



Suggested Social Media Posts

These posts give your followers a direct call to action. Feel free to customize these posts to reflect your company's voice, or just copy and paste. The copy in brackets can be either customized or deleted.

Although Twitter expanded their character limit to 280 characters, users have reacted negatively to the change, and we suggest keeping posts as close to the previous 140-character limit as possible.

Facebook posts also perform better if kept short.

We recommend including an image with every post. You can find ductless system lifestyle and product imagery in the Project's [online image library](#). To request a password, please email info@goingductless.com.

Facebook	Twitter
Post 1 Start the new year off on a warm foot! Upgrade to a new energy-efficient ductless heating and cooling system and cut electric heating costs by up to 50%. Learn more at [link to GoingDuctless.com or your company website] .	Post 1 Start the new year off on a warm foot! Upgrade to a new energy-efficient ductless system and cut electric heating costs by up to 50%. [link to GoingDuctless.com or your company website]
Post 2 Keep your home cozy or cool whatever the weather brings with a new energy-efficient ductless heating and cooling system. You could save up to 50% on electric heating costs. Learn more at [link to GoingDuctless.com or your company website] .	Post 2 Keep your home cozy or cool whatever the weather brings with a new energy-efficient ductless system. You could cut electric heating costs by up to 50%. [link to GoingDuctless.com or your company website]
Post 3 Save up to 50% on electric heating costs so you can spend more on gifts next year. Upgrade to a new energy-efficient ductless heating and cooling system. Learn more at [link to GoingDuctless.com or your company website] .	Post 3 Save up to 50% on electric heating costs so you can spend more on gifts next year. Upgrade to a new energy-efficient ductless heating and cooling system. [link to GoingDuctless.com or your company website]