October 2021

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KREUSSLER INSIDERS

SOCIAL MEDIA INSPIRATION GUIDE

KREUSSLERINC.COM

OCTOBER INSIDER CONTENT

This month's trends are fall decor, Halloween, and Pumpkin Spice everything!

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.

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What to talk about in October 2021

Heading into fall means sweaters, coats, and all the warm things need to come into to be cleaned. Come up with ideas to help people live their lives outside their houses.

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

OCTOBER HOLIDAYS

1 International Coffee Day

11 Indigenous People's Day

18 Chocolate Cupcake Day

21 Back to the Future Day

26 National Pumpkin Day

 $\left. 30 \right|$ Halloween





OCTOBER HASHTAG<mark>S</mark>

- 01 #OCTOBERVIBES
- 02 #AUTUMNTIME
- 03 #DRYCLEANERLIFE
- 04 #MONTHLYSPECIALS
- 05 #ITSFALLYALL





06	#KEEPITCLEAN
07	#SUPPORTSMALLSHOPS
08	#LIFENOTLAUNDRY
09	#PUMPKINSPICEEVERYTHING
10	#GARMENTCARE

POSTING IDEAS FOR OCTOBER



Print an October 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 back to work
- 4 times monthly special
- 4 times talk about your community
- 4 times highlight your staff or owner

COPYRIGHTS & THE AGE OF SOCIAL MEDIA

Do you know which images you can save, share, and publish with on social media, and the internet at large? Do you own the copyright? What are the image usage rights?



What is a copyright? The amount of images on the internet boggles the mind, but what are the rights associated with each image? Every time someone snaps a photo on their phone or a camera, image rights are at work.





THE INSIDER'S GUIDE TO PROPER PHOTO USAGE

click to read

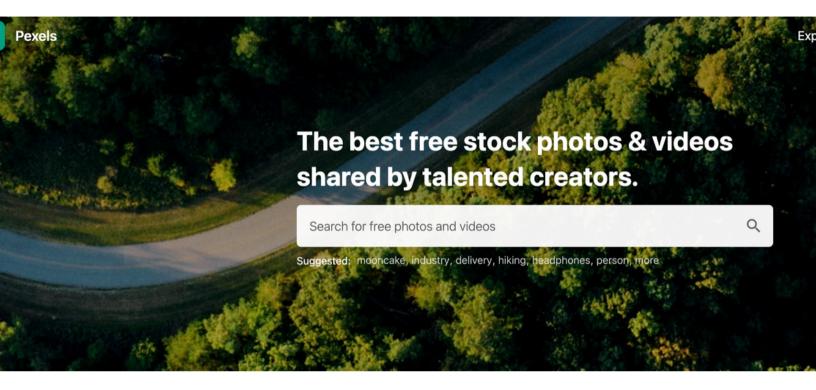
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Pumpkin spice and everything nice

5 SEASONAL MARKETING TAKEAWAYS FROM FALL FLAVORS FEVER

click to read

FREE MARKETING TOOL



Free stock photos

PHOTOS THAT YOU CAN LEGALLY USE

click here for the website



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

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

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

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