

A man and a child are splashing water in a pool. The man is on the left, and the child is on the right. They are both smiling and looking towards the camera. The water is splashing around them, creating a dynamic and joyful scene. The background is a bright blue sky with some greenery.

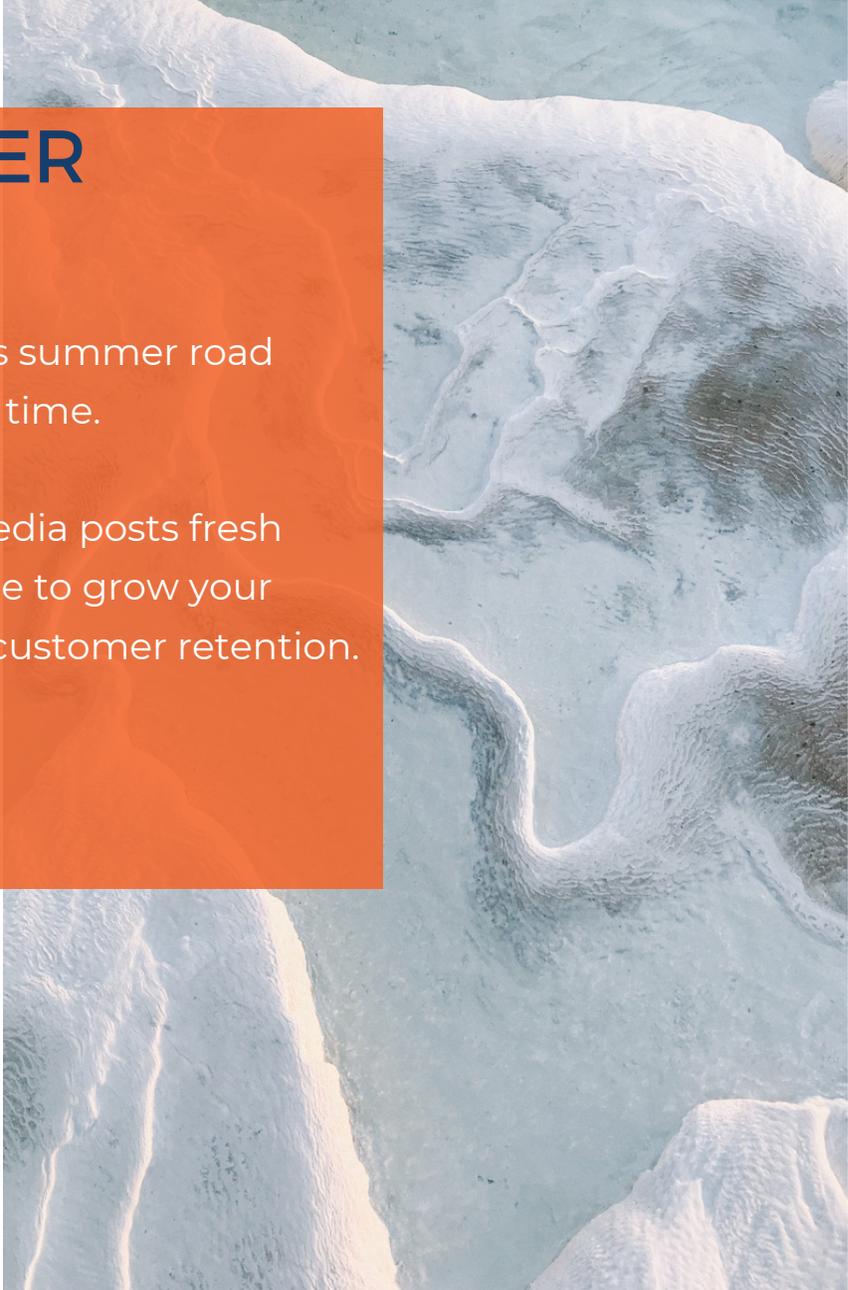
**July 2021**

**kreussler**  
TEXTILE CARE

# KREUSSLER INSIDERS

SOCIAL MEDIA  
INSPIRATION GUIDE

[KREUSSLERINC.COM](https://www.kreusslerinc.com)



# JULY INSIDER CONTENT

This month our focus is summer road trips, BBQs, and family time.

Keeping your social media posts fresh and timely will continue to grow your brand awareness and customer retention.

*Look at each month, plan your content for the holidays, add your specials, and fill in the rest with interesting content.*



## What to talk about in July 2021

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*The United States is opening up and we're gearing up for a hot summer. Keep cool and bring your laundry to us!*

*Focus on camping and family time.*

*Come up with ideas to help people live their lives outside their houses.*

*We can help BY WHAT? Figure that out for your customers.*

# JULY HOLIDAYS

4 | Independence Day

11 | National Mojita Day

15 | Get to Know Your  
Customers Day

17 | World Emoji Day

22 | National Hot Dog Day

25 | National Wine and  
Cheese Day



# JULY HASHTAGS

- 01 #JULYVIBES
- 02 #SUMMERISHERE
- 03 #DRYCLEANERLIFE
- 04 #JULYSPECIALS
- 05 #4THOFJULYFUN



- 06 #KEEPITCLEAN
- 07 #SUPPORTSMALLSHOPS
- 08 #LIFENOTLAUNDRY
- 09 #FAMILYVACATION
- 10 #GARMENTCARE

# POSTING IDEAS FOR JULY



Print the July calendar so you can add post ideas for each day. Add the holidays that you want to post. Add these ideas sprinkled throughout the month. Take photos and use Insider images.



- 4 times - Highlight your locations
- 3 times - show your curbside pick up
- 3 times - prep for weddings
- 4 times - monthly special
- 4 times - talk about your community
- 4 times - highlight your staff or owner

# JUMP ON A TREND



WRINKLES ARE IN FASHION. Not the ones linen trousers acquire, but the fine lines that accrue on an elderly individual's face. Lately, the fashion world is celebrating those 60-and-up for their style.

Last year, Hsu Hsiu-e, 84 and Chang Wan-ji, 83—a married couple who own a laundromat in Taiwan—became global social media stars thanks to their Instagram account, [@wantshowasyoung](#). The pair pose in compelling outfits styled from clothes their laundromat customers have left behind. The account is now up to over 654,000 followers.

A woman with short dark hair, wearing a white blazer, is shown in profile, looking towards the left. In the background, a man is working on a blue laptop at a desk. The office environment includes a desk lamp and a wire shelving unit.

*HOW TO CREATE A  
LINKEDIN CONTENT  
STRATEGY*

[click to read](#)

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A young woman with long dark hair, wearing a brown ribbed turtleneck sweater, is smiling warmly at the camera. She is in a cafe or restaurant setting with warm lighting and blurred background elements like a bar and other people.

*3 SIMPLE TIPS FOR  
BUSINESSES TO  
REMEMBER ON THE  
ROAD TO RECOVERY*

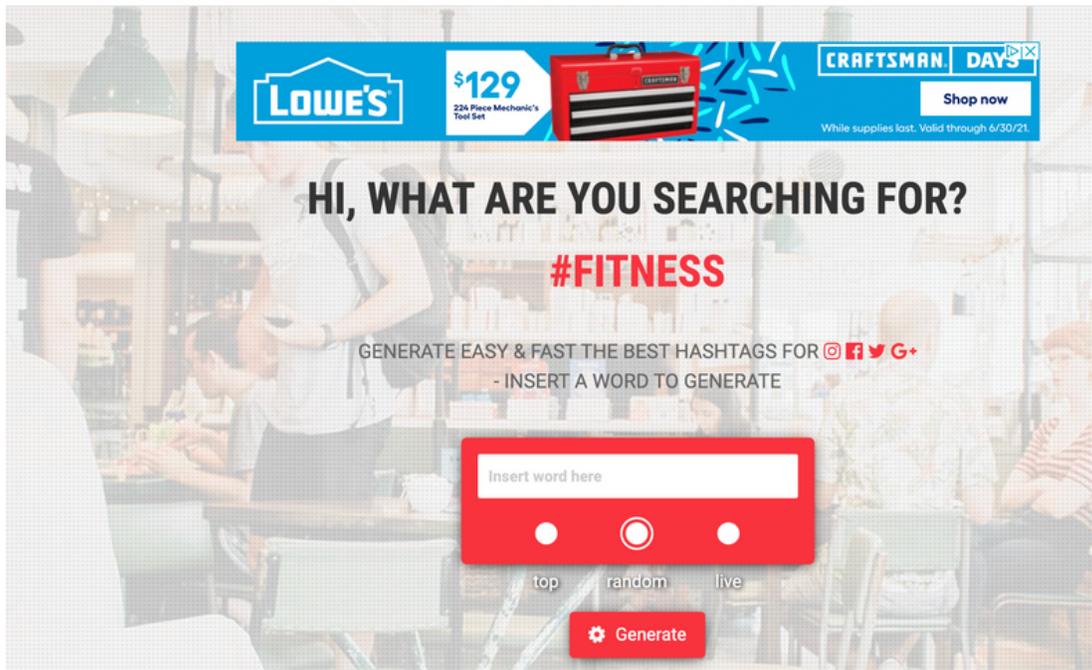
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# FREE MARKETING TOOL

All#ASHTAG

HOME ABOUT GENERATOR CREATOR ANALYTICS



Free hashtag tool to create your hashtag groups for Instagram and LinkedIn. Create a few groups to use on different types of posts like your city name.

**FIND YOUR HASHTAGS WITH EASE WITH  
ALL HASHTAG**

[click here and bookmark](#)



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## WE'RE HERE FOR YOU!

I hope this July Inspiration Guide gives you ideas for your social media content.

As always, Kreussler Inc. is committed to being your textile chemistry partner.

*Peggy Fitzpatrick*

Marketing and Social Media, Kreussler Inc.

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*Let me know how you like the social media inspiration guide!*

