

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 February 2022

Winter is in full blizzard mode across North America, cozy posts about staying home and how you can help them be less stressed would resonate well.

Remind customers that you have contactless pick up and/or pick up and delivery.

## FEBRUARY HOLIDAYS

- 1 Lunar New Year
- 2 Groundhog's Day
- 4 World Cancer Day
- 9 World Pizza Day
- 14 Valentine's Day



### **FEBRUARY HASHTAGS**

01 #GROUNDHOGSDAY

02 #GOALSETTER

03 #DRYCLEANERLIFE

04 #COZYHOME

05 #WINTERVIBES





06 #KEEPITCLEAN

07 #COZYSEASON

08 #GOAFTERYOURDREAMS

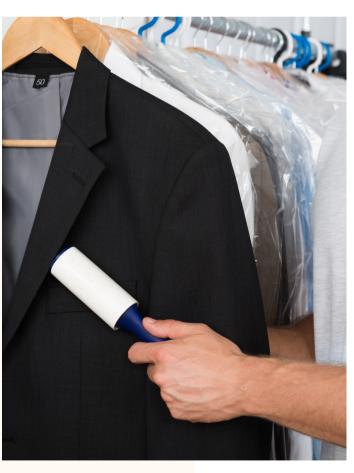
09 #WELOVEOURCUSTOMERS

10 #GARMENTCARE

# POSTING IDEAS FOR FEBRUARY



Print a fresh 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

# 4 TYPES OF ORGANIC SOCIAL CONTENT YOU NEED TO DRIVE ENGAGEMENT

"As social media managers, these are the types of content where we can get really creative, show our unpolished sides, and have fun. Read the article to learn how to capitalize on the moments when the current conversations intersects your brand or organization.



Feature your rallying point often and in the present.
Don't underestimate the power of user-generated videos. And remember, there is nothing that bonds a community more than sharing a laugh."

#### READ THE FULL ARTICLE

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"I realize," a CEO client confessed recently, "that I'm spending the majority of my time at work feeling easily triggered, frustrated, impatient, and exhausted by the end of most days. And my whole team is in the same place that I am."

## click to read

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# 33 OF THE BEST SOCIAL MEDIA MARKETING BLOGS OF 2022



The great thing about the internet is that it's full of brilliant marketers sharing great information -- all for free.

Social media is no exception.

If you have some extra time in your week to add more blogs to your reading list, we recommend you consider subscribing to some of these 33 blogs specifically about social media marketing.

## ADD SOME NEW BLOGS TO YOUR READING LIST

Check them out here

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### WE'RE HERE FOR YOU!

I hope this February 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!





