**IDFB Marketing Toolkit** **#2:**

**Get a Healthier Sleep with Down and Feather**

Sample Social Media Posts

*Theme: Healthier Sleep*



“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.*

国际羽绒羽毛局（IDFB）市场营销工具#2

羽绒羽毛带来健康睡眠

社交媒体投稿例样

主题：健康睡眠

Facebook

充足高质量的睡眠是人体健康的关键。你知道就像更换寝具这样简而易行的做法也能大大改善你的睡眠吗？如果你正在寻求更为健康的睡眠，请选择羽绒羽毛产品。羽绒羽毛被能在夜晚帮助保持人体温度，羽绒枕更易贴合不同使用者的睡姿，从而为他们提供适宜的支撑，以及更为舒适的睡眠。

小提示：提供引起大众参与的机会，例如在网站上提供详情链接

Twitter

优质睡眠是健康的关键。使用天然舒适的羽绒羽毛寝具，收获安稳、健康的睡眠。



“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]”