

Social Media



Sharables



Stay Fresh!

We know that coming up with fresh ideas to share with your customers is a challenge. We can't help you create unique posts that show your customers who you are and what you're about, but we can help you show your customers that you carry quality EasyPro® products.

This is a library of ready-to-use EasyPro® product posts with some suggested wording that you can copy/paste right into your posts. The posts included here are formatted for all social media platforms.

Follow Us!

We'll make it even easier for you! Simply follow us on Facebook, Instagram, LinkedIn and Pinterest. When we post, you can share. It doesn't get much easier than that!

Best Times to Post

Your engagement rates on social media could improve greatly by posting when your followers are the most active.

Facebook: 9am any day of the week

Instagram: 10am-3pm any day of the week

Linkedin: 9am-5pm Monday-Friday

Pinterest: 8-11pm Friday & Saturday



Posting Made Easy!

Did you know that you can post on both Facebook and Instagram at one time?*

This is a real time-saver and so simple!

1. Open your business page on Facebook
2. Click on "Meta Business Suite" (left column under "more tools")
3. Click on "Create Post" OR "Planner"
4. In "Post to", check both Facebook and Instagram boxes
5. Under "Media", click "Add Photo" (Attach the JPEG from our Dropbox here.)
6. Add the copy that you want with your post in the "Text" box
7. You can preview your post to see what it will look like on both platforms before you publish/post. In the center column, click on the Facebook and Instagram tabs.
8. Click on "Publish"

The screenshot displays the Facebook Meta Business Suite interface. On the left, the 'Manage Page' section for 'EasyPro Pond Products' is visible, with 'More tools' and 'Meta Business Suite' highlighted by a red circle and the number 2. The central 'Meta Business Suite' navigation menu has 'Planner' highlighted by a red circle and the number 3. The right-hand 'Create post' window is the main focus, with several elements highlighted by red circles and numbers: 'Post to' (4), 'Media' (5), 'Post details' (6), and the 'Publish' button (7). The 'Post to' dropdown is set to 'EasyPro Pond Products'. The 'Media' section shows 'Add photo', 'Add video', and 'Use template' options. The 'Post details' section has a large text input area. At the bottom of the 'Create post' window, there is a 'Boost post' toggle, 'Cancel', 'Finish later', and 'Publish' buttons.

* Posting on both Facebook and Instagram at once requires that both of your pages be synced. Follow Facebook directions to sync/link your Facebook and Instagram pages so you can take advantage of this and other features.





Get Scheduled!

Because you never know when you'll have some "free time" to post.

1. Follow steps 1-7 above.
2. Switch on the "Scheduling options" below "post details"
3. Choose the date and time for the post to be scheduled.
4. Click on "Schedule."

Scheduling options

Set date and time

Schedule your post for the times when your audience is most active, or manually select a date and time in the future to publish your post.

Facebook

<input checked="" type="checkbox"/> Sep 8, 2023	<input type="text" value="08:42 AM"/>
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Instagram

<input type="checkbox"/> Sep 8, 2023	<input type="text" value="08:42 AM"/>
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Active times

Boost post





Tranquil Décor



TD1. Keyed Spillway Basalt Fountain Kit

Add a unique and interesting look to your next basalt installation with the Keyed Spillway Basalt Fountain. The compact size allows for limitless possibilities, adding a touch of uniqueness to any landscape. #easypro #tranquildécor #fountain #H2OYeah



TD2. Modern Basalt Fountain Kit

A modern flair to a classic stone fountain! The partially polished top and one decoratively polished corner provide a rich contrast. Kits include 3 basalt stones, basin with support block, pump, plumbing and light kits. Easy installation! #easypro #tranquildécor #fountain #H2OYeah



TD3. Levitation Fountain Kit

A unique, low-profile work of art that appears to float above the splash zone! #easypro #tranquildécor #fountain #H2OYeah



TD4. Polished Top Basalt Fountain Kit

Few things can match the simple beauty of a fountain from real basalt columns. Ask us about our full line of basalt fountains and take your designs to the next level. #easypro #tranquildécor #fountain #H2OYeah



TD5. Natural Top Basalt Fountain Kit

Natural Top Basalt Kits add a rustic, refined look to your design. Ask us about our full line of basalt fountains. We have styles to complement any design. #easypro #tranquildécor #fountain #H2OYeah





Tranquil Décor cont.



TD6. Triad Basalt Fountain

Left, right and center. The best things come in threes! Three independent water flows make the Triad Fountain ready to take center stage in your next installation. #easypro #tranquildécor #fountain #H2OYeah



TD7. Trilogy Falls Basalt Fountain Set

This is BIG! Four stones. Three water flows. Too Beautiful. One awesome display! #easypro #tranquildécor #fountain #H2OYeah



TD8. Designer Series Fountain Kits

From sizzling waves of color to heavily veined marble, the Tranquil Décor Designers Series has a style to complement any design. #easypro #tranquildécor #fountain #H2OYeah





Pumps



P1. TH Series™ Stainless Steel Pumps

Reduce your maintenance time with an EasyPro® TH Series™ Pump. Its quality and dependability have been tested and approved by over 90,000 satisfied customers. Invest in a pump you can rely on! #easypro #H2OYeah



P2. TH Series™ Stainless Steel Pumps

Reduce your maintenance time with an EasyPro® TH Series™ Pump. Over 90,000 buyers can't be wrong. This is one reliable pump! #easypro #H2OYeah



P3. TB Series™ Stainless Steel Pumps - High Head

Building a tall feature? An EasyPro® TB Series™ Pump will bring it to life! The best choice for water features above 20'. #easypro #H2OYeah



P4. TM Series™ Stainless Steel Pumps - High Volume, Low Head

Streams and waterfalls never looked so good! High volume pumps in a compact size that fits into skimmers. #easypro #H2OYeah



P5. EasyPro® Pumps - Combo Ad

Whatever your project, we carry the EasyPro® pump to help you get your job done right. #easypro #H2OYeah





Pumps cont.



P6. Spirit® Pond & Waterfall Pumps

Italian engineering for a super reliable pump that can run vertically or horizontally. Viva Italia! #easypro #spiritpump #directdrivepump #H2OYeah



P7. Mag Drive Pumps (EP & EPA)

The industry standard for water features, EasyPro® Mag Drive Pumps are unbeatable for low head applications! #easypro #magdrive #H2OYeah



P8. Eco-Clear™ Pumps

Eco-Clear™ submersible mag drive pumps are a great value and give you maximum power AND energy efficiency! #easypro #ecoclear #magdrive #H2OYeah

Filters & Skimmers



FS1. Eco-Clear™ Pond Filters

Excellent dual filtration for ponds and smaller water features. Filter can be partially buried in the landscape to conceal in! #easypro #ecoclear #pondfiltration #H2OYeah



FS2. Eco-Clear™ Pond Filtration Systems

Pond filtration has never been easier! Ask us about the Eco-Clear™ Complete Pond Filtration Systems. You'll love the price! #easypro #ecoclear #pondfiltration #H2OYeah





Pumps cont



FS3. Waterfall Filters - Combo Ad

EasyPro Waterfall Filters have the best features in the industry! Ask us about the "Spliner Lock" system that attaches the filter to the inside of the liner. No bolts, no silicone, no puncturing the liner. NO LEAKS! #easypro #waterfallfilter #H2OYeah



FS4. Axiom Skimmers

Discover the unparalleled features Axiom Premium Pond Skimmers from EasyPro®! Ask us about the integrated UV option! #easypro #axiom #pondskimmer #H2OYeah



FS5. ECO-Series® Skimmers

The industry's first "in-pond" Skimmer! ECO-Series® Pond Skimmer's patented design lets you install it INSIDE the liner! No cutting the liner. No silicone. NO LEAKS! #easypro #ecoseries #pondskimmer #H2OYeah



FS6. Skimmers - Combo Ad

Maintain clear and healthy pond water with EasyPro® Pond Skimmers! #pondskimmer #easypro #H2OYeah



FS7. PBF Pressurized Bead Filters - Combo Ad

Effective mechanical & biological filtration for water gardens, koi ponds & hybrid ponds with a three year warranty. Ask us how great they work for koi ponds! #easypro #pondfiltration #H2OYeah





Pumps cont



FS8. Skid Mount Filtration - Combo Ad

Deluxe filtration systems combine everything you need for a clean pond into one plug-and-go system! All this AND a three year warranty on everything except the UV bulb. Let's talk filtration! #easypro #pondfiltration #H2OYeah

Diffusers & Spillways



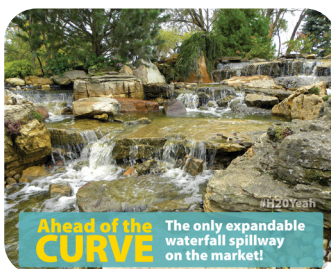
DS1. Diffusers - Combo Ad

Professional, natural looking waterfalls are easy with EasyPro's ECO-Series® Waterfall Diffusers. They're the original and still the best! #easypro #waterfalldiffuser #H2OYeah



DS2. ECO-Series® / Pro-Series™ Spillways - Combo Ad

Waterfall Spillways for every feature! Ask us what model will work for your project. #ecoseries #proseries #easypro #spillways #H2OYeah



DS3. Pro-Series™ Curved Spillways

Create some #H2OYeah with the only expandable spillway on the market! #proseries #easypro #spillways #H2OYeah





Pond Kits



PK1. EasyPro® Pond Kits

Pond building made easy with EasyPro® Pond Kits! We offer pond kits from 6' x 6' to 34' x 34'. Each kit contains underlayment, liner, skimmer, filter, pump, plumbing/installation kit and more! Choose from 20 ready-to-install kits or work with us to create a custom-designed kit of your own. #easypro #pondsmadeeasy #H2OYeah



PK2. EasyPro® Custom Pond Kits

Building a pond? EasyPro® Pond Kits make it easy! Choose from 20 ready-to-install kits or work with us to create a custom-designed kit of your own. #easypro #pondsmadeeasy #H2OYeah

Just-A-Falls



JAF1. Just-A-Falls™ Kits

Create beautiful streams and waterfalls with Just-A-Falls™ Kits. The kits make it easy. Now THIS is our version of livestreaming! #easypro #justafalls #H2OYeah



JAF2. Just-A-Falls™ Kits

Create beautiful streams and waterfalls with Just-A-Falls™ Kits. The kits make it easy. Now THIS is our version of livestreaming! #easypro #justafalls #H2OYeah



JAF3. Just-A-Falls™ Kits

Create beautiful streams and waterfalls with Just-A-Falls™ Kits. The kits make it easy. Now THIS is our version of livestreaming! #easypro #justafalls #H2OYeah





Basins



B1. Basins - for smaller water features

Looking for another way to cut costs? Use a basin for your next small water feature instead of liner! Basins save installation and maintenance time. Ask us about all the basin options we carry! #easypro #H2OYeah



B2. Basins - Time Savers

EasyPro® Basins are a great alternative to lining for water features! They'll save you time and money in your installations. Ask us about all the basin options we offer! #easypro #H2OYeah



B3. Basins - Combo Ad

EasyPro® Basins are a great alternative to lining for water features! They'll save you time and money in your installations. Ask us about all the basin options we offer! #easypro #H2OYeah

Aeration - Pond & Water Garden



APW1. CAS™ Aeration

Adequate oxygen levels and circulation are critical for pond & fish care. CAS™ Pond Aeration Kits provide quiet, energy efficient aeration and de-icing for aquariums, water gardens and koi ponds. #easypro #aerationworks #H2OYeah



APW2. Pond Aeration - Small Koi Pond

Keep your fish safe from the heat of the summer and the frigid winter. Aeration Works! See us for the best options in pond aeration. #easypro #aerationworks #H2OYeah





Aeration - Pond & Water Garden cont.



APW3. KLC Aeration

Ensure adequate oxygen and circulation during hot summer months and de-icing during freezing months. We have kits for ponds up to 30,000 gallons. Let us help you choose the right kit for the job!
#easypro #aerationworks #H2OYeah



APW4. Pond Aeration - Small Pond with Evergreens

Keep your fish safe and help to keep your water clear. Aeration Works! See us for the best options in pond aeration and water treatments.
#easypro #aerationworks #H2OYeah



APW5. Pond Aeration - Large Pond with Barn

Keep your fish safe and help to keep your water clear. Aeration Works! See us for the best options in pond aeration. #easypro #aerationworks #H2OYeah

Aeration - Lake & Pond



ALP1. Sentinel Aeration - Autumn Lake

Enhance the health of your ponds with proper aeration combined with water treatments for water quality that exceeds your expectations! #easypro #sentinelaeration #aerationworks #H2OYeah



ALP2. Sentinel Aeration - Lake

Keep ponds healthy by helping them to breathe. Ask us how aeration, combined with water treatments can give you better water quality than you've ever imagined! #easypro #sentinelaeration #aerationworks #H2OYeah





Aeration - Lake & Pond cont.



ALP3. Sentinel Aeration - Lake with Cattails

Keep ponds healthy by helping them to breathe. Ask us how aeration, combined with water treatments can give you better water quality than you've ever imagined! #easypro #sentinelaeration #aerationworks #H2OYeah



ALP4. Becker Windmills™ - Wind-Driven Aeration

Save \$30-\$50 each month by letting Mother Nature aerate your pond! They're great for remote ponds with no electricity nearby. Stop in and see us for more information! #beckerwindmills #easypro #aerationworks #H2OYeah



ALP5. Diffusers QS1/QS2

The best selling diffusers in the lake & pond industry! Ask us why you'll love EasyPro® Quick Sink Diffusers. #easypro #aerationworks #H2OYeah

Lighting - Lake Fountains



LLF1. AquaShine™ Color Changing Fountain Lights

Brilliant lights that are sure to make your fountain dazzle after the sun goes down! Decorate your fountain for any holiday with programmable color cycles! #aquafountain #aquashine #easypro #H2OYeah



LLF2. AquaShine™ Fountain Lights

AquaShine™ LED Fountain Lights ma! 2, 3, 4 and 6 Light Kits for use with all major fountain brands Ask us about the many features! #aquafountain #aquashine #easypro #H2OYeah





Lighting - Pond & Water Features



LPW1. Cabrio™ Lights & Strips

Add some color to your water features with bright, LED, underwater lighting. Colors and patterns are programmable and can be customized for holidays or just for fun! #cabrio #underwaterlights #pondlights #easypro #H2OYeah



LPW2. Cabrio™ CLED4SS Revolution Pond Lights

A revolution in pond lighting! Add some color to your water features with bright, LED, underwater lighting. Colors and patterns are programmable and can be customized for holidays or just for fun! #cabrio #underwaterlights #pondlights #easypro #H2OYeah



LPW3. Light strips

Light up your waterfalls and decks with EasyPro® Light Strips! These strips make waterfalls glow and add beautiful ambience and safety to decks and deck steps.

Ask about the options! #easypro #underwaterlights #pondlights #H2OYeah

Fountains



FO1. AquaFountains™

Reliable, affordable and attractive! Ask us why AquaFountains™ are the best value in lake fountains! #aquafountain #easypro #H2OYeah



FO2. Starburst Mini Floating Pond Fountain

The Starburst Mini Floating Pond Fountain is the perfect solution for earthen ponds as small as 15' in diameter. It has a 2' tall x 6' diameter spray pattern and has built-in, super bright lights that take it from day to night in style! Ask us about it today! #starburstminifountain #easypro #H2OYeah





Water Treatments



WT1. EasyPro® Water Treatments

EasyPro premium water treatments are designed to make care of your pond easy, effective and enjoyable. Ask us how they can get you the results you're looking for. #easypro #H2OYeah



WT2. Pond-Vive™

Want a USABLE pond? Try Pond-Vive™, the natural, biological way to revive your pond! A proprietary blend of enzymes and beneficial bacteria formulated to help improve water quality and reduce sludge in ponds. #easypro #H2OYeah



WT3. EasyPro Sludge Remover Pellets

Got muck? You need EasyPro® Sludge Remover Pellets! Great for spot treating around docks and beaches. Pellets sink, dissolve and begin to remove bottom organic sludge - often several inches per year! #easypro #H2OYeah



WT4. Pond-Vive & Sludge Remover Pellets

The best water treatment combo for your problem pond! Pond-Vive™ revives your water, making it healthier for people and wildlife, while Sludge Remover gets to the bottom of it, reducing organic sludge and muck. #easypro #easypro #H2OYeah



WT5. EasyPro® Pond & Lake Dyes

Make your pond or lake more attractive with EasyPro® pond and lake dyes! Three color options to turn your pond a beautiful blue, make it more reflective, or maybe a bit of both! #easypro #H2OYeah





Water Treatments



WT6. EasyPro® Water Treatments

Defend your pond all season long! Keep your pond clean and clear with Aqua Defend. #easypro #H2OYeah #AquaDefend



WT7. EasyPro® All Season Pond Bacteria

A healthy pond is closer than you think! Using EasyPro's All Season Bacteria maintains a healthy, balanced eco-system and reduces pond maintenance. Works in water temps as low as 45°F! #easypro #H2OYeah



WT8. Sludge Remover Bacteria (w/ Barley Straw)

EasyPro's Sludge Remover Bacteria is formulated for year-round use in koi ponds & water gardens to reduce muck and give you cleaner, clearer water. Works in water temps as low as 45°F! #easypro #H2OYeah



WT9. Seasonal Boost Package - Spring Post

Spring into the season with Seasonal Boost Cold Weather Bacteria! Reduces nitrate and phosphate, ammonia and nitrite for clearer water and reduced bottom sludge. Works in water temps as low as 38°F. #easypro #seasonalboost #H2OYeah #easypro #seasonalboost #easypro #H2OYeah



WT10. Seasonal Boost Package - Fall Post

Prepare your pond for cold temperatures and treat yourself to an easier startup in the spring with Seasonal Boost Cold Weather Bacteria! Reduces nitrate and phosphate, ammonia and nitrite for clearer water and reduced bottom sludge. Works in water temps as low as 38°F. #easypro #seasonalboost #H2OYeah





Misc.



M1. Pond Tents / Pond Netting

Protect your investment from leaves and predators with EasyPro® Pond Tents and Pond Netting. Sizes to fit every pond! #easypro #pondtent #pondnet #H2OYeah



M2. EasyPro Black Waterfall Foam

Take control of your water features with EasyPro® Black Waterfall Foam. This exclusive, patented formula has carbon black for inherent color, rather than black dye that fades. It's just better foam! #easypro #waterfallfoam #H2OYeah



M3. Pump Vaults

Protect your submersible pumps with an EasyPro® Pump Vault! Superior strength and durability that holds up when buried under rock. #easypro #H2OYeah

