AMERICAN DOWN AND FEATHER COUNCIL MARKETING TOOLKIT:
Sample Social Media Posts

Theme: The Natural Benefits of Down and Feather

Twitter:
• “Get a better night’s sleep naturally. Upgrade to all-natural, breathable materials like down and feather”
• “A good night’s sleep can be as simple as switching out your bedding for natural materials like down. Find out more about the benefits: [LINK]”
• “Want a green, natural home? Try natural, breathable bedding like down & feather. It provides warmth on cold nights & wicks away moisture”
• “Find out why down and feather bedding is the best bedding choice for people who want a more natural home: [LINK]”

Facebook:

“If you’re one of the millions who don’t get enough sleep, there are easy, natural ways to sleep better at night. Have you thought about your bedding? Upgrade to all-natural, breathable materials like down and feather for your best night’s sleep.”

TIP: Use a call-to-action, such as linking to more information on your website.