



June 2022



# KREUSSLER INSIDERS

SOCIAL MEDIA  
INSPIRATION GUIDE

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

# JUNE INSIDER CONTENT

This month's topics are Dads, Grads, and weddings!

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 June 2022

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*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!*

# JUNE HOLIDAYS

3 | World Donut Day

Pride Month

Black Lives Matter Month

7 | World Ocean Day

12 | National  
Loving Day

19 | Father's Day

30 | National  
OOTD Day



# JUNE HASHTAGS

01 #SPRINGCLEANING

02 #FATHERSDAY

03 #DRYCLEANERLIFE

04 #COZYHOME

05 #SPRINGVIBES



06 #KEEPITCLEAN

07 #PRIDEMONTH

08 #GOAFTERYOURDREAMS

09 #WELOVEOURCUSTOMERS

10 #GARMENTCARE



# POSTING IDEAS FOR JUNE



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

# THE 50/20/20/10 RULE

The 50/20/20/10 rule refers to the percentage of different categories your content should roughly meet. This helps you avoid overselling your products while still keeping your audience up-to-date on products and services.

Based on the categories above, content should roughly match the following percentages:

- 50% Entertainment
- 20% Brand Information
- 20% Cheerleading
- 10% Hard Selling



This breakdown is a great starting point for content strategy because it's audience-focused and it doesn't neglect the brand. Your brand can be — and should be — incorporated in each category, so no matter where a potential customer finds your content, they can attribute it back to your brand.



# WHY YOUR BRAND SHOULD CELEBRATE SOCIAL MEDIA HOLIDAYS

[click to read](#)

The background of the entire page is a photograph of a wedding reception. It shows several round tables covered with white linens featuring a gold pattern. Each table is set with white plates, silverware, and multiple glasses of water. Centerpieces are made of white daisies and greenery. Small white cards with blue text are placed on the tables. The chairs are covered with white fabric and have gold ribbons tied around them.

# *TEN GREAT WEDDING INSPIRATION IDEAS TO BOOST YOUR DRY CLEANING BUSINESS*

[click to read](#)

**Spring is coming and with it comes wedding season. We wanted to share ideas to help grow your dry cleaning business using social media to tie into the wedding season.**



*TRY THESE 3 SIMPLE  
FRAMEWORKS TO  
MANAGE YOUR  
ENERGY RESERVES*

[click to read](#)

# SOCIAL MEDIA PR: 6 TACTICS TO IMPROVE YOUR SOCIAL PUBLIC RELATIONS



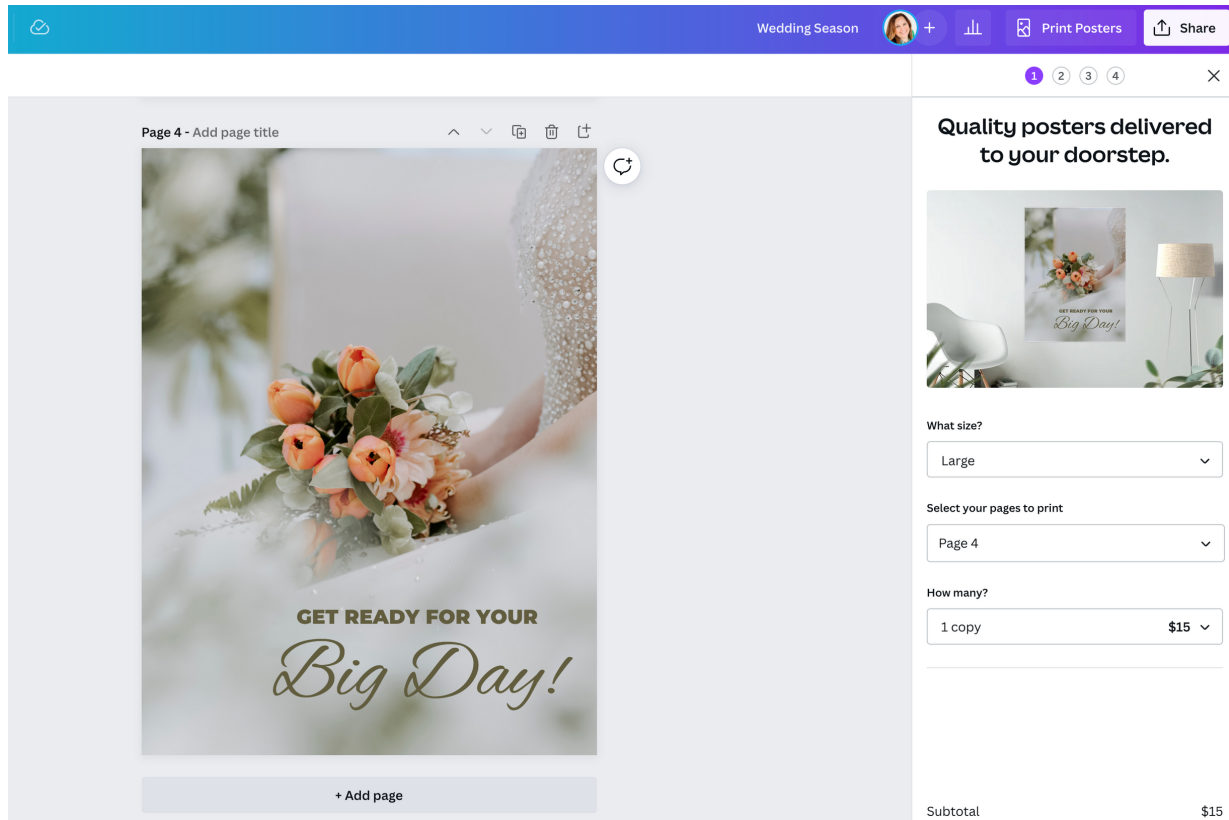
Compared with public relations, **social media** is the new, cool kid on the block, and since the early 2000s has become a significant means of communication between brands and their audience.

These days, PR departments, regardless of the brand or organization, go to social media first to spread the latest information about services and products and gain the broadest coverage.

[Get some new ideas](#)



# 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.

[Print Your Posters](#)



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





# WE'RE HERE FOR YOU!

I hope this June 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!*

