



**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.