

KREUSSLERINC.COM

**December 2021**

**kreussler**  
TEXTILE CARE

**KREUSSLER  
INSIDERS**

SOCIAL MEDIA  
INSPIRATION GUIDE

# DECEMBER INSIDER CONTENT

This month's trends are the holidays!

COVID cases are climbing again, it's a good time to remind your customers that you can deep clean their garments better than home laundry.



*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 December 2021

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*Don't forget to bring in your Santa suit for cleaning.*

*Tips for holiday prep and super cleaning your home.*

*Let people know if you have changes in your holiday schedule.*

# DECEMBER HOLIDAYS

7 | Pearl Harbor Day

21 | First Day of Winter

24 | Christmas Eve

25 | Christmas Day

30 | National Bacon Day

31 | New Year's Eve



# DECEMBER HASHTAGS

01 #THANKFUL

02 #SHOPSMALL

03 #DRYCLEANERLIFE

04 #SMALLBUSINESSSATURDAY

05 #WINTERVIBES



06 #KEEPITCLEAN

07 #UGLYSWEATERSEASON

08 #SEASONALSTYLE

09 #HOLIDAYSPIRIT

10 #GARMENTCARE

# POSTING IDEAS FOR DECEMBER



Print a December 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 holiday gatherings
- 4 times - monthly special
- 4 times - talk about your community
- 4 times - highlight your staff or owner



***We appreciate you, Insiders!***

# SOCIAL LISTENING: WHAT IS IT AND WHY IT'S IMPORTANT

Social listening is a way to track, analyze and manage conversations about your brand on social media.



It works by tracking mentions and conversations related to your brand, products, and competitors on all relevant social media platforms.

[READ THE FULL ARTICLE](#)

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A vibrant background with a yellow and orange color scheme. Two women are smiling and holding a large white frame in front of the background. The woman on the left has curly hair, wears white sunglasses, and a red floral dress. The woman on the right has straight hair, wears red sunglasses, and a yellow and black striped shirt. The text 'HOW TO ADD A LINK TO YOUR INSTAGRAM STORIES' is centered in a white box over the orange part of the background.

# HOW TO ADD A LINK TO YOUR INSTAGRAM STORIES

[click to read](#)

*INSTAGRAM STORY  
IDEAS: 10 FUN IDEAS  
TO INCREASE  
ENGAGEMENT*

[click to read](#)



# MARKETING TOOL CANVA

## Everything you need to design like a professional

Boost you and your team's creativity and supercharge your productivity with Canva Pro.



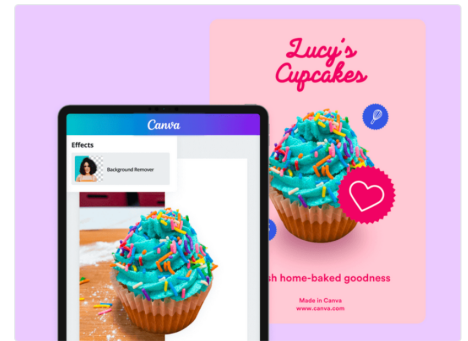
### Save time

Resize your designs for any platform with Magic Resize and schedule all your posts with our Content Planner.



### Take control of your brand

Keep your brand consistent by setting colors, logos and fonts in your Brand Kit.



### Look professional

Animate a design, remove backgrounds, and even make images transparent with our one-click Pro tools.

Everything you need to design like a professional boost you and your team's creativity and supercharge your productivity with Canva Pro. There's a free version and you get a thirty-day free trial with the link.

**CREATE YOUR OWN BRAND KIT**

[Try it for free](#)



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## WE'RE HERE FOR YOU!

I hope this December 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!*

