

# VM's Social Media Community in 2013

Vision Monday would like to celebrate and thank our readers, followers and fans for helping us extend our digital reach in 2013. Some highlights as we extend into 2014...

 **7,158** followers **91%** growth

 **2,709** followers **31%** growth

 **274** followers **954%** growth

@VisionMonday was designated the “**Top Influencer of #VisionExpoWest**” by Symplur, a health care social media consultancy that curated the Healthcare Hashtag Project.



## And speaking of hashtags...

To coincide with our 2013 e-newsletter introductions and VisionMonday.com's relaunch, we've kept the conversation going with a series of new hashtags...

### #VMEye2

Content related to wearable tech as seen in VM's new Eye<sup>2</sup> e-newsletter and the Vision Monday Eye<sup>2</sup> Zone at Vision Expo West.

### #VMdba

Eyecare biz tips for and from those “doing business in optical's local markets,” as chronicled in the new dba e-newsletter.

### #IntelligentOffice

Buzz about VM's new microsite that explores how ECPs are using smartphones, tablets, apps and cloud computing to manage information.

### #VMVideo

Posts and commentary regarding Vision Monday's video content covering the news, trends, topics and community of optical.

### #VMmultimedia

Connecting all of VM's new multimedia content from data to puzzles and a growing collection of infographics.

### #VMSpirit

Sharing the spirit of optical with photos and videos of in-store decor, launched in time for our Seasonal Spirit Contest.

...joining those that existed prior to 2013, such as

#VMCLICK

#VMDARE

#VMSUMMIT

## And let's not forget the fun part, our social media campaigns...

2,013  
LIKES  
BY 2013!

### “2013 by 2013”

As we rounded the corner to 2013, we asked our readers to help us meet our New Year's resolution—to reach 2,013 “Likes” on Facebook by the year 2013—and we did!

VM Share the



### “Share the Love”

In this Valentine's Day themed campaign, we aimed Cupid's arrows at optical industry members throughout the month of February and asked them to identify colleagues who inspire the workplace with their passion and love for the eyecare industry.



### “Seasonal Spirit Contest” aka #VMSpirit

Vision industry professionals shared the spirit of optical with us by posting videos and photos of their “vision” of holiday fun in an optical setting.



Remember to tell us what you're doing—join the conversation with VM on Twitter @VisionMonday, Facebook.com/VisionMonday and LinkedIn.com/Company/Vision-Monday-Magazine.