**IDFB RETAILER TOOLKIT**

**SAMPLE SOCIAL MEDIA POSTS**

Tweets:

* 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 doesn’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.*