificing engagement.

# Needs of rich content on social



## To increase following

Share content to boost your reach and increase the exposure you need to grow a bigger social following.



## To boost engagement

Social content can spark **conversations** with fans and followers, giving you the chance to build **deeper relationships**.



## To generate leads

Create social media posts sending fans and followers to your rich content in order to find quality leads to reach out to.



## To establish leadership

Posting **original**, thought-provoking content will set your brand apart from others in your industry.

# Social media strategy proposal

#1 Plan for content variety



#2 Figure out what content resonates



#3 Source quality content at scale

# #1 Plan for content variety



## High quality content

Focus your content to be **practical, shareable, and original**. Having a variety of content types help reach diverse audiences who may prefer one form of content over another.



## Tailor and repurpose

Each channel is different, and your post should reflect that. One way of managing all that content is to re-purpose content across channels.



## Trendjacking

Jump on conversations that are already trending. Capitalize on a trending moment so they can bring the conversation to the brand and connect with audiences in a new way.

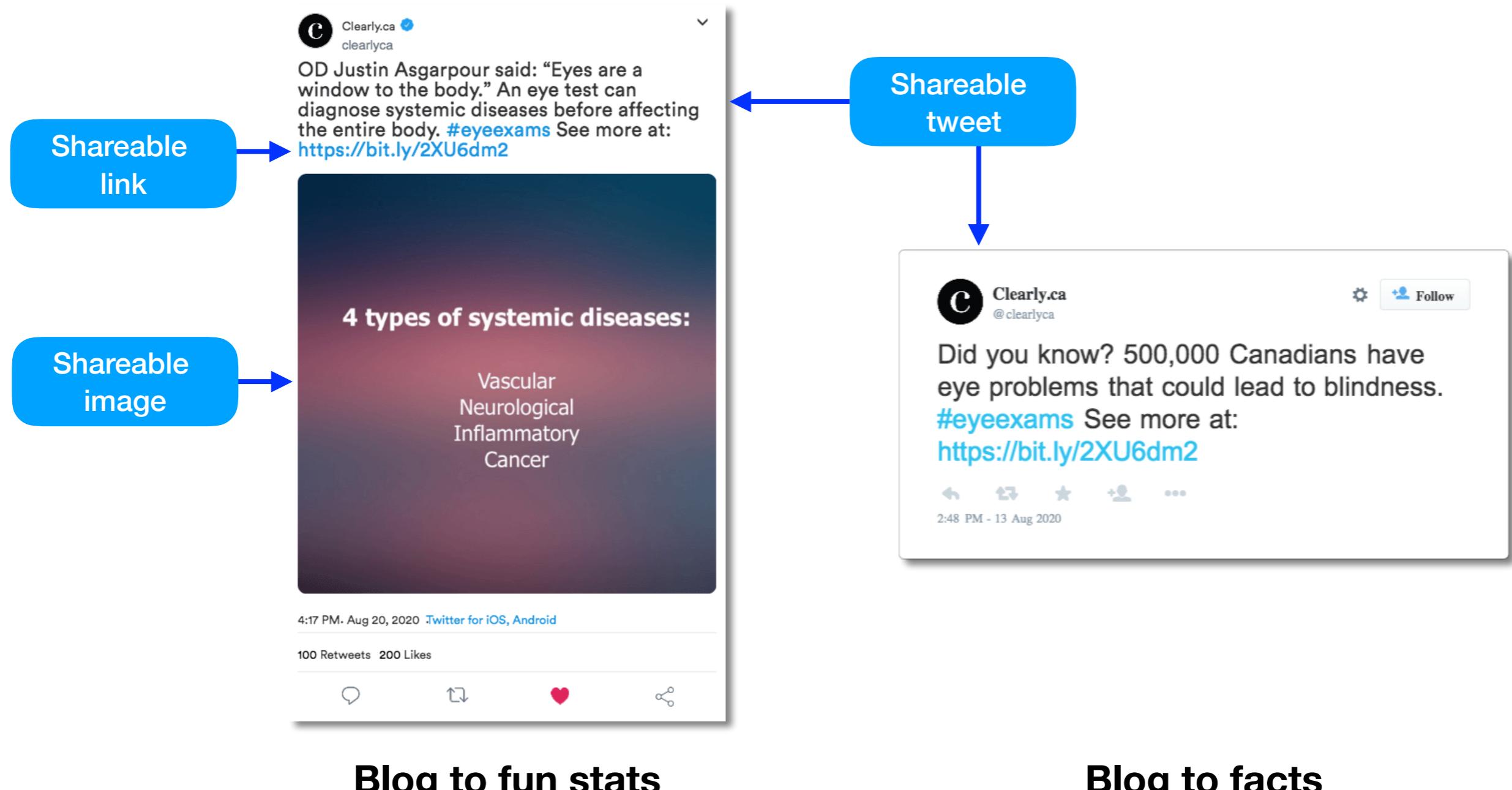


## Audience participation

Increase audience engagement through fun posts such as Fill in the blanks, Caption This, Ask For Opinions, Polls, Questions etc.

# EXAMPLE: Repurpose blog to social posts

Same blog <https://bit.ly/31NUUNs>, different tweets





## Tip: Repurpose blog to social posts

- Write down 5-7 things that are interesting to you and you think the audience would be interested too.
- Create shareable content - be it copies or images, videos
- Best practices: Tease and entice = Don't give away too much info all at once.
- Ask yourself: Would you share this pic/fact to people you know? Would the copies make you wanna know more?

# #2 Figure out what content resonates

- Use analytics to access post history

- Facebook Page Insights
- Twitter Analytics Page
- Sprout's Social Media Reporting

The screenshot shows the Facebook Page Insights interface. The left sidebar lists various metrics: Overview, Promotions, Followers, Likes, Reach, Page Views, Page Previews, Actions on Page, Posts (which is selected), Branded Content, Events, Videos, People, Messages, API, and Instant Articles CTAs. The main area displays a table titled 'All Posts Published' with columns for Published, Post, Type, Targeting, Reach, Engagement, and Promote. Each row represents a post with its publish date, a thumbnail, the post content, and performance metrics. For example, the first post on 02/10/2018 had 8.4K reach and 669 engagements.

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/10/2018 10:00 pm	Unsure about the future of your business Page? Secrets behind the ne...	Image	Location	8.4K	669 209	Boost Post
02/08/2018 10:51 pm	We were lucky enough to get an inside look at the secrets behind the...	Image	Location	22K	1.2K 309	Boost Post
02/07/2018 11:58 am	Enjoy playing video games? Thank Jerry Lawson! You might not kn...	Image	Location	3.9K	86 38	Boost Post
02/01/2018 2:40 pm	Facebook Advertising should tell a story... Check out our top tips to...	Image	Location	3.6K	97 36	Boost Post
01/30/2018 10:09 pm	Did you know that there are more than 5,000 social media tools on the...	Image	Location	5.6K	386 117	Boost Post
01/27/2018 10:00 pm	We'll never look at them the same again! 7 hidden messages in world...	Image	Location	67.4K	2.8K 493	Boost Post
01/25/2018 10:00 pm	Video just might be the most important part of your marketing strategy i...	Image	Location	141.1K	9.1K 1.2K	Boost Post
01/24/2018 11:58 am	Looking up to your social media game in 2018? Check out our ann...	Image	Location	3.8K	124 34	Boost Post

- Study your past message performance

The screenshot shows two views of social media performance. On the left, the Sprout Social interface displays three tweets from 'MPatterson22' with details like date, retweets, replies, and impressions. On the right, the Twitter Analytics interface shows a timeline of tweets from 'Michael Patterson' with metrics for impressions, engagements, and engagement rate. Both interfaces include 'Promote' buttons for each item.

Date Sent	Retweets	Replies	Impressions	Engagements	Engagement rate
Dec 10	213	2	40.2k		
Dec 10	173	-	390		
Dec 10	150	-	391		

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
Michael Patterson (@MPatterson22) · Dec 10	Join @SproutSocial along with 100+ Barrow's and more higher ed professionals to chat social media. #SocialMedia 101! <a href="http://bit.ly/1B8SKD">bit.ly/1B8SKD</a>	3,814	56	1.5%		
Michael Patterson (@MPatterson22) · Dec 11	So excited to lead a @SproutSocial Hack week team, and excited to build something our customers will love. #SproutHackWeek	2,924	41	1.0%		
Michael Patterson (@MPatterson22) · Dec 10	What do you get when you combine 50+ Barrows, 100+ Higher Ed professionals, and Bulk housing? One amazing Fireside Chat. <a href="http://bit.ly/1mvAN7">bit.ly/1mvAN7</a>	1,287	22	1.7%		

Sprout Social

Twitter Analytics

- **Figure out what post types perform well**

#### Links

Links to articles or blog posts created by your company or an adjacent source.

#### Photos

According to Twitter, photos receive an average 35% boost in Retweets.

#### Videos

The same study shows videos receive an average of 28% boost in Retweets.

#### Text-Based Posts

Your run-of-the-mill social media statuses comprised of only text.

#### Offers

Any sort of contest or giveaway offering your followers a chance to win.

#### Gifs

More networks are creating functionality to share gifs in your feed.

#### Quotes

Inspirational quotes from famous figures or those that you work with.

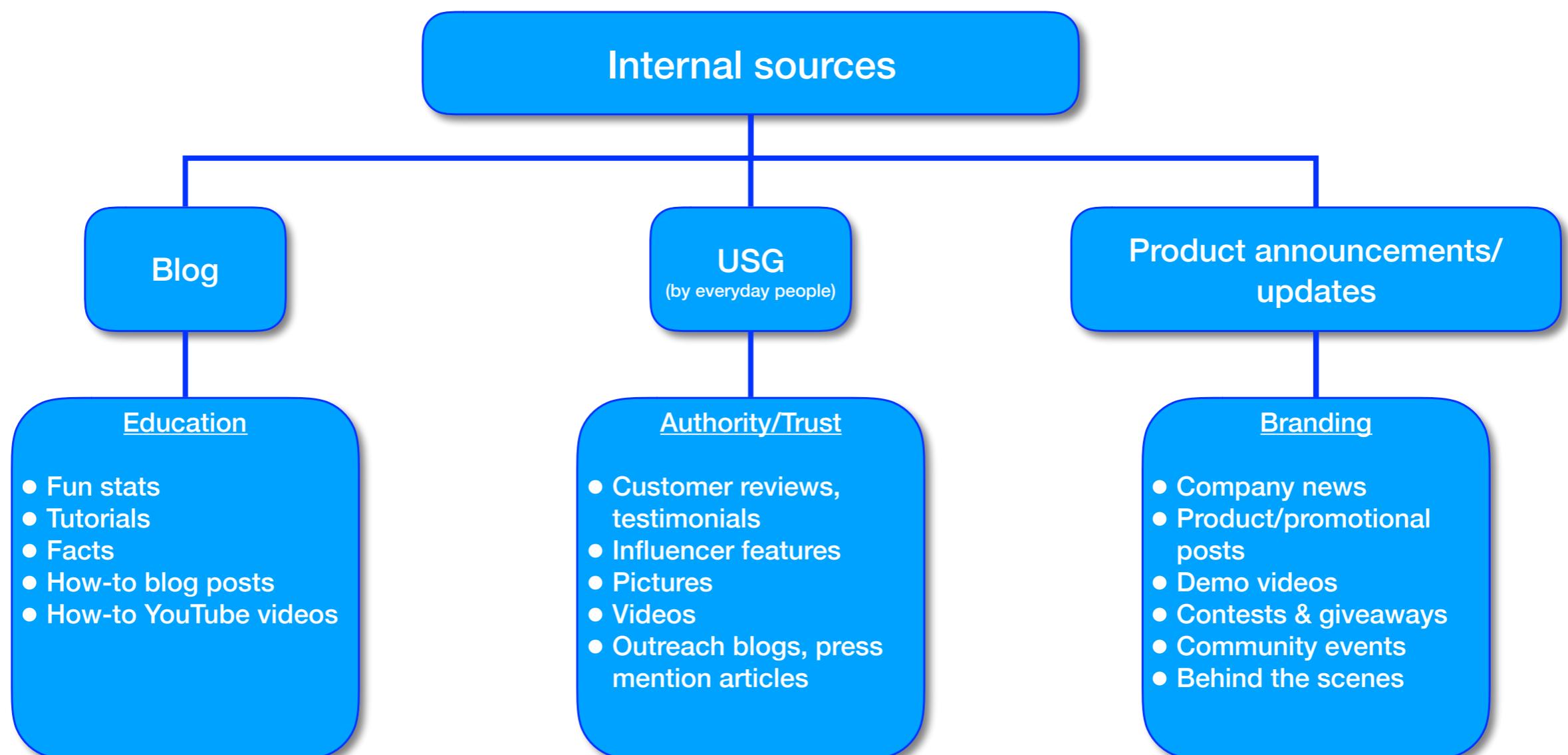
#### Hashtags

Whether they're trending hashtags or hashtags you've created in-house.

Source: <https://www.slideshare.net/sproutsocial/how-to-build-a-social-media-content-calendar>

# #3 Source quality content at scale

We have LOTS to take advantage of...



# EXAMPLE: Repurpose customer reviews to social

Trustpilot, Google reviews and other interesting customer comments

 Clearly.ca  
Yesterday at 4:45pm · 

On this day in 2019, Clearly won the best customer service award 🏆 in North America by Newsweek. You can see why 😊

 Derek M  


 4 days ago

**Excellent customer service**

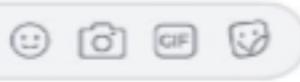
Excellent customer service. They go over and beyond to make sure you are satisfied and your glasses are exactly what you ordered. Also very affordable!

 1k  
 Like  
 Share

21 Comments 10 Shares

[View more 16 Comments](#)

 Write a comment...



 YM  


 Verified 2 days ago

**Great customer service**

I have tried some other online eyewear shops, but I found Cleary is the best.

 David  


 Verified 5 days ago

**Always a pleasure to deal with...**

Always a pleasure to deal with Clearly.ca. I buy all my prescription glasses from them and they are always delivered on time. If there is ever any issue their customer support is unparalleled.

 Heidi  


 Verified 5 days ago

**Love ordering my glasses 😊 through Clearly!!**

Love that you can order glasses, and if you don't love them you can exchange them!! There is no hassle! Amazing customer service when you call!!

# 💡 Tip: Repurpose customer reviews to social

1. Document all the best reviews and comments in one place and set themes to categorize them.

- Value props + offerings = these are the primary concerns for customers when buying online. We can minimize their concerns on social media with social proof.

VTO

Customer service

Prices

Products

Others

Can't try on physically, how can I find a pair online that suits me?

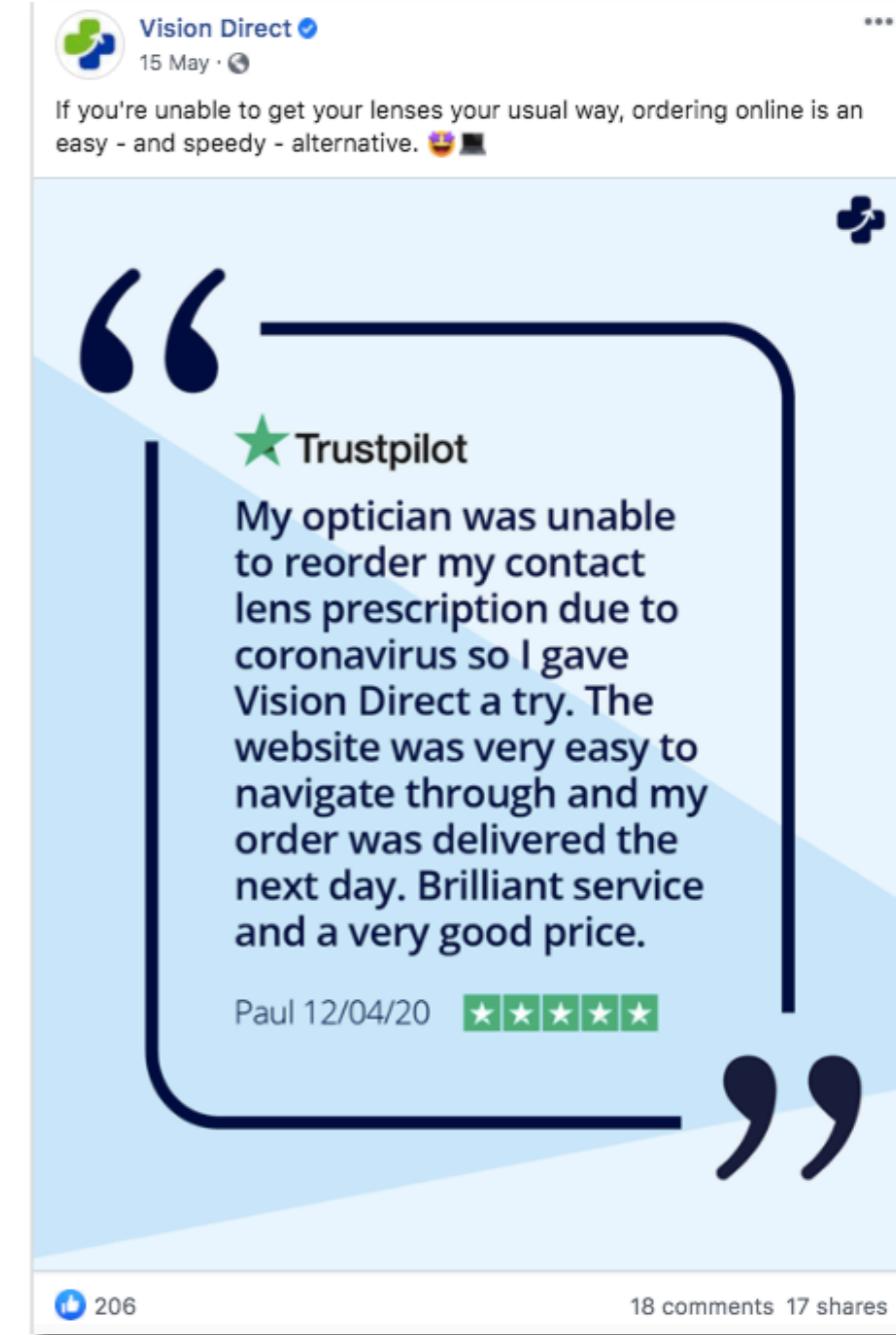
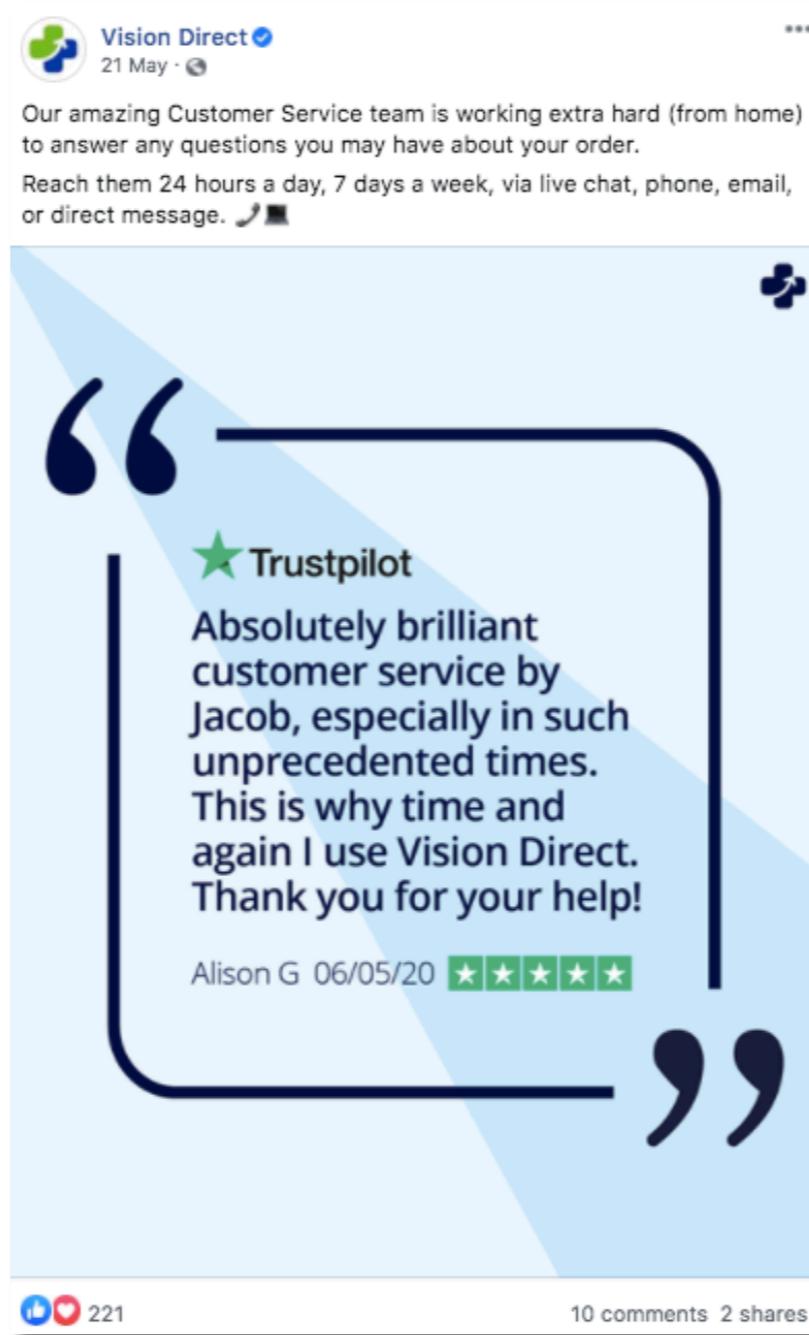
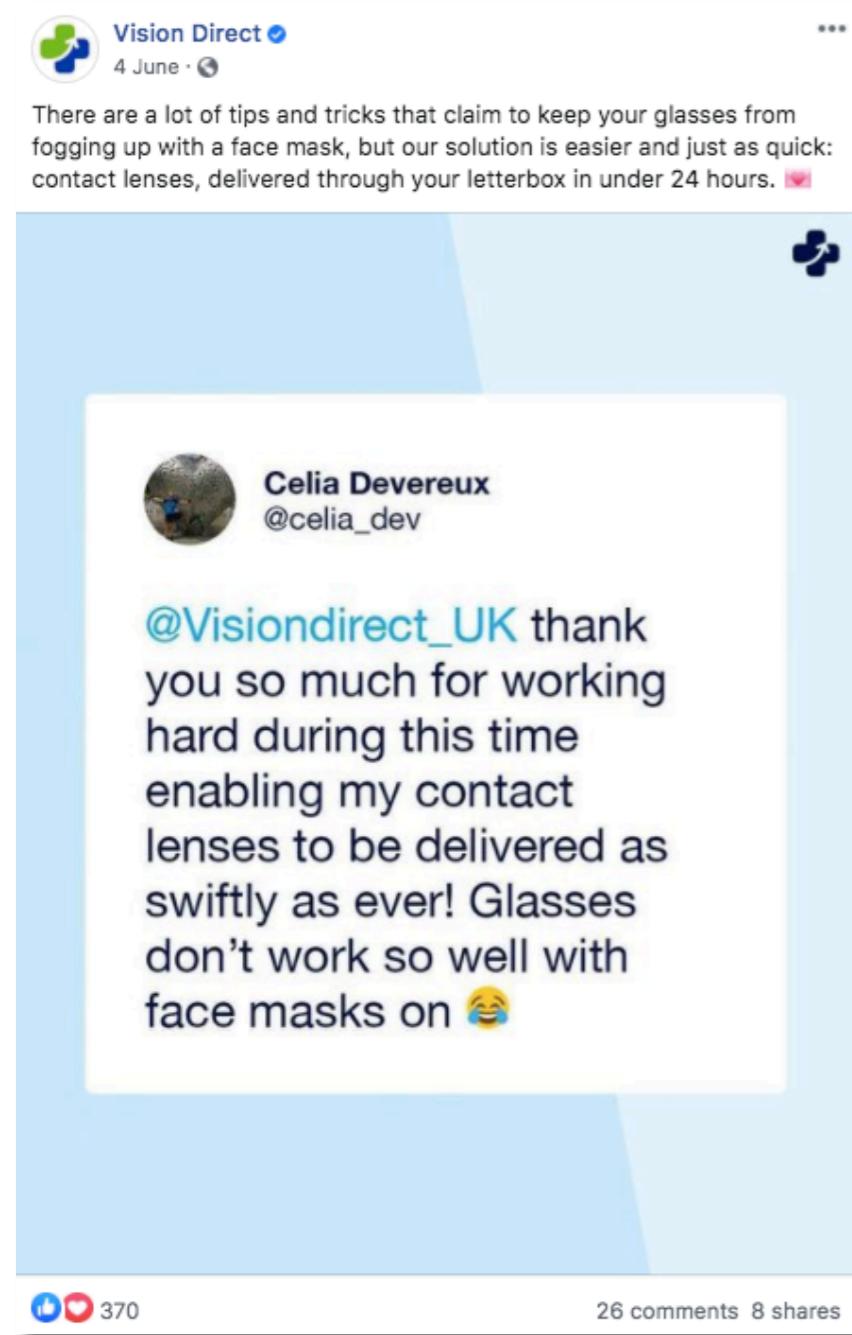
Something went wrong, I need to talk to someone at Clearly to help me. Is their service good?

Who has the best prices online? Which online eyewear store can provide me with the best value?

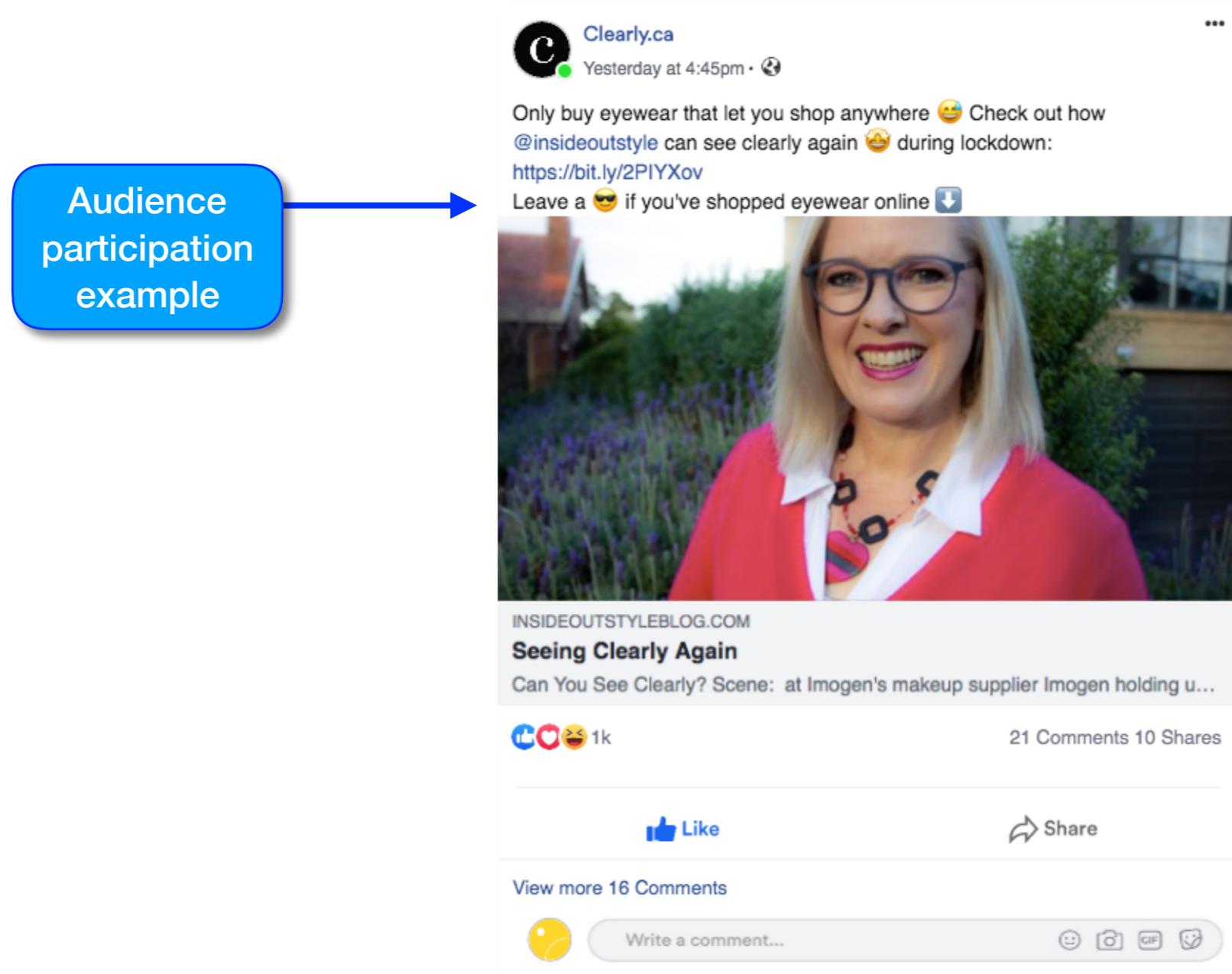
There're lots of variety to choose, do they have what I'm looking for? ie. glasses, contacts, sunglasses, lens type (e.g. progressives, transitions, polarized etc)

Online shopping experience, security etc. What's it like?

**EXAMPLE:** Vision Direct repurpose interesting tweets and comments, and share it on FB page, with a slightly different introduction or write-up.



# EXAMPLE: Repurpose outreach blog to social post



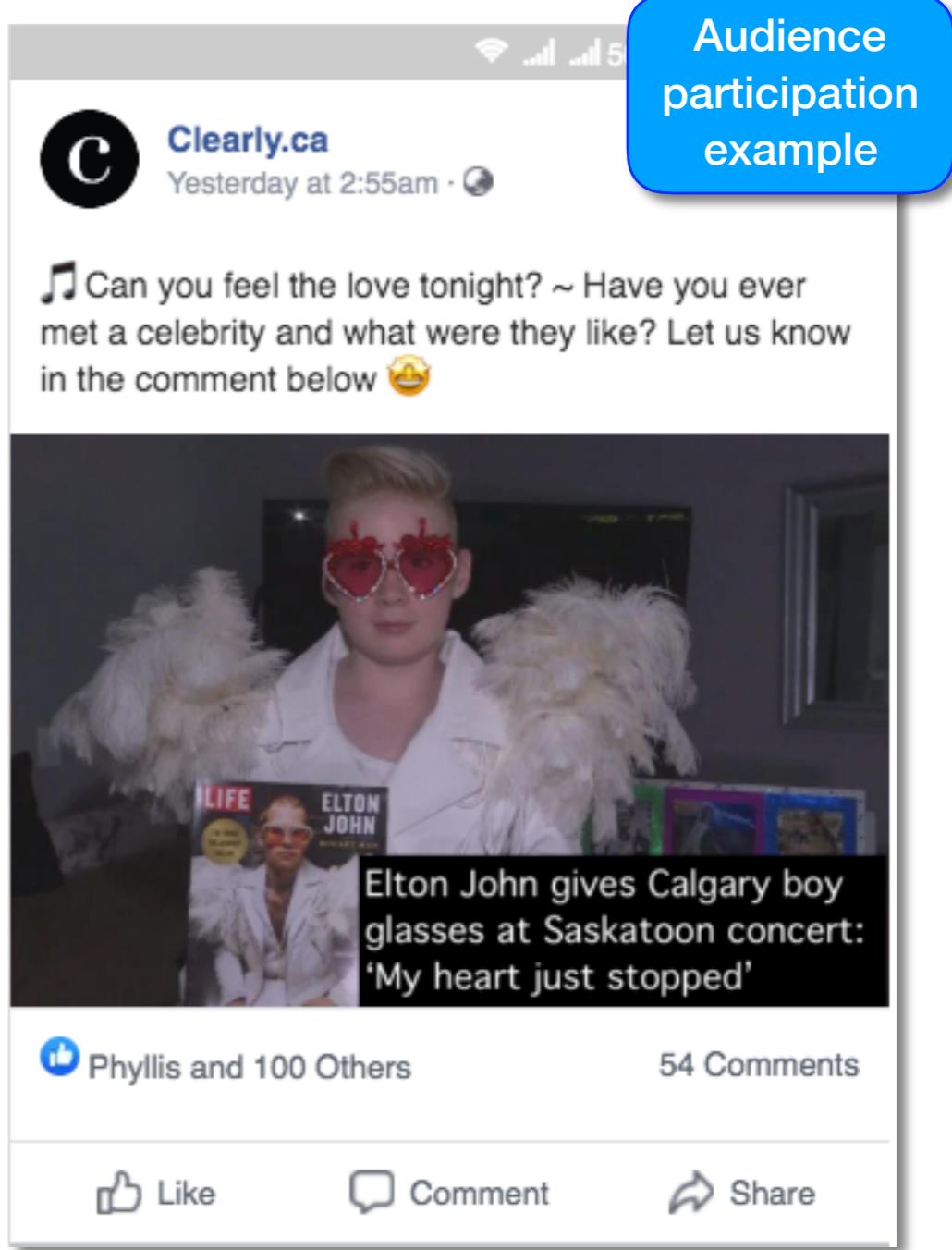
<https://insideoutstyleblog.com/2020/07/seeing-clearly-again.html>

**Tip:** Document all outreach content (that links back to us or mentioned us) in order to repost. Once we have them all in one place, we can start defining which post to share according to the social strategy and calendar.

# External sources

that spark engagement

1. Share content you think your followers will enjoy.
  - E.g. video, news, articles, infographics etc
    - glasses/sunglasses entertainment
    - glasses/sunglasses funny
  - Put your own spin in caption
  - Free tools to curate content: reddit, google trends, forum posts, Q&A segments of Amazon pages
  - Test approach - figure out which one works



<https://bit.ly/3jeXgf6>

**Tip:** One way to get the comments flowing is to comment first. Use other geo profiles to comment first. See page 36.

2. This can include things like trending hashtags, sporting events, pop culture news, and holidays.



Maybelline - holiday-related

Originally posted on TikTok

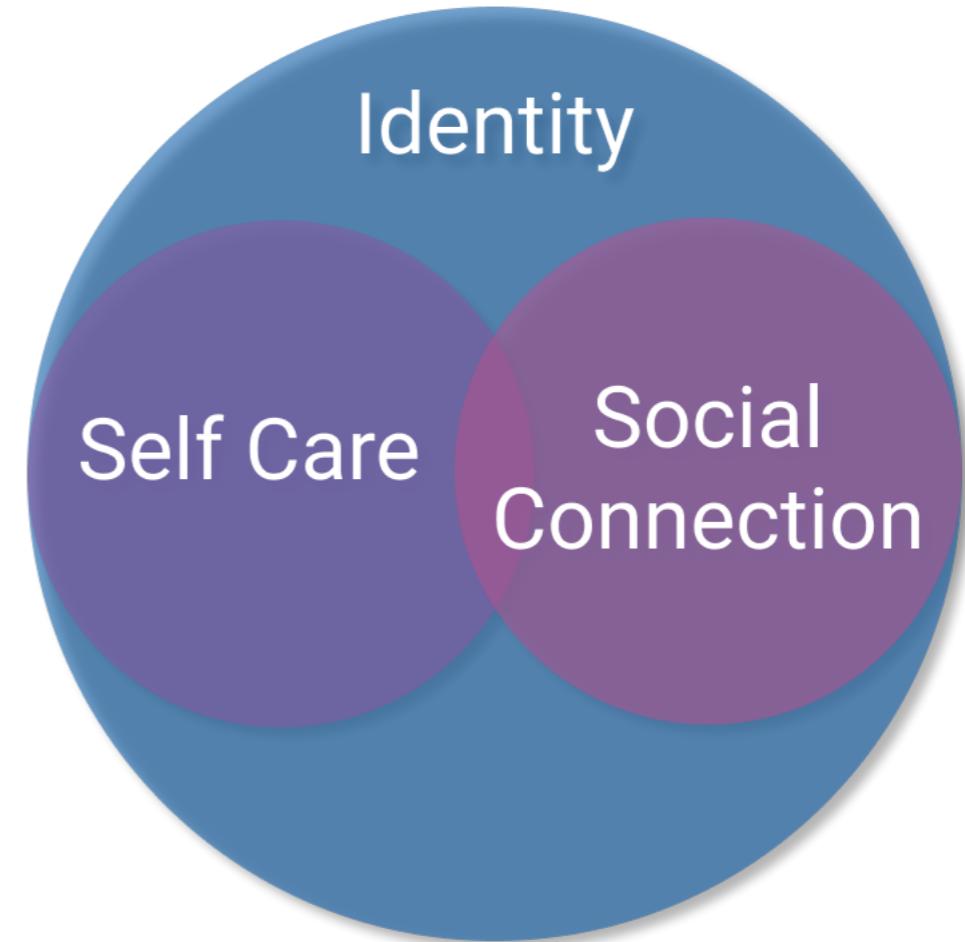
BarkBox jumped on the trend

**“Content moments are everywhere; you just have to know to look for them. Sometimes that means being part of breaking news. But it also means tapping into broader trends [...] That means looking at the news cycle for opportunities to become part of developing trends and events. Timing is key here.”**

*–Ann Handley, Everybody Writes*

One way to get viral is to jump on the bandwagon of what's currently trending among the people, and find ways to be part of the conversation and own the conversation. Make it authentic with slight adaptation to the brand. That being said, not all trends are fitting. Staying on top of trending topics is one of the ways to creating content that your audience loves. Timing is key.

- Facebook culture and trends:
  - <https://bit.ly/3gMMIIK>
  - Canada: plant parent, beekeeping
  - US: milk bath, bath salts
  - Australia: gut flora, gastrointestinal tract
- YouTube culture and trends: Watching the Pandemic
  - <https://bit.ly/2XMLKzu>
  - Self-care: yoga, home workouts, restaurant style
  - Social connection: museum tours, sourdough bread, dalgona coffee
  - Identity: how to cut hair, gardening, cooking



[The KR&I Human Needs Model](#)

**EXAMPLE:** Vision Direct leveraged the “self-care” human needs by creating a variety of self-care posts - including DIY food or beverage recipes.

**SELF CARE TIP**

Get 15 minutes of sun each day – but remember to wear sun cream and UV lenses!

Vision Direct · Like This Pug! · 26 May · Edited · 627 likes, 33 comments, 53 shares

We've all been through a lot in the last few months, so why not take some time to practise a little self care during this sun-filled week? ☀️

Getting just 15 minutes of sunlight during the day can boost your vitamin D and lift your mood. Just don't forget proper sun protection!

Most relevant ▾

- Michael Scott 😊😊😊😊 ... Like · Reply · 12w
- Caroline Torrens so many people clearly didn't attend school Like · Reply · 12w
- Richard Keatley Please check out my song: [YOUTUBE.COM](https://m.youtube.com/watch?v=IIm7U-DWkw..) Richard Keatley and Friends: Sweet Recovery Like · Reply · 12w

**SMOOTHIE FOR HEALTHY EYES:**

✓ Banana      ✓ Orange Juice  
✓ Ginger      ✓ Greek Yoghurt  
✓ Carrot      ✓ Ice

Vision Direct · 14 May · Edited · 523 likes, 35 comments, 92 shares

We've all baked our fair share of bread and biscuits lately. To switch things up, try making this smoothie packed full of healthy eye foods:

- Bananas and carrots have vitamin A, which contributes to healthy vision.
- Oranges contain antioxidants that reduce the risk of macular degeneration.
- Ginger is an anti-inflammatory, with benefits for the whole body.

Add ice and some Greek yoghurt to make it creamy, and you have a healthy masterpiece!

Most relevant ▾

- Kelly Hilton Sean Chipendale this sounds yum xxxx Like · Reply · 14w
- Ida Maria Bingham Not so great for the eyes if you're diabetic. The sugar in Orange juice, bananas and carrots will send blood sugar sky high! Like · Reply · 14w
- Jamie Dee Who said that..... ?? Like · Reply · 14w · Edited

**WHAT'S YOUR SELF-CARE STYLE?**

179 likes, 12 comments, 5 shares

Vision Direct · 29 May · 179 likes, 12 comments, 5 shares

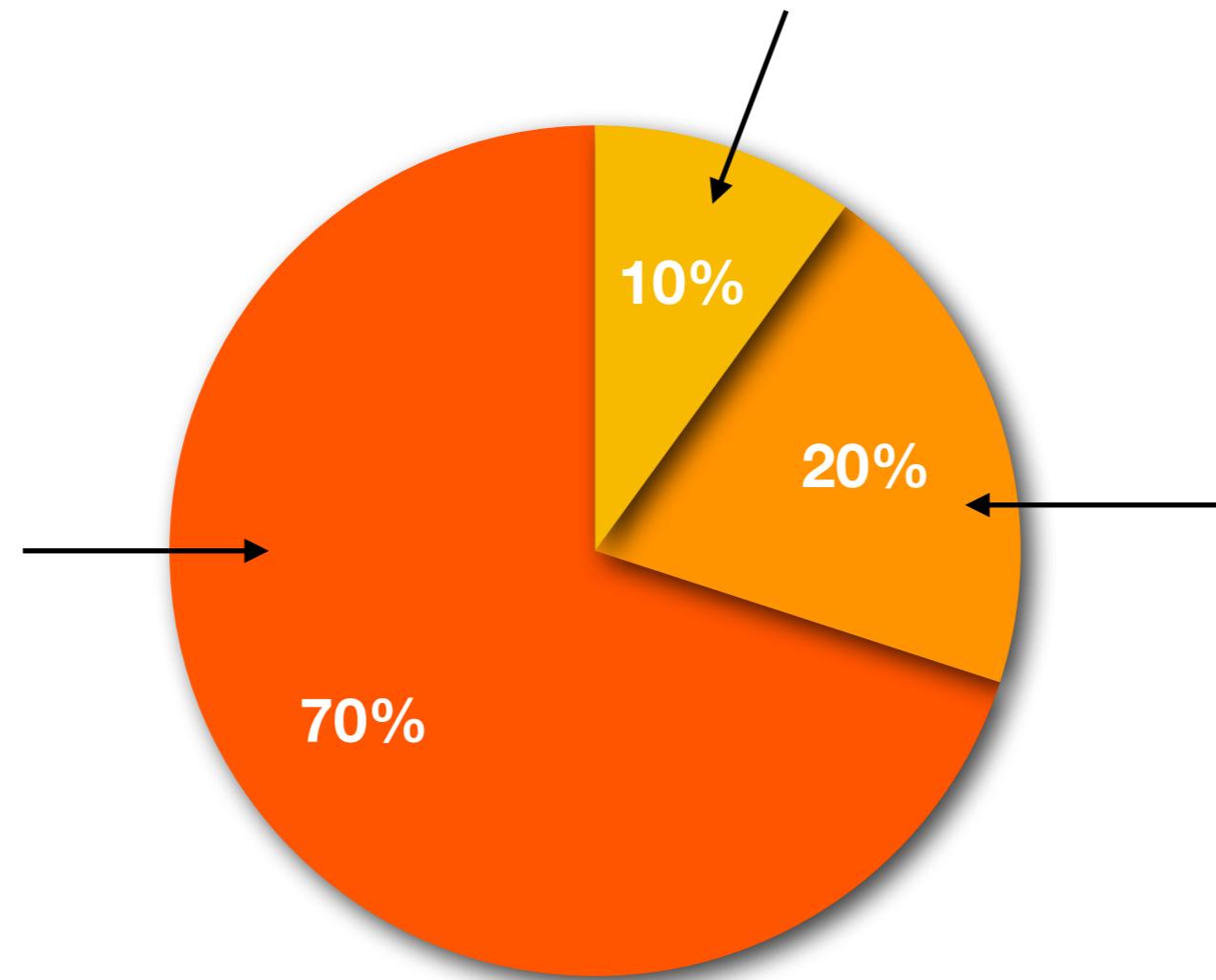
Self care can take on different forms for everyone - it's just a matter of what helps you relax, unwind, and take a step back from life's anxieties. How do you practise self care? 🌸🧘‍♀️😊

# 70/20/10 Rule

## Build your brand

*Value, relevant content that appeals to a huge audience*

1. Unique aspects of your brand.
2. Provide educational value & spur interest in your product/services.
3. Think about what makes your audience connect with you and your unique brand qualities. Tell your audience what makes you, you.



## Self-promotional

*Your brand, events etc*

1. Deals, new products
2. Contest, product giveaways
3. Customer feedback

## Relevant shared content

*From trusted sources*

1. Relevant industry news.
2. Hot trending news (public interest)

# **Content Themes**

# Needs of having content themes

Coming up with content all the time is hard.

Having content themes help set a rhythm to post a variety of different content types.

It's always good to have a mix of different types of content scheduled on your calendar to keep your social media pages engaging and interesting.

# Content themes

WHAT TO POST - 24 DAYS OF CONTENT			
<u>INSPIRATIONAL QUOTES</u>	<u>YOUR BLOG POSTS</u>	<u>QUICK TIP OF THE DAY</u>	<u>TUTORIALS</u>
Create your own or post other popular ones	Your own content is the best way to grow your following	Create themes around quick tips to get more done	Show followers how to do something that will help them
<u>ASK QUESTIONS</u>	<u>OLD POPULAR CONTENT</u>	<u>TRENDJACK</u>	<u>ANNOUNCEMENTS</u>
Ask your followers a closed question	Re-post popular content with new images Eg. Share a tip from one of your blog posts	Take a popular/trending topic and create a post on it	Let followers know about upcoming events or specials
<u>SOCIAL-ONLY PROMOS</u>	<u>CUSTOMER REVIEWS</u>	<u>ANSWER FAQs</u>	<u>SHORT VIDEOS</u>
Offer exclusive discounts only for your social followers	Share the best customer reviews	Answer common questions your followers have	Share a short YouTube video with a quick tip
<u>BEHIND THE SCENES</u>	<u>CONTESTS + GIVEAWAYS</u>	<u>HOLIDAY SPECIALS</u>	<u>ENCOURAGEMENT</u>
Show images of a featured employee. Eg. Before/After share what you did for your first job - mcdonalds server to marketing manager	Give away prizes in exchange for emails, likes/follows	Celebrate holidays with special themes, graphics and posts	Give positive words of encouragement for followers  PS. Social users are humans and everybody has those days
<u>FUN FACT ABOUT YOUR BIZ</u>	<u>REMIND YOUR AUDIENCE</u>	<u>ADVICE</u>	<u>RESULTS</u>
Share a fun fact or myth and the truth about your industry	Remind them about a monthly promo or contest	Share the best piece of advice you've been given	Close your giveaway + announce the winner
<u>GRATITUDE</u>	<u>TEASER</u>	<u>HUMOR</u>	<u>MISSION</u>
Thank your followers for their support	Sneak peak your upcoming promo of the month	Share a funny quote, meme, pic or video	Share causes that you care for



# Takeaway

1. Plan for content variety: shareable and original, tailor and repurpose, trendjack, audience participation (page 7).
2. Plan for audience engagement posts (page 32 and 35).
3. Include CTA in posts to invite audience participation (page 16 and 17).
4. Curate original and third-party content to facilitate scaling (page 12 and 17).
5. Develop content themes to help set a rhythm (page 25).
6. 70/20/10 rule (page 22).
7. Source and repurpose content, including USG content (page 12 to 15).
8. Keep track of social media platform's progress and performance.

# The Diamond

Social strategy

Content variety

Audience engagement

Content themes

#SeeAmazing

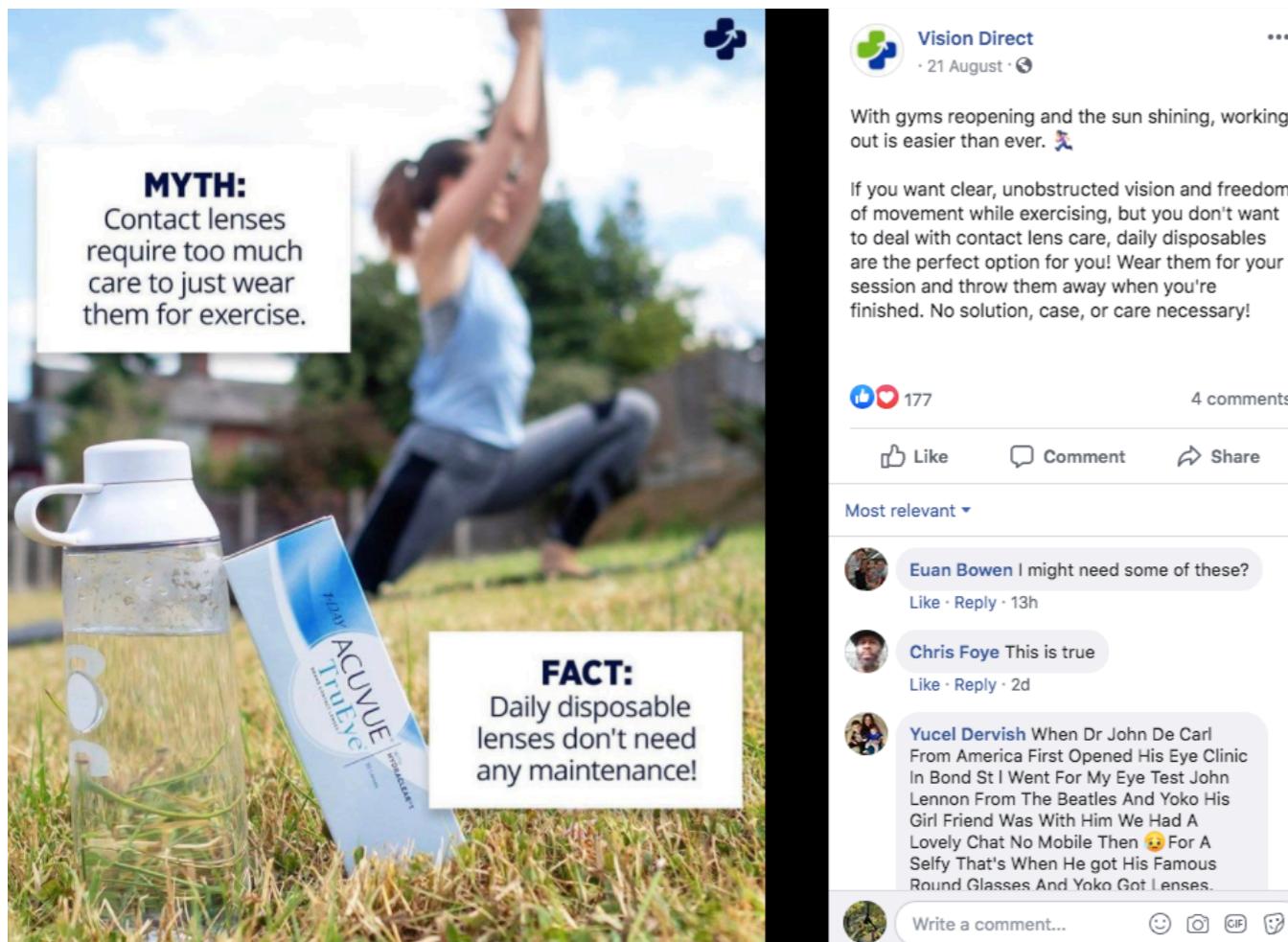
Monthly themes

# Useful links

- [\*\*11 Genius Ways to Repurpose Content\*\*](#)
- [\*\*How To Repurpose Blog Content For Social Media\*\*](#)
- [\*\*How to Use Trending Topics in Your Social Media Strategy\*\*](#)
- [\*\*How Can You Repurpose Your Online Reviews?\*\*](#)
- [\*\*How to Use Instagram Customer Reviews for Maximum Impact\*\*](#)
- [\*\*How to Discover and Create Content That Your Audience Craves \(and Grow Your Following\)\*\*](#)
- [\*\*How to Use Trending Topics in Your Social Media Strategy\*\*](#)
- [\*\*How to Increase Social Media Engagement: A Guide for Marketers\*\*](#)
- [\*\*What are good ways of increasing social media engagement?\*\*](#)
- [\*\*Best Ways to Use User-Generated Content on Your eCommerce Site\*\*](#)

# Appendix

# Vision Direct: Brand building (70%) via educational posts gained lots of likes, shares, comments

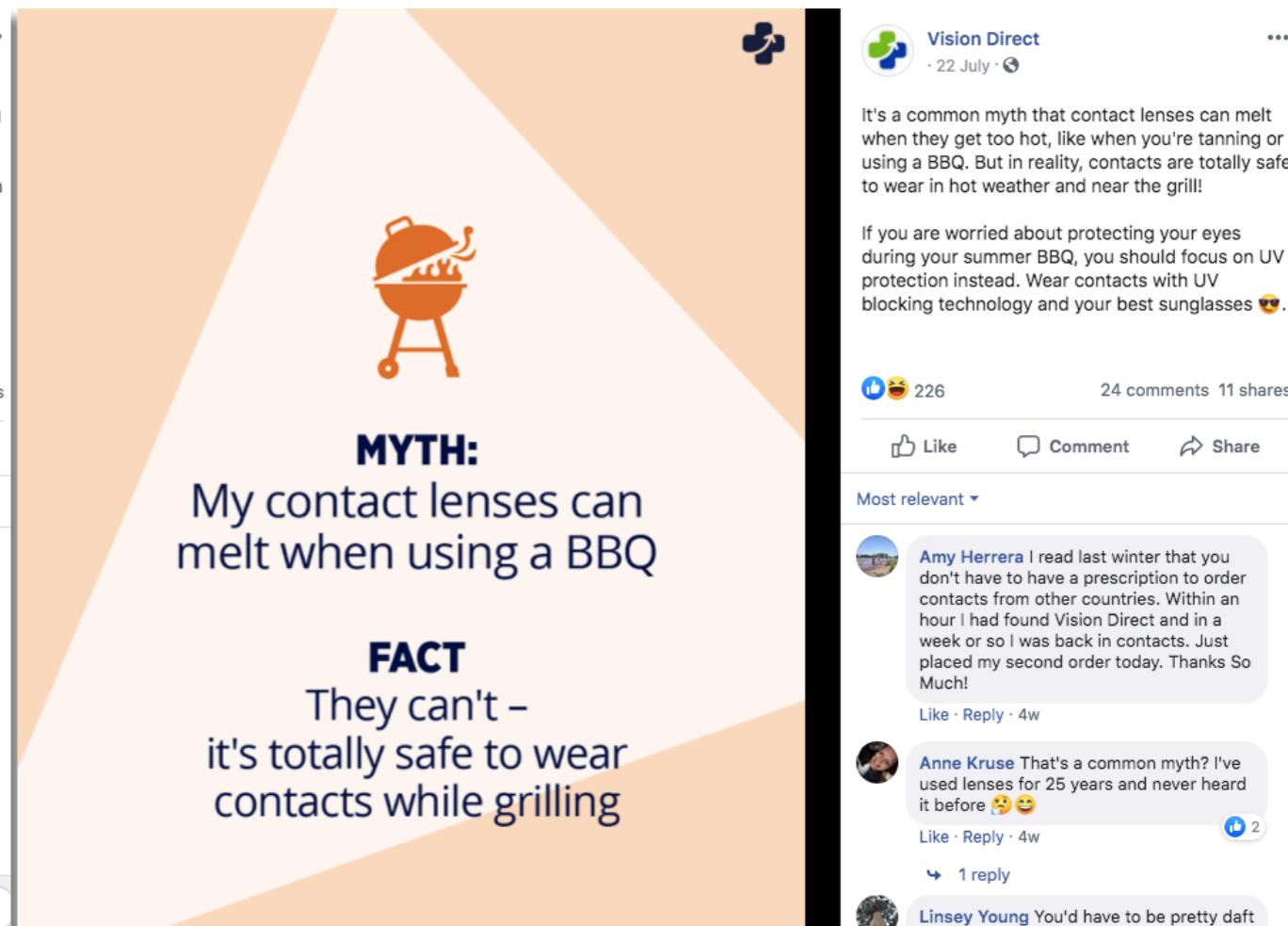


**MYTH:**  
Contact lenses require too much care to just wear them for exercise.

**FACT:**  
Daily disposable lenses don't need any maintenance!

With gyms reopening and the sun shining, working out is easier than ever. 🏋️ If you want clear, unobstructed vision and freedom of movement while exercising, but you don't want to deal with contact lens care, daily disposables are the perfect option for you! Wear them for your session and throw them away when you're finished. No solution, case, or care necessary!

177 likes, 4 comments



**MYTH:**  
It's a common myth that contact lenses can melt when they get too hot, like when you're tanning or using a BBQ. But in reality, contacts are totally safe to wear in hot weather and near the grill!!

**FACT**  
They can't – it's totally safe to wear contacts while grilling

If you are worried about protecting your eyes during your summer BBQ, you should focus on UV protection instead. Wear contacts with UV blocking technology and your best sunglasses 😎

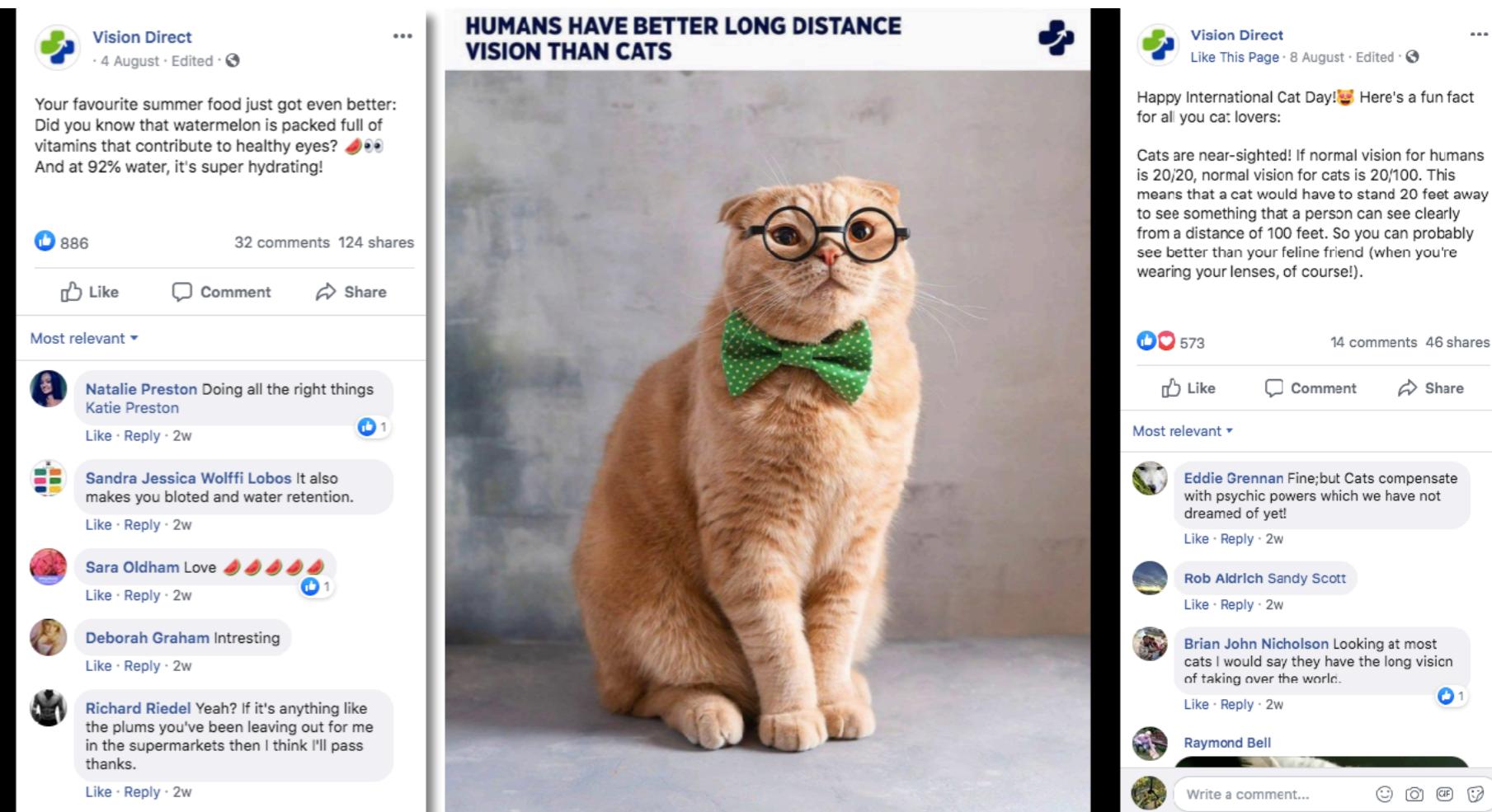
226 likes, 24 comments, 11 shares

# Educational post variety: Lighthearted, within audience interest, spurs engagements and conversations



A Facebook post from Vision Direct featuring a graphic with orange question marks and the text "DID YOU KNOW? Watermelon is a great source of Vitamin A, which helps defend against age-related macular degeneration!" The post has 886 likes, 32 comments, and 124 shares.

886 likes, 32 comments, 124 shares



A Facebook post from Vision Direct titled "HUMANS HAVE BETTER LONG DISTANCE VISION THAN CATS" featuring a photo of a ginger cat wearing glasses and a bow tie. The post has 573 likes, 14 comments, and 46 shares.

573 likes, 14 comments, 46 shares

# Vision Direct: Engagement posts are fun

1.



2.



3.



 Vision Direct  
Like This Page · 28 July · 0

Contact lens wearers, we need your help! 

We're adding three new (very cute) contact lens cases to our website soon, but we need your help naming them! What should we name each of these cases?  

74 29 comments 1 share

 Like  Comment  Share

Most relevant ▾

-  Beth Guest Andrew Garrity ...  
Like · Reply · 3w
-  Kim Smith Ribbit oink leap  
Like · Reply · 3w  1
-  Scott Dallas Aliens and animals cases  
Like · Reply · 3w  
 1 reply
-  Sona Manusyan Really calm, very tender, always fresh  
Like · Reply · 3w
-  Jane Wilson 1 Henry  
2 Percy  
3 Freddy

**CAN YOU SPOT THE SUNGLASSES**  



Always losing your sunglasses? Us too . Can you spot the sunglasses in the pic below?

304 66 comments 10 shares

 Like  Comment  Share

Most relevant ▾

-  Linda Mcdonald Yes found them x  
Like · Reply · 4w
-  Jan Tebbutt Yes  
Like · Reply · 4w
-  Helen Smith Under the hat  
Like · Reply · 4w
-  Velda Bodenham Yes  
Like · Reply · 4w
-  Cheryl Marshall Yes  
Like · Reply · 4w
-  Anneli Truu Quite visible.  
Like · Reply · 4w

[View more comments](#) 6 of 62

 Write a comment...    

74 likes, 29 comments, 1 share

304 likes, 66 comments, 10 shares

# Vision Direct: Self-promo (10%)



subscribe to our YouTube channel and you could **WIN £50 STORE CREDIT**

**Vision Direct** Like This Page · 1 July · Edited · 3

🎉 GIVEAWAY TIME!!! 🎉

We're giving away £50 store credit to one lucky winner! Here's how to enter 👇:

1. Subscribe to our YouTube channel: <https://bddy.me/38j3SVF>
2. Comment on this post and let us know which video is your favourite!

Giveaway ends Monday, 6th July at 10am. Terms and Conditions: <https://bddy.me/3eKfzXM>

217 69 comments 14 shares

Like Comment Share

Most relevant

**Author** Vision Direct Thank you all for subscribing and for participating in our giveaway! 😊 The competition has ended and the winner has been notified! Keep your eyes peeled for our next competition! 7w

Ross Leech Gizmo Saves Chrismas. 7w

Becky Louise Thomason Amazing animal 7w

217 likes, 69 comments, 14 shares

“

**Trustpilot**

I am very impressed with the service and quality. It is very refreshing to come across a company who cares. Thank you.

Carolyn E 14/04/20 ★★★★★

”

240 likes, 19 comments, 4 shares

**Vision Direct** · 10 June · 3

We care about our customers a lot, which is why we're here to help you 24 hours a day, 7 days a week. ↗

Find out the best ways to get in touch with our customer service team here: <https://bit.ly/3dJVj8I>

240 19 comments 4 share

Like Comment Share

Most relevant

Rossana Piccolo Excellent service, got my lenses delivered in less than 48 hours plus I got a reply for my query almost instantly! 6w

Kinal Kapadia Ahir Very quick delivery service. I received my lenses in less than 24 hours. So impressed. Will order it again 😊 9w

Fabienne Luisetti Vision direct: the best online provider of all! Carry on the good work. 10w

**Author** Vision Direct Thank you Fabienne! 🌟 1

# Capitalize on trends during the pandemic (museum tours, dalgona coffee) via blog posts

 Vision Direct   
18 May · 

Happy International Museum Day! Even though we can't appreciate our favourite museums in person today, we can explore them for free, virtually. 🖼

Here are a few of our favourite museums for you to tour from the comfort of your couch. Which ones will be on the top of your list to visit when we can travel again? ✈️



VISIONDIRECT.CO.UK  
**8 best virtual museum tours during self-isolation**

  109      7 comments 59 shares

109 likes, 7 comments, 59 shares

 Vision Direct   
27 May · 

On average in the UK, we drink 2 cups of coffee per day. With trends like Dalgona coffee and the need for a bit more of an energy boost while working from home, it's safe to say we're all enjoying our daily brew(s) right now. ☕

But does drinking all that coffee have an effect on our eyesight? We've done the important research for you - find the answers in our latest blog. ↗



VISIONDIRECT.CO.UK  
**Does drinking coffee damage your eyesight?**  
3 coffees a day linked to a range of health benefits, including improving...

 19      10 comments 3 shares

19 likes, 10 comments, 3 shares

# Source content ideas to increase audience participation

Forums and the internet are a great place to start getting interesting topic ideas from people, which can be converted into various audience participation posts e.g. polls, questions, fill in the blanks, caption this, ask for opinions etc.

The screenshot shows a search results page for "eyewear summer reddit" on a web browser. The search bar at the top contains the query. Below it, there are several search filters: All (selected), Images, News, Shopping, Videos, More, Settings, and Tools. The results section indicates there are about 26,200,000 results found in 0.44 seconds. The first result is a post titled "Makeup tips for glasses-wearers during summer?" by u/ImReallyBadAtThis98, posted 2 years ago. It has 10 upvotes and 11 comments. The post content discusses challenges of wearing glasses in summer heat. The second result is a post titled "With summer coming up, what are your favorite sunglasses?" by u/[deleted], posted 2 years ago. It has 29 upvotes and 71 comments. The post content asks for recommendations for summer sunglasses. To the right of these posts, there are several blue links to specific posts or guides on Reddit, such as "Your favorite \_\_\_ for \$\_\_\_: Sunglasses - Reddit", "Guide to Sunglasses : malefashionadvice - Reddit", "A Guide to Glasses (and a Word on Sunglasses) - Reddit", and "Alternative Method for Choosing the Right Sunglasses (No ...)". These links likely lead to detailed guides or discussions on the topic.

eyewear summer reddit

All Images News Shopping Videos More Settings Tools

About 26,200,000 results (0.44 seconds)

[www.reddit.com › malefashionadvice › comments › yo...](#)

**Your favorite \_\_\_ for \$\_\_\_: Sunglasses - Reddit**

Aside from quality lenses and good styling, good **sunglasses** can be made of ... the AC always overcompensates for the **summer** heat and I end up throwing on a ...

[www.reddit.com › malefashionadvice › comments › gu...](#)

**Guide to Sunglasses : malefashionadvice - Reddit**

Introduction In this guide I hope to discuss the basics of buying **sunglasses** ... the AC always overcompensates for the **summer** heat and I end up throwing on a ...

[www.reddit.com › malefashionadvice › comments › ilst4](#)

**A Guide to Glasses (and a Word on Sunglasses) - Reddit**

A quick disclaimer: I don't consider myself to be an expert on **glasses**, but I have read a lot about ... Pablo Picasso Is the Unheralded King of **Summer** Style.

[www.reddit.com › femalefashionadvice › comments](#)

**With summer coming up, what are your favorite sunglasses ...**

30 votes, 71 comments. It's still "second winter" where I live, but I'm SO looking forward to summer. My last pair of **sunglasses** that I bought for ...

[www.reddit.com › malefashionadvice › comments › alt...](#)

**Alternative Method for Choosing the Right Sunglasses (No ...**

So I created a guide for choosing **sunglasses** that doesn't focus directly on ... the AC always overcompensates for the **summer** heat and I end up throwing on a ...

Posted by u/ImReallyBadAtThis98 NC15/Fenty 120 2 years ago

**10** Makeup tips for glasses-wearers during summer?

Hello everyone! it's summer right now where I'm from and it's really, really hot. I usually wear contact lenses, but because of how humid and dusty it is, my eyes tend to get really dry, so I've decided to stick to wearing my glasses. Do you have any tips for those of us who wear glasses? Skin type is oily!

11 Comments Give Award Share Save Hide Report 92% Upvoted

Posted by u/[deleted] 2 years ago

**29** With summer coming up, what are your favorite sunglasses?

It's still "second winter" where I live, but I'm SO looking forward to summer. My last pair of sunglasses that I bought for \$10 in San Francisco on vacation got sat on last summer, so alas I am currently without sunglasses with the summer months approaching. I am open to spending more than \$10 this time of course... but no more than \$150-\$200 MAX. What are your favorite sunglasses?

71 Comments Share Save Hide Report 95% Upvoted

# Comment first via other geo profiles



ELON MUSK CLAIMS HIS NEURALINK CHIP WILL ALLOW YOU TO STREAM MUSIC STRAIGHT TO YOUR BRAIN

Liked by msoler24\_ and others

ladbible Wave goodbye to headphones 🙌🧠 Link in bio for the details on the new tech.

View all 4,142 comments

ladbibleireland I'll stick with my Airpods 🎧 8 hours ago



AUGUST ALSINA RELEASES SONG 'ENTANGLEMENTS' ABOUT HIS AFFAIR WITH JADA PINKETT SMITH

Liked by ladbibleireland and others

ladbible Things just got even messier... 😳😳 Link in bio for the lyrics from the track.

View all 1,755 comments

ladbibleireland This whole situation is wild. I feel bad for the kids 😞 8 hours ago