
















## Sleep Country Social Media Schedule February – May

Description	Instagram	Facebook	LinkedIn	X (Twitter)
Target Audience	Young people focused on bedroom aesthetics.	Older adults who prioritize orthopaedic support and people with joint issues and injuries.	Busy professionals focused on enhancing productivity and wellness.	People interested in general sleep facts and tips, willing to participate in interactive content
<b>February</b>	<b>February 14th</b>	<b>February 8th</b>	<b>February 1st</b>	<b>February 23rd</b>
Post				
Caption	<p>This Valentine's Day, skip the chocolates and give the gift of <b>restful sleep!</b> A luxurious new mattress from Sleep Country is the perfect way to show your love (and ensure a cuddle-worthy night in). Our sleep experts can help you find the perfect mattress for both of you. Here's to sweet dreams and waking up feeling refreshed and ready to love!                  #SleepCountry #ValentinesDay #GiftOfSleep #CuddleTime</p>	<p>Experiencing chronic pain? You're not alone. Did you know quality sleep can significantly improve pain management? This February, Sleep Country focuses on the importance of a supportive mattress and healthy sleep habits for those living with pain. Learn more about:</p> <ul style="list-style-type: none"> <li>💡 How a supportive mattress can alleviate pressure points and promote better sleep posture</li> <li>💡 Tips for creating a relaxing bedtime routine for pain management</li> </ul>	<p>Feeling the pos-New Year slump? Sleep deprivation can significantly impact your productivity at work. This month, Sleep Country is focusing on the science behind sleep and its crucial role in peak performance. Stay tuned for expert tips on:</p> <ul style="list-style-type: none"> <li>💡 Establishing a healthy sleep routine</li> <li>💡 Creating a sleep-conducive environment</li> <li>💡 How sleep affects focus, creativity, and decision-making</li> </ul> #SleepCountry	<p>Fun Fact Friday! Did you know getting enough sleep helps consolidate memories? A good night's rest strengthens your ability to learn and remember new things!                  #SleepCountry #SleepFacts #MemoryBoost</p>

		<p>💡 Finding the right mattress for your specific needs                  Visit our website or consult our sleep experts to find comfort and relief through a better night's sleep.                  #SleepCountry                  #PainManagement                  #SleepforWellness</p>	<p>#SleepforSuccess                  #WorkplaceWellness</p>	
Description	Reel (Video/MP4), 1080 x 1920 pixels	Image, 2048 x 3072 px	Image, 1200 x 627px	GIF, 1200 x 675 px
<b>March</b>	<b>March 6th</b>	<b>March 14th</b>	<b>March 15th</b>	<b>March 22nd</b>
Post				
Caption	<p>Feeling the days get longer and the sun getting warmer? ☀️ Spring is calling and it's the perfect time to refresh your sleep sanctuary. Upgrade your mattress with Sleep Country and wake up feeling energized and ready to embrace the new season! #SleepCountry #SpringSleep #BedroomGoals.</p>	<p>Do you have questions about choosing the right mattress for your specific orthopaedic needs? Join our live Q&amp;A session with Sleep Country's sleep expert Jane Doe on March 20<sup>th</sup> at 1 PM! Get personalized recommendations and expert advice on finding a mattress that provides optimal support and pressure relief for a more comfortable and pain-free sleep. Submit your questions in advance in the comments below! #SleepCountry #OrthopaedicSleep #LiveQA #SleepExpert</p>	<p>Struggling with sleep issues? Join our live Q&amp;A session with Sleep Country's sleep expert Jane Doe on March 20<sup>th</sup> at 1:00 PM! Get personalized advice on overcoming common sleep challenges and creating a sleep routine that works for your busy lifestyle. Submit your questions in advance in the comments below! #SleepCountry #SleepExpert #LiveQA #SleepHealth</p>	<p>Can you guess the sleep disruptor from the emojis? 🤔, 😊, 😴. Reply with your answer below! #SleepCountry #SleepQuiz #SleepHygiene</p>
Description	Image, 1080 x 1080 px	Image, 1200 x 1200 px	Image, 1200 x 627px	Image, 1200 x 675px

April	April 4th	April 10th	April 18th	April 26th
<p>Post</p>				<div data-bbox="1577 337 1976 386" style="border: 1px solid black; padding: 5px; text-align: center;">Stress</div> <div data-bbox="1577 399 1976 448" style="border: 1px solid black; padding: 5px; text-align: center;">Pain</div> <div data-bbox="1577 461 1976 509" style="border: 1px solid black; padding: 5px; text-align: center;">Bad Bed</div> <div data-bbox="1577 522 1976 571" style="border: 1px solid black; padding: 5px; text-align: center;">Eating late at night</div>
<p>Caption</p>	<p>Blooming florals, calming pastels, and light breathable fabrics - create a sleep haven that reflects the beauty of spring! Shop Sleep Country's curated selection of spring bedding for a bedroom that's both stylish and slumber-worthy. #SpringVibes #SleepOasis #SleepCountry</p>	<p>Recovering from an injury is a marathon, not a sprint. Proper sleep is crucial for the body's healing process. This April, Sleep Country explores the benefits of quality sleep for post-injury recovery, including:</p> <ul style="list-style-type: none"> <li>✓ Reduced inflammation</li> <li>✓ Enhanced tissue repair</li> <li>✓ Improved immune system function</li> </ul> <p>Learn how a comfortable sleep environment can support your body's natural healing abilities. #SleepCountry #InjuryRecovery #RestorativeSleep #SleepHealth</p>	<p>Sleep isn't just about feeling rested - it's a cornerstone of overall health and well-being! This April, Sleep Country explores the connection between sleep and:</p> <ul style="list-style-type: none"> <li>✦ Reduced stress and anxiety</li> <li>✦ Strengthened immune system</li> <li>✦ Improved emotional regulation</li> </ul> <p>Learn how prioritizing quality sleep can elevate your well-being at work and home. #SleepCountry #SleepWellbeing #WellnessTips #HealthyLifestyle</p>	<p>Sleep Poll: What's your biggest sleep struggle? Having trouble catching those Zzzzs? Let us know your biggest sleep struggle in the poll below! #SleepCountry #SleepPoll #SleepHealth</p>
<p>Description</p>	<p>Carousel, 1080 x 1080 px</p>	<p>MP4, 1280 x 720 px</p>	<p>Image, 1200 x 627px</p>	<p>Poll</p>

May	May 12th	May 15th	May 23rd	May 31st
Post				
Caption	<p>Show Mom how much you care this Mother's Day with the gift of ultimate relaxation! Treat her to a luxurious new mattress from Sleep Country and help her wake up feeling refreshed and ready to take on the day. #MothersDayGift #SleepSanctuary #SleepCountry</p>	<p>Feeling a midday slump? Napping isn't just for kids! For seniors, short power naps can enhance cognitive function, improve mood, and boost energy levels. This May, Sleep Country explores the benefits of napping for healthy ageing and provides tips for creating a napping routine that works for you. Sweet dreams! #SleepCountry #SeniorWellness #PowerNapping #HealthyAgeing</p>	<p>We all know the feeling - late-night work emails and scrolling through social media before bed. These bad sleep habits can wreak havoc on your sleep quality. This May, Sleep Country tackles common sleep hygiene mistakes busy professionals make and offers practical tips to improve your sleep routine for a more energized and productive you. #SleepCountry #SleepHygiene #HealthySleepHabits #BetterSleep</p>	<p>Tweet a Dream: Share your sweetest sleep dreams! What's the best dream you've ever had? Share your sweetest sleep dreams in the replies and let's escape reality together! #SleepCountry #DreamBig #SleepWell</p>
Description	<p>Reel (Video/MP4), 1080 x 1920 pixels</p>	<p>Image, 1200 x 1200 px</p>	<p>Image, 1200 x 627px</p>	<p>Image, 1200 x 675 px</p>