#LookCloser - How to get involved

As part of our 2020: The year of good vision for life campaign, Optometry Australia will be kicking off a wave of social media activity under the theme #LookCloser aimed at encouraging all Australians to have their eyes examined by an optometrist, and raising awareness of eye health. The campaign will coincide with the release of the 2020 Vision Index Report in January 2020.
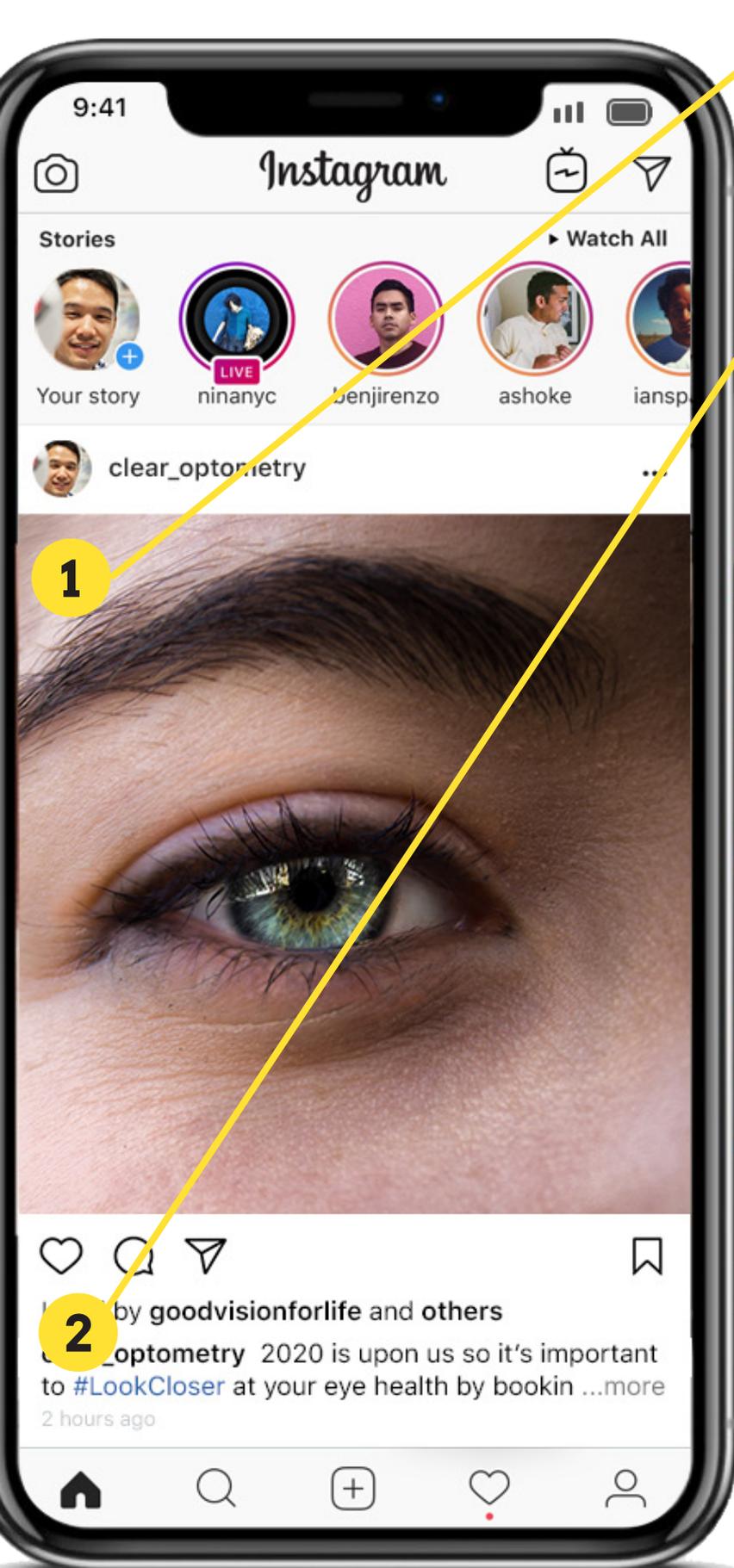
Optometrists and the wider eye health sector

While we will work with social media influencers across a breadth of interest areas, we'd love your participation in the **#LookCloser** campaign to help us spread the message to the widest possible consumer audience throughout 2020.

The **#LookCloser** campaign message is designed to motivate people to visit an optometrist for an eye examination. The mechanism is simple: use an image of, or take a close-up photograph of an eye, post it to Instagram, use the **#LookCloser** hashtag and encourage your patients, family, friends, colleagues and their own social media followers, to do the same.

The campaign will be supported by a consumer competition between 20 January and 9 February 2020 that will see the top 10 entrants win $200 to spend on product at their chosen optometrist found on goodvisionforlife.com.au.

Taking part

1 Post an eye image to your professional or personal Instagram account (we will provide a selection of images, or you can get creative and take your own)

2 Tag **@goodvisionforlife,** and include a caption with our campaign hashtag **#LookCloser**

Include a call to action for your followers to participate in the campaign by posting a close-up photo of an eye – yours, theirs, or someone else's - to Instagram, use the **#LookCloser** hashtag, and tag **@goodvisionforlife**. We'll be judging the top ten posts on clarity, creativity, and comprehension of the eye health message. (further details on competition below). You may wish to include our other recommended hashtags **#bookaneyeexam** and **#2020goodvisionforlife** and any other hashtags that support your own brand and messages.
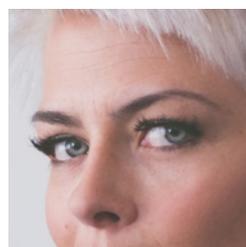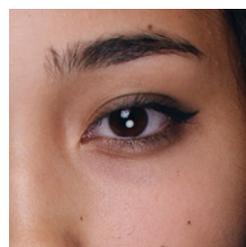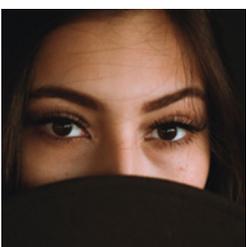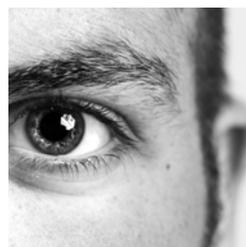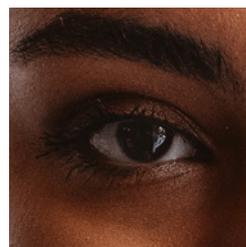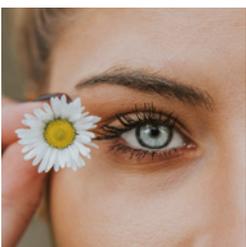
Here's an example:

2020 is upon us so it's important to #LookCloser at your eye health by booking an eye exam. Upload a photo of your eye and tag us and @goodvisionforlife, using the hashtag #LookCloser for the chance to win $200 to spend on product at your chosen optometry practice. #bookaneyeexam #2020goodvisionforlife

Hints and tips

- Participate in the campaign! If you have brand ambassadors in place, please encourage them to take part as well.

- Encourage your employees, patients, friends and community to post an image of an eye to their Instagram to further promote the campaign and get additional people on board.

- Promote the campaign on Instagram, in electronic communications to your patients/database, as well as highlighting it on your practice website, Facebook, Twitter and LinkedIn pages. Don't forget to encourage them to tag your optometry practice.

- Images should be clear and in-focus

- Imagery should be close-up of one of your eyes, or both, or have an emphasis on your eyes if the whole face is included (like the examples in this document). Our tips:

  - Take a selfie of your eye or eyes - or use a picture of someone else's

  - Have a friend or family member take the image on your phone

  - Use natural sunlight for clear images and to bring out the colour of your eyes

- Don't forget to incorporate the hashtag **#LookCloser** and some campaign messaging, like 1-2 of the following key messages for your posts:

  - Visit your local optometrist for an eye examination and a closer look into your eye health.

  - We can sometimes take our eyesight for granted until something goes wrong. The earlier we start looking after our eyes, the better our chance of maintaining good vision, for life.

  - 90% of vision loss is treatable or avoidable.

  - It's worth a closer look (by having regular eye examinations)

  - Our eyes are a precious gift and good vision is key for living a healthy, happy and high-quality life.

  - Other recommended hashtags **#bookaneyeexam** and **#2020goodvisionforlife**

Consumer competition details

Everyone can participate in the campaign by:

- Uploading a photo of an eye
- Including a relevant caption about eye health
- Including the hashtag **#LookCloser**
  - Extra favourability for also using **#2020goodvisionforlife** and **#bookaneyeexam**
- Tagging their preferred optometrist (not essential) found on goodvisionforlife.com.au
- Completing these aspects will make them eligible to win a prize, and posts will be judged according to the three Cs:
  - clarity (of image);
  - creativity (of post); and
  - comprehension (of eye health message)
- Instagram profiles need to be set to public to be eligible to win a prize

People who take part by completing the above between 20 January 2020 and 9 February 2020 will go in the draw to win $200 to spend on product at their chosen optometrist. The chosen optometrist must appear on goodvisionforlife.com.au. Optometry Australia will provide monetary value of $200 to spend on product for the top ten (10) consumers picked.

The winners* will be contacted by Optometry Australia and prize administered directly.

*Optometrists not eligible to win.

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