

## ADFC Marketing Toolkit #2: Get a Healthier Sleep with Down and Feather

Sample Social Media Posts

*Theme: Healthier Sleep*



facebook

“When it comes to your health, adequate, quality sleep is key. Did you know doing something as easy as changing your bedding can greatly improve how you sleep? If you’re looking for a healthier sleep, choose down and feather products. Down and feather comforters can help regulate your body temperature at night, while pillows easily conform to each individual sleeper for proper support and a more comfortable sleep!”

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



twitter

“A key to great health is great sleep. Get a sounder, healthier night’s sleep with the natural comfort of down and feather bedding: [LINK TO INFO]”

“Waking up in the middle of the night because you’re too hot, or too cold? Down and feather bedding can help. Learn more: [LINK TO INFO]”

“Find out why down and feather bedding is a superior bedding choice for people with dust mite allergies: [LINK TO INFO] #SleepHealthier”

“Neck and back pain disrupting your sleep? Switch to down and feather pillows. Follow the link to find out why: [LINK TO INFO]”