Sample social media communications that will be used on CORE social media channels (Twitter, Facebook, Instagram, and LinkedIn)

Consumer facing (will use infographic and motion infographic assets)

1. **For the consumer press release** (this is a thread)

   What do experts say about contact lens wear during #coronavirus? A new peer-reviewed paper from five of the world's most prominent ocular researchers reassures contact lens wearers that they can keep wearing their lenses. #covid19 #eyecare COVIDEyeFacts.org 1/6
   .
   "There is currently no scientific evidence that contact lens wearers have an increased risk of contracting COVID-19 compared with eyeglass wearers" COVIDEyeFacts.org 2/6
   .
   As always, good hygiene habits are critical. Wash and dry your hands before handling and ensure proper wear and care, including good contact lens case hygiene. Glasses wearers should regularly clean their glasses with soap and water. COVIDEyeFacts.org 3/6
   .
   Regular eyeglasses WILL NOT provide protection from COVID-19. "Despite rumours, there is no scientific evidence that eyeglasses or sunglasses offer any protection to the wearer." COVIDEyeFacts.org 4/6
   .
   If you are sick, you should temporarily stop wearing contact lenses and revert to wearing eyeglasses. Resume use with fresh, new lenses and a new lens case when you return to full health after talking with your eye care professional. COVIDEyeFacts.org 5/6
   .
   Talk to you eye care professional and visit COVIDEyeFacts.org for more information on your eyes, contact lenses and glasses during the COVID-19 pandemic. 6/6

2. **For ECP press release**

   5 prominent ocular scientists have published a new peer-reviewed paper in Contact Lens & Anterior Eye offering advice to contact lens practitioners during the #Covid19 pandemic #Coronavirus #eyehealth #eyecare [LINK TO ECP RELEASE] More information for patients and practitioners at COVIDEyeFacts.org

3. **For the 5 facts:**

   Contact Lenses and #COVID-19. 5 Facts Contact Lens Wearers and Glasses Wearers Need To Know! #contactlenses #stayhealthy #coronavirus [LINK TO HANDOUT]

What contact lens wearers need to know during #Covid19 [EMBEDED MOVING INFOGRAPHIC]

The results of a new scientific publication provide clear advice for contact lens wearers during the global #COVID-19 pandemic. Contact lens wear DOES NOT increase your chances of contracting COVID-19 #contactlenses #stayhomestaysafe [Image: Fact #1 with COVIDEyeFacts.org link]

A new study shows that regular glasses do not provide protection from COVID-19, a position supported by the @CDCgov. #coronavirus [Image Fact #3 with COVIDEyeFacts.org link]