

## Chiro Comfort Collection Launch

Social Media Pack - Instructions | Copywrite | Hashtags

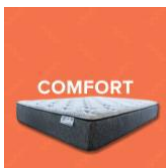


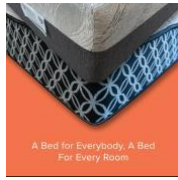
Made by Restwell-Sleep Products | Marketing







June, 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 each post. Digital assets can be posted in any order the store desires, however, we recommend to post 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 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/thumbnaill when uploading videos. 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 a mobile device.</li> <li>4. Copy and paste 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.	Chiro Comfort_Intro	Video		Introducing the NEW <b>Chiro Comfort Collection</b> by <b>Spring Air Canada</b> . A Bed for Everybody, a bed for every room. Designed to provide a full range of support levels to meet the needs of all sleeping styles – back & front sleepers, and side sleepers.  <b>Learn More</b> at : <a href="http://springair.ca/chiro-comfort/">springair.ca/chiro-comfort/</a>
2.	Temperature-Regulating	Image		Stay cool when resting with an <b>ECOTEX™ Gel Infused Foam</b> . Designed to circulate air, and distribute body heat throughout the mattress. Don't Lose Sleep Over Night Sweats!  <b>Learn More</b> at : <a href="http://springair.ca/chiro-comfort/">springair.ca/chiro-comfort/</a>
3.	Motion Transfer	Image		Sleep undisturbed with <b>High-Density Foam</b> that reduces motion transfer. Allows you to move around freely without disturbing your loved ones.  <b>Learn More</b> at : <a href="http://springair.ca/chiro-comfort/">springair.ca/chiro-comfort/</a>
4.	Chiro Comfort_Intro 2 ( A Bed For Everyone, A Bed For Every Room)	Video		<b>Chiro Comfort</b> by <b>Spring Air Canada</b> , the new collection designed to meet all sleeping styles. Mattresses available in foam and coil, both continuous and pocketed.  <b>Learn More</b> at : <a href="http://springair.ca/chiro-comfort/">springair.ca/chiro-comfort/</a>

5.	Custom Support	Image		<p>Whether it is a <b>Continuous Coil, Pocket Coil, or Foam Core</b>, Chiro Comfort contours to your body, evens weight distribution, and reduces pressure points.</p> <p><b>Learn More</b> at : <a href="http://springair.ca/chiro-comfort/">springair.ca/chiro-comfort/</a></p>
6.	Moisture Wicking	Image		<p><b>Conforma Fiber</b> provides soft cushioning, increases air circulation and breathability within the mattress for a better night's rest. Increases the mattress life expectancy, and retains material quality at its best.</p> <p><b>Learn More</b> at : <a href="http://springair.ca/chiro-comfort/">springair.ca/chiro-comfort/</a></p>
7.	Mattress Loop	Video		<p>Mattress thickness varies per model, and it is determined by the core of the mattress. Different cores provide different firmness and comfort. Here are few examples showing the aesthetic differences of the collection.</p> <p><b>Learn More</b> at : <a href="http://springair.ca/chiro-comfort/">springair.ca/chiro-comfort/</a></p>
8.	Noise Reduction	Image		<p>A <b>Fiber Pad Insulator System</b> reduces noise and provides protection between coils and upholstery layers. Jump to the clouds without waking your loved ones.</p> <p><b>Learn More</b> at : <a href="http://springair.ca/chiro-comfort/">springair.ca/chiro-comfort/</a></p>
9.	Increased Sleeping Surface	Image		<p><b>Foam Encased Edge</b> provides 20% more sleeping surface and stability than a similar size mattress that does not have them.</p> <p><b>Learn More</b> at : <a href="http://springair.ca/chiro-comfort/">springair.ca/chiro-comfort/</a></p>
10	Fabrics Loop	Video		<p><b>Border Support:</b> With sophisticated border fabrics, Chiro Comfort mattresses add style and sophistication to any bedroom in your home. Improving breathability and airflow between layers and other components.</p> <p><b>Learn More</b> at : <a href="http://springair.ca/chiro-comfort/">springair.ca/chiro-comfort/</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**

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#chirocomfort #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