



February 2022



**KREUSSLER
INSIDERS**

*SOCIAL MEDIA
INSPIRATION GUIDE*

KREUSSLERINC.COM



FEBRUARY INSIDER CONTENT

This month's topics are Groundhog's Day, Valentine's Day, and love.

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 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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A man in a dark suit, white shirt, and dark tie is talking on a smartphone. He is standing in front of a large window with a view of a city. The background is slightly blurred, showing the interior of a modern building.

WORD OF MOUTH MARKETING: HOW TO DRIVE CONVERSATIONS AND SALES AT THE SAME TIME

[click to read](#)



WHAT TO DO WHEN YOU'RE STUCK IN THE SURVIVAL ZONE

“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](#)





***Look for new content
on March 1st***



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.

Peggy Fitzpatrick

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

