

# Social Media Assets

playhard  
don'tblink



## Imagery

## Content

➡ **Help us be super!** Make sure to tag us in your posts [@superspecsohio](https://www.instagram.com/superspecsohio)



**Most eye injuries**  
**among kids aged 11-14**  
**occur while**  
**playing sports.**



**Super  
spec  
tacular**

**45,000+**

**sports and recreation-**  
**related eye injuries**  
**occur each year.**

### Post 1:

Superspecs provides free protective eye gear to kids in Ohio, and is spreading the word about the importance of eye safety. Let's make eye injuries unheard of. **Get free gear, here: [superspecs.org](https://superspecs.org)**

### Post 2:

Prevent them by always wearing protective eye equipment like goggles for soccer and basketball, and masks for softball and baseball. **Get free gear, here: [superspecs.org](https://superspecs.org)**

### Post 3:

3 super things about Superspecs:

1. Prevents blindness
2. Improves your game
3. Costs nothing

**Get free gear, here: [superspecs.org](https://superspecs.org)**

### Post 4:

90% of these injuries can be prevented when children wear proper eye protection. **Get free gear, here: [superspecs.org](https://superspecs.org)**

# Social Media Assets cont.

## Imagery

---



## Content

---

### Post 5:

Get protective equipment for your youth baseball or softball teams, free of charge. Superspecs works with organized youth leagues to protect kids' eyes while they're playing by providing no-cost baseball and softball helmets with face masks, and fielder's masks for softball.

**Learn more, here:** [superspecs.org/programs/sports/](https://superspecs.org/programs/sports/)

### Post 6:

Get goggles for your ball team, free of charge. Superspecs works with organized youth leagues to protect kids' eyes while they're playing by providing no-cost sports goggles for basketball and soccer.

**Learn more, here:** [superspecs.org/programs/sports/](https://superspecs.org/programs/sports/)

### Post 7:

Get protective equipment for your vocational program. Superspecs works with Ohio schools to protect kids' eyes while they're learning by donating safety glasses free of charge. **Learn more, here:**

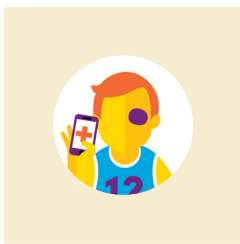
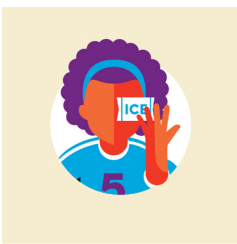
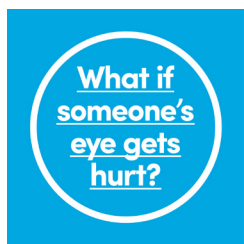
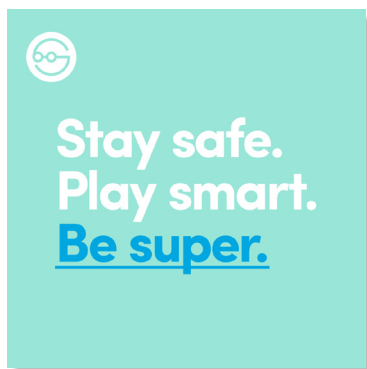
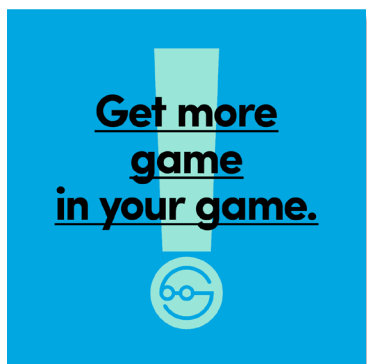
[superspecs.org/programs/vocational/](https://superspecs.org/programs/vocational/)

### Post 8:

Does your kid wear glasses? Protect them from eye injuries when they play sports by getting a free pair of prescription sports goggles. Qualifying children must be school-aged and reside in Ohio. **Learn more, here:** [superspecs.org/programs/prescription/](https://superspecs.org/programs/prescription/)

# Social Media Assets cont.

## Imagery



## Content

### Post 9:

When kids play sports wearing eye protection, they're less afraid of the ball. Because of this confidence, they can focus on learning the game, sharpening their skills, and becoming a better all-around athlete. Learn more, here: [superspecs.org](https://superspecs.org)

### Post 10: (This is a 2-image post)

Kids who wear eye protection play with more confidence and can focus on becoming better athletes because they know they're not going to get hurt by the ball. **Get free gear, here: [superspecs.org](https://superspecs.org)**

### Post 11:

Superspecs provides free protective eye gear to kids in Ohio, and is spreading the word about the importance of eye safety. Let's make eye injuries unheard of. **Get free gear, here: [superspecs.org](https://superspecs.org)**

### Post 12: (This is a 3-image post)

Apply a small cold compress to reduce pain and swelling. Be careful not to apply any pressure.

If a black eye, pain, or visual disturbance occurs (even if the eye wasn't hit that hard) contact your doctor or go to the Emergency Room immediately. You're always better safe than sorry! **Learn more here: [superspecs.org](https://superspecs.org)**