

A hand with white nail polish holds a brown pinecone. The background is a white quilted fabric with a circular pattern. A small orange pumpkin is visible on the left side.

**October 2021**

**kreussler**  
TEXTILE CARE

# KREUSSLER INSIDERS

SOCIAL MEDIA  
INSPIRATION GUIDE

[KREUSSLERINC.COM](http://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.*



## 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 out 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

30 | Halloween





# OCTOBER HASHTAGS

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.

[READ THE FULL ARTICLE](#)

KREUSSLER INSIDERS [KREUSSLERINC.COM](http://KREUSSLERINC.COM)





THE INSIDER'S  
GUIDE TO PROPER  
PHOTO USAGE

[click to read](#)

KREUSSLER INSIDERS [KREUSSLERINC.COM](http://KREUSSLERINC.COM)





# *Pumpkin spice and everything nice*

5 SEASONAL  
MARKETING  
TAKEAWAYS FROM  
FALL FLAVORS FEVER

[click to read](#)

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



# FREE MARKETING TOOL

Pexels

Exp

The best free stock photos & videos  
shared by talented creators.

Search for free photos and videos



Suggested: mooncake, industry, delivery, hiking, headphones, person, more

## Free stock photos

**PHOTOS THAT YOU CAN LEGALLY USE**

[click here for the website](#)



**KREUSSLER INSIDERS KREUSSLERINC.COM**



## WE'RE HERE FOR YOU!

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.

*Peggy Fitzpatrick*

Marketing and Social Media, Kreussler Inc.

[KreusslerInc.com](http://KreusslerInc.com)

[peggy.fitzpatrick@kreussler.com](mailto:peggy.fitzpatrick@kreussler.com)

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

