## May 2022

THE REAL



## KREUSSLER INSIDERS

SOCIAL MEDIA INSPIRATION GUIDE

KREUSSLERINC.COM

#### MAY INSIDER CONTENT

This month's topics are Mother's Day, Spring cleaning, and seasonal wardrobe change.

It's a great time to talk about closet cleanouts and getting your Spring wardrobe ready.

> 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 May 2022

Let's dive into your customers world: clothes! Closet clean outs, seasonal wardrobe changes, and ditching fast fashion. Show them you can help them buy less and take care of what they have.

It's good for the planet and your customers!

# MAY HOLIDAYS

5 Cinco de Mayo

National Nurses Week (May 6-12)

7 National Space Day

8 Mother's Day

18 International Musuem Day

Stress Awareness Month National Brunch Month

 $\left. 30 \right|$  Creativity Day



### MAY HASHTAGS

01	#SPRINGCLEANING
02	#GOALSETTER
03	#DRYCLEANERLIFE
04	#COZYHOME
05	#SPRINGVIBES



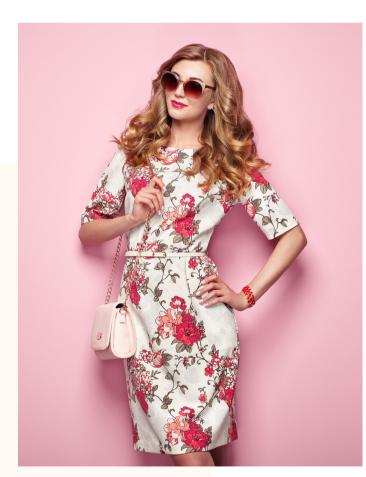


06	#KEEPITCLEAN
07	#SPRINGISHERE
08	#GOAFTERYOURDREAMS
09	#WELOVEOURCUSTOMERS
10	#GARMENTCARE

# POSTING IDEAS FOR MAY



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

### POST A SERIES OF CLOSET ORGANIZATION TIPS



Ten tips to cleaning your closet, how to change out your closet for the new season. You get the idea!

Let people know how you can help them reach their goals.

#### WHAT IS A CAPSULE WARDROBE? (AND HOW TO BUILD ONE)



#### 6 REASONS TO QUIT FAST FASHION, TODAY



# click to read

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ET TELL

Help your customers make better purchases and share how you can help them make their garments last longer so they can buy less.

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#### THE 6 BEST SMS APPS FOR SMALL BUSINESSES IN 2022

## click to read

## HOW TO USE SOCIAL COMMERCE TO GENERATE SALES FOR YOUR SMALL BUSINESS

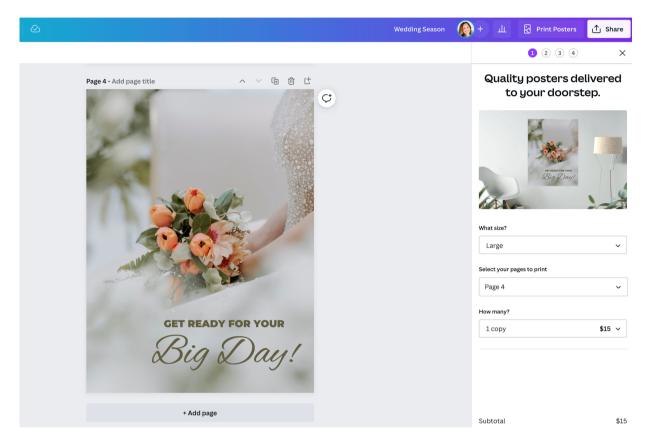


Social media is already a powerful tool for e-commerce — 77 percent of people use social media to learn more about a product or brand. Social commerce takes this a step further because consumers can get ideas, browse for items, and make a purchase, all without leaving their favorite app. And this form of e-commerce is creating opportunities for small businesses to reach more consumers like never before.

<u>Get some new ideas</u>

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## PRINTABLE POSTERS FOR WEDDING SEASON



There are four different posters for wedding season in Canva. You will need a Canva account to print them.

You can open them in Canva, change the text and/or image, and print them for less than \$20 per poster. Prices vary based on size and quantity.







#### WE'RE HERE FOR YOU!

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

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

Beggy Fitzpatrick

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

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