

## Breathe Collection Launch

Social Media Pack - Instructions | Copywrite | Hashtags


*Made by Restwell-Sleep Products | Marketing*




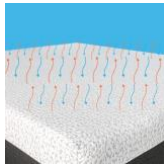

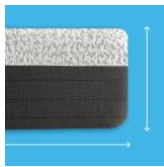
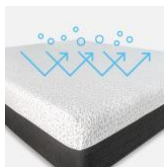
October 2021

**(Please Read)** : Inside this folder, we have provided a range of digital assets for your store to use in your social media. All images and videos come with a description and optional hashtags to use along with each post. Digital assets can be posted in any order the store desires, however, we recommend posting each asset in the order we provided on the table below. Descriptions are made to fit each image or video, but they can be interchanged. Feel free to make your own custom description to fit the needs of your store.

We hope this **Social Media Pack** takes your social media to another level, increases product awareness, and helps increase sales.

Instruction Single Image & Videos	Instructions Multiple Images
<ol style="list-style-type: none"> <li>1. Download image/video into your phone/computer.</li> <li>2. Upload asset(s) into instagram/ Facebook.</li> <li>3. Copy and paste the description into the Caption/Description section of the post you are going to make.</li> <li>4. Tag us @springaircanada &amp; @restwellsleep</li> <li>5. Publish Post</li> </ol> <p>- <b>Attention</b> - Make sure to pick an appropriate cover/thumbnail when uploading videos. An option is within the Instagram Filter/Trim/Cover Menu. If no cover is picked the first frame of the video will show as the cover, and it can be empty.</p>	<ol style="list-style-type: none"> <li>1. Download images/videos into your phone/computer.</li> <li>2. Upload asset(s) into Instagram/ Facebook</li> <li>3. Select multiple photos from the gallery by pressing and holding on to a mobile device.</li> <li>4. Copy and paste the description into the Caption/Description section of the post you are going to make.</li> <li>5. Tag us @springaircanada &amp; @restwellsleep</li> <li>6. Publish Post</li> </ol>

#	File Name	Type		Descriptions (Copy/Paste)
1.	About Breathe	Carousel Post		<p><b>Spring Air Breathe</b> with Nano Shield Technology provides long-term and effective protection against unwanted bacteria, viruses, and odors.</p> <p>Unique antimicrobial treatment that reduces all viruses and bacteria by 98% within four hours of contact. Spring Air Breath assures a safe and clean sleeping environment that will keep you and your family safe while resting.</p> <p><b>Learn More</b> at: <a href="http://springair.ca/breathe">springair.ca/breathe</a></p>

2.	Antiviral & Antibacterial	Photo		<p><b>Nano Shield Fabric</b> features an innovative finishing that uses antibacterial properties to inhibit viral activity within the mattress.</p> <p><b>Learn More</b> at: <a href="http://springair.ca/breathe">springair.ca/breathe</a></p>
3.	Pressure Point Relief	Photo		<p>Whether it is a <b>Pocket Coil or Foam Core</b>, our Breathe mattresses contour to your body and evenly distribute weight across the mattress.</p> <p><b>Learn More</b> at: <a href="http://springair.ca/breathe">springair.ca/breathe</a></p>
4.	Custom Support	Photo		<p>Whether it is a <b>Pocket Coil or Foam Core</b>, our Breathe mattresses contour to your body and evenly distribute weight across the mattress.</p> <p><b>Learn More</b> at: <a href="http://springair.ca/breathe">springair.ca/breathe</a></p>
5.	Temperature Regulation	Photo		<p>Stay cool when resting with <b>ECOTEX™ Gel Infused Foam</b>. Designed to distribute body heat throughout the mattress.</p> <p><b>Learn More</b> at: <a href="http://springair.ca/breathe">springair.ca/breathe</a></p>
6.	Motion Transfer	Photo		<p>Sleep undisturbed with <b>ECOTEX™ High-Density Soy Foam</b> that reduces motion transfer while providing superior support.</p> <p><b>Learn More</b> at: <a href="http://springair.ca/breathe">springair.ca/breathe</a></p>
7.	Increased Sleeping Surface	Photo		<p><b>Foam Encased Edge</b> provides 20% more sleeping surface than non-foam encased mattresses while also providing more stability.</p> <p><b>Learn More</b> at: <a href="http://springair.ca/breathe">springair.ca/breathe</a></p>
8.	Moisture Wicking	Photo		<p><b>Natural Silk Fiber</b> provides soft cushioning while increasing air circulation and breathability within the mattress for a better night's rest.</p> <p><b>Learn More</b> at: <a href="http://springair.ca/breathe">springair.ca/breathe</a></p>

**Additional Assets | Feel Free to Add Your Own Custom Description With This Images**



**Optional Hashtags- Add this after description** (Copy/Paste) - Including Dots

#springairbreathe #springaircanada #springair #mattress #handmadeincanada #canadianmade #madeincanada #shoplocal #handmade #canada #supportlocal #canadian #shoplocalcanada #supportsmallbusiness #shopsmall #handmadeincanada #vancouver #smallbusiness #ohcanada #buylocal #canadianeh #canadastrong #iamcanadian #truenorth #meanwhileincanada #alberta #makersgonnamake #thecanadianway #thecanehdianway #casper #socanadian