

Sherry Scoops Content Plan

Rest of July + All of August 2026

Posting cadence: **3 posts per week**

Platforms: **Facebook + Instagram**

Tone mix: **funny + local trust + reassurance + pain-point aware + promo**

Brand rules being followed

- Use **Sherry Scoops** clearly in the body copy
 - Occasionally bridge to **Sherry's Super Dooper Pooper Scooper**
 - No ice cream / dessert confusion
 - Keep it friendly, local, memorable, and useful
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Content buckets to rotate

1. Funny / mascot / personality
 2. Pain-point / problem-aware
 3. Before-and-after / clean-yard transformation
 4. Local trust / family-friendly / service reassurance
 5. Promo / call-to-book
 6. Dog-owner lifestyle / convenience
 7. Multi-property / apartment / waste-station style content
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Best available asset groups so far

Video assets

- **g1.mp4** — short square promo/personality asset
- **g2.mp4** — longer mascot/brand awareness video
- **g3.mp4** — short square promo asset
- **g4.mp4** — short widescreen promo asset

Image assets

- Superhero dog mascot variations
- Dirty yard / clean yard transformation graphic
- Cartoon dog with man in yard
- Resident backyard scene
- Different locations / boarding facility style graphic
- Family-friendly clean illustration
- Truck stop graphic
- Waste station image
- Apartment clean-up scenes
- Residential cleanup scenes

- Backyard pickup scenes
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CALENDAR

WEEK 1 — Jul 22–26

Post 1 — Wed Jul 22

Type: Reel

Theme: Brand personality / fun intro

Asset: g2.mp4 or superhero mascot video

Concept: Meet the backyard hero behind Sherry Scoops

Caption angle: You handle the belly rubs. Sherry Scoops handles the piles.

Post 2 — Fri Jul 24

Type: Static or carousel

Theme: Pain-point / problem-aware

Asset: dirty yard / clean yard image

Concept: The one chore no one wants to do in July heat

Caption angle: If the backyard is becoming the “not it” job, Sherry Scoops can take it off your list.

Post 3 — Sun Jul 26

Type: Static

Theme: Promo / convenience

Asset: resident backyard or residential cleanup image

Concept: More yard time, less scoop time

Caption angle: Spend your weekend enjoying the yard — not cleaning it.

WEEK 2 — Jul 27–Aug 2

Post 4 — Tue Jul 28

Type: Reel

Theme: Funny / mascot awareness

Asset: g1.mp4

Concept: Backyard rescue, Sherry Scoops style

Caption angle: Fast, friendly, and ready to save your shoes from surprise landmines.

Post 5 — Thu Jul 30

Type: Static

Theme: Local trust / family-friendly

Asset: bright family-friendly clean illustration

Concept: Clean yards for kids, dogs, and peace of mind
Caption angle: A clean yard just feels better for the whole family.

Post 6 — Sat Aug 1

Type: Static or carousel
Theme: Before-and-after / clean-yard relief
Asset: residential cleanup scene or backyard pickup scene
Concept: Small service, big difference
Caption angle: It doesn't take much for a yard to feel fresh again.

WEEK 3 — Aug 3–9

Post 7 — Mon Aug 3

Type: Reel
Theme: Promo / mascot / recognition
Asset: g3.mp4
Concept: Sherry Scoops to the rescue
Caption angle: Yes, we own the pun. Yes, we'll happily do the dirty work.

Post 8 — Wed Aug 5

Type: Static
Theme: Reassurance / service trust
Asset: cartoon dog with man in yard
Concept: Reliable, friendly, neighborhood-ready service
Caption angle: Friendly service. Cleaner yard. One less thing to think about.

Post 9 — Fri Aug 7

Type: Static
Theme: Promo / CTA
Asset: truck stop image or branded mascot image
Concept: Ready for weekly help?
Caption angle: If scooping has been sitting on your to-do list too long, Sherry Scoops is ready.

WEEK 4 — Aug 10–16

Post 10 — Mon Aug 10

Type: Reel
Theme: Fast promo / brand awareness
Asset: g4.mp4
Concept: Quick local-service reminder
Caption angle: The yard doesn't clean itself — but luckily, you know someone who can help.

Post 11 — Wed Aug 12

Type: Static or carousel

Theme: Multi-property / apartment / waste station

Asset: apartment cleanup scene or waste station image

Concept: We don't just help single-family yards

Caption angle: Need help with pet waste in apartment communities or shared dog areas? Sherry Scoops can help there too.

Post 12 — Fri Aug 14

Type: Static

Theme: Customer reassurance

Asset: resident backyard clean-up image

Concept: A cleaner yard without the hassle

Caption angle: Consistent cleanup means less stress, less smell, and more usable yard space.

WEEK 5 — Aug 17–23

Post 13 — Mon Aug 17

Type: Reel

Theme: Funny / pain-point

Asset: mascot video or g2 excerpt

Concept: The surprise nobody wants to step in

Caption angle: Saving sandals, sneakers, and backyard moods one scoop at a time.

Post 14 — Wed Aug 19

Type: Static

Theme: Before-and-after / transformation

Asset: dirty yard / clean yard graphic

Concept: From "ugh" to usable

Caption angle: A clean yard changes how the whole space feels.

Post 15 — Fri Aug 21

Type: Static

Theme: Promo / local service

Asset: backyard pickup scene

Concept: Let Sherry Scoops handle the dirty work

Caption angle: You've got enough to do already. Let us take this one off your plate.

WEEK 6 — Aug 24–30

Post 16 — Mon Aug 24

Type: Reel

Theme: Brand personality

Asset: strongest short mascot video

Concept: Super Dooper Pooper Scooper energy

Caption angle: Sherry Scoops — or as it says on the truck, Sherry's Super Dooper Pooper Scooper — is here to make yard life easier.

Post 17 — Wed Aug 26

Type: Static

Theme: Service awareness / local trust

Asset: residential cleanup or resident backyard image

Concept: Why families love a clean yard

Caption angle: More fetch. More play. Less mess.

Post 18 — Fri Aug 28

Type: Static or carousel

Theme: Booking CTA / reassurance

Asset: branded mascot image or clean backyard scene

Concept: Start fresh before September

Caption angle: If you want the yard feeling fresh before the season shifts, Sherry Scoops can help.

Optional Aug 31 post

Type: Static

Theme: Engagement

Concept: What's your least favorite backyard chore?

Caption angle: We already know our answer.

Weekly content balance recommendation

Each week aim for: - **1 reel** (mascot / personality / fast promo) - **1 trust or pain-point static post** - **1 promo / transformation / reassurance post**

What I can do next

I can now turn this into: 1. full captions for every post 2. asset matching by exact file 3. hashtags 4. Buffer-ready posting sheet

Sherry Scoops Captions

Rest of July + All of August 2026

Post 1 — Jul 22

Theme: Brand personality / fun intro

Caption:

Meet the backyard hero you didn't know you needed

You handle the belly rubs, the treats, and the tail wags. **Sherry Scoops** handles the part nobody wants to talk about.

Clean yard. Happy pups. Less mess on your weekend.

SherryScoops #SuperDooperPooperScooper

Post 2 — Jul 24

Theme: Pain-point / problem-aware

Caption:

Nobody wants to spend a hot July afternoon doing the backyard chore everyone keeps avoiding.

If the yard has become the "not it" job at your house, **Sherry Scoops** can take it off your list.

You enjoy the yard. We'll handle the dirty work.

SherryScoops #SuperDooperPooperScooper

Post 3 — Jul 26

Theme: Promo / convenience

Caption:

More yard time. Less scoop time.

That's really the goal.

If you'd rather spend your weekend relaxing, grilling, or playing with the dogs than cleaning up after them, **Sherry Scoops** is ready to help.

SherryScoops #SuperDooperPooperScooper

Post 4 — Jul 28

Theme: Funny / mascot awareness

Caption:

Backyard rescue, **Sherry Scoops** style

Fast. Friendly. And fully committed to saving your shoes from surprise landmines.

Yes, we know the business name makes people laugh. Yes, we also do a very real job people are very happy not to do themselves.

SherryScoops #SuperDooperPooperScooper

Post 5 — Jul 30

Theme: Local trust / family-friendly

Caption:

A clean yard just feels better.

Better for the kids. Better for the dogs. Better for guests. Better for your own peace of mind.

Sherry Scoops helps keep outdoor spaces cleaner, easier to use, and a whole lot more enjoyable.

SherryScoops #SuperDooperPooperScooper

Post 6 — Aug 1

Theme: Before-and-after / clean-yard relief

Caption:

Small service. Big difference.

A yard can go from stressful to fresh a lot faster than people think.

If you're tired of looking out the window and immediately thinking, "Ugh, I need to deal with that," **Sherry Scoops** can help.

SherryScoops #SuperDooperPooperScooper

Post 7 — Aug 3

Theme: Promo / mascot / recognition

Caption:

Sherry Scoops to the rescue

Or, as it says on the truck: **Sherry's Super Dooper Pooper Scooper**

We know it's a mouthful. But it's also memorable for a reason.

When the yard needs help, we show up.

SherryScoops #SuperDooperPooperScooper

Post 8 — Aug 5

Theme: Reassurance / service trust

Caption:

Friendly service. Cleaner yard. One less thing to think about.

That's what **Sherry Scoops** is here for.

No drama. No hassle. Just dependable help for one of the least fun chores that comes with loving dogs.

SherryScoops #SuperDooperPooperScooper

Post 9 — Aug 7

Theme: Promo / CTA

Caption:

If scooping the yard has been sitting on your to-do list way too long... this is your sign.

Let **Sherry Scoops** take care of it for you.

You've got enough to do already.

SherryScoops #SuperDooperPooperScooper

Post 10 — Aug 10

Theme: Fast promo / brand awareness

Caption:

The yard doesn't clean itself.

But luckily, you know a team that can help.

Sherry Scoops keeps pet cleanup simple, friendly, and off your plate.

SherryScoops #SuperDooperPooperScooper

Post 11 — Aug 12

Theme: Multi-property / apartment / waste station

Caption:

It's not just single-family backyards.

Sherry Scoops can also help with pet waste cleanup for apartment communities, shared dog areas, and other pet-friendly spaces that need regular attention.

Cleaner shared spaces make a big difference.

SherryScoops #SuperDooperPooperScooper

Post 12 — Aug 14

Theme: Customer reassurance

Caption:

A cleaner yard without the hassle.

That means: less stress

less smell

less buildup

and more space you actually want to use.

That's the kind of difference **Sherry Scoops** loves making.

SherryScoops #SuperDooperPooperScooper

Post 13 — Aug 17

Theme: Funny / pain-point

Caption:

Saving sandals, sneakers, and backyard moods one scoop at a time

Dog owners get it.

One missed pile can ruin the whole vibe.

Sherry Scoops helps keep your yard ready for play, guests, and barefoot confidence.

SherryScoops #SuperDooperPooperScooper

Post 14 — Aug 19

Theme: Before-and-after / transformation

Caption:

From “ugh” to usable.

That’s what a clean yard does.

A little cleanup changes how the whole space feels — for the dogs, for the family, and for anyone trying to actually enjoy being outside.

SherryScoops #SuperDooperPooperScooper

Post 15 — Aug 21

Theme: Promo / local service

Caption:

You already do enough.

Let **Sherry Scoops** take this one off your plate.

If yard cleanup keeps getting pushed to “later,” we’re here to make later unnecessary.

SherryScoops #SuperDooperPooperScooper

Post 16 — Aug 24

Theme: Brand personality

Caption:

Sherry Scoops — or, if you want the full legendary title: **Sherry’s Super Dooper Pooper Scooper**

Yes, we own the pun. And yes, we’re serious about keeping yards cleaner and easier to enjoy.

SherryScoops #SuperDooperPooperScooper

Post 17 — Aug 26

Theme: Service awareness / local trust

Caption:

Why do families love a clean yard?

More fetch. More play. More peace of mind. Less mess waiting for someone to deal with.

That’s the kind of simple win **Sherry Scoops** brings to the week.

SherryScoops #SuperDooperPooperScooper

Post 18 — Aug 28

Theme: Booking CTA / reassurance

Caption:

Want the yard feeling fresh before September rolls in?

Sherry Scoops can help you reset the space before the season changes.

Clean yard. Less stress. Better weekends.

SherryScoops #SuperDooperPooperScooper

Optional Post 19 — Aug 31

Theme: Engagement

Caption:

What's your least favorite backyard chore?

We already know our answer

SherryScoops #SuperDooperPooperScooper

Sherry Scoops Asset Matching + Hashtags

Rest of July + All of August 2026

Core hashtag bank

**SherryScoops #SuperDooperPooperScooper
#PetWasteRemoval #DogOwnerLife
#CleanYardHappyDog #BackyardCleanup
#DogParents #PetFriendlyLiving**

Optional supporting hashtags to rotate

**CleanYard #DogYard #WeeklyCleanup
#PetWasteService #YardCare #DogFriendlyHome
#LessMessMorePlay #HappyBackyard**

Usage note: Use about 4–8 hashtags per post.

Exact Asset Matching

Post 1 — Jul 22

Theme: Brand personality / fun intro

Exact Asset: g2 .mp4

Hashtags: #SherryScoops #SuperDooperPooperScooper #DogOwnerLife #BackyardCleanup
#CleanYardHappyDog #PetWasteRemoval

Post 2 — Jul 24

Theme: Pain-point / problem-aware

Exact Asset: 1784662383894_Sherry_Scoops_dirty_yardclean_yard.png

Backup: 1784663177856_Sherry_Scoops_dirty_yardclean_yard.png

Hashtags: #SherryScoops #PetWasteRemoval #CleanYard #BackyardCleanup #DogParents
#LessMessMorePlay

Post 3 — Jul 26

Theme: Promo / convenience

Exact Asset: 1784663042426_Sherry_Scoops_residential_cleanup_5.png

Backup: 1784663090978_Sherry_Scoops_Backyard_Pickup_Scene_3.png

Hashtags: #SherryScoops #CleanYardHappyDog #DogOwnerLife #WeeklyCleanup #PetWasteService #HappyBackyard

Post 4 — Jul 28

Theme: Funny / mascot awareness

Exact Asset: g1.mp4

Backup:

1784662306895_2370357229__Cartoon__Superhero_dog_mascot_flies_into_the_sky_over_a_cle__3_.

Hashtags: #SherryScoops #SuperDooperPooperScooper #DogParents #PetFriendlyLiving #BackyardCleanup #CleanYard

Post 5 — Jul 30

Theme: Local trust / family-friendly

Exact Asset: 1784662883807_3754233571_Create_a_bright__clean__family-friendly_cartoon_illustration.png

Backup: 1784662828496_Cartoon_Sherry_Scoops_Resident_Backyard.png

Hashtags: #SherryScoops #CleanYardHappyDog #DogFriendlyHome #PetFriendlyLiving #HappyBackyard #DogOwnerLife

Post 6 — Aug 1

Theme: Before-and-after / clean-yard relief

Exact Asset: 1784663090978_Sherry_Scoops_Backyard_Pickup_Scene_3.png

Backup: 1784663042426_Sherry_Scoops_residential_cleanup_5.png

Hashtags: #SherryScoops #BackyardCleanup #CleanYard #LessMessMorePlay #PetWasteRemoval #HappyBackyard

Post 7 — Aug 3

Theme: Promo / mascot / recognition

Exact Asset: g3.mp4

Backup:

1784662416936_1396170288__Cartoon__Superhero_dog_mascot_flies_into_the_sky_over_a_cle.png

Hashtags: #SherryScoops #SuperDooperPooperScooper #DogOwnerLife #BackyardCleanup #PetWasteService #CleanYardHappyDog

Post 8 — Aug 5

Theme: Reassurance / service trust

Exact Asset: 1784662476336_Cartoon_Dog_with_man_in_yard.png

Backup: 1784662828496_Cartoon_Sherry_Scoops_Resident_Backyard.png

Hashtags: #SherryScoops #DogParents #PetFriendlyLiving #CleanYard #WeeklyCleanup #HappyBackyard

Post 9 — Aug 7

Theme: Promo / CTA

Exact Asset: 1784662931919_Cartoon__Sherry_Scoops__Truck_Stop..png

Backup:

1784662451152_1405283731__Cartoon__Superhero_dog_mascot_flies_into_the_sky_over_a_cle__1_.

Hashtags: #SherryScoops #PetWasteService #WeeklyCleanup #DogOwnerLife #BackyardCleanup
#CleanYard

Post 10 — Aug 10

Theme: Fast promo / brand awareness

Exact Asset: g4.mp4

Backup:

1784662451152_1405283731__Cartoon__Superhero_dog_mascot_flies_into_the_sky_over_a_cle__1_.

Hashtags: #SherryScoops #SuperDooperPooperScoop #PetWasteRemoval #DogParents
#CleanYardHappyDog #BackyardCleanup

Post 11 — Aug 12

Theme: Multi-property / apartment / waste station

Exact Asset: 1784662969556_Sherry_Scoops_and_Waste_Station_3.png

Backup: 1784663021382_Sherry_scoops_apartment_clean_up_scene.png

Alt Backup: 1784663064929_Sherry_scoops_apartment_cleanup_scene_4_.png.png

Hashtags: #SherryScoops #PetWasteService #PetFriendlyLiving #CleanYard #DogPark #DogFriendlyHome

Post 12 — Aug 14

Theme: Customer reassurance

Exact Asset: 1784662828496_Cartoon_Sherry_Scoops_Resident_Backyard.png

Backup: 1784663042426_Sherry_Scoops_residential_cleanup_5.png

Hashtags: #SherryScoops #WeeklyCleanup #CleanYardHappyDog #DogOwnerLife #HappyBackyard
#LessMessMorePlay

Post 13 — Aug 17

Theme: Funny / pain-point

Exact Asset: g2.mp4 excerpt or

1784662451152_1405283731__Cartoon__Superhero_dog_mascot_flies_into_the_sky_over_a_cle__1_.

Hashtags: #SherryScoops #DogOwnerLife #BackyardCleanup #CleanYard #PetWasteRemoval
#LessMessMorePlay

Post 14 — Aug 19

Theme: Before-and-after / transformation

Exact Asset: 1784663177856_Sherry_Scoops_dirty_yardclean_yard.png

Backup: 1784662383894_Sherry_Scoops_dirty_yardclean_yard.png

Hashtags: #SherryScoops #CleanYard #BackyardCleanup #PetWasteService #HappyBackyard #DogParents

Post 15 — Aug 21

Theme: Promo / local service

Exact Asset: 1784663090978_Sherry_Scoops_Backyard_Pickup_Scene_3.png

Backup: 1784663042426_Sherry_Scoops_residential_cleanup_5.png

Hashtags: #SherryScoops #PetWasteRemoval #WeeklyCleanup #DogFriendlyHome #CleanYardHappyDog
#DogOwnerLife

Post 16 — Aug 24

Theme: Brand personality

Exact Asset: g1.mp4 or g3.mp4

Backup:

1784662306895_2370357229__Cartoon__Superhero_dog_mascot_flies_into_the_sky_over_a_cle__3_.

Hashtags: #SherryScoops #SuperDooperPooperScooper #DogParents #PetFriendlyLiving #BackyardCleanup
#HappyBackyard

Post 17 — Aug 26

Theme: Service awareness / local trust

Exact Asset: 1784663186221_Sherry_Scoops_Dog_Boarding_Scene_2.png.png

Backup: 1784663197536_Sherry_scoops_dog_kennel_pickup..png

Alt Backup: 1784663223517_Sherry_Scoops_DogGroomers_Handshake_Orange_and_Black.png

Hashtags: #SherryScoops #PetWasteService #DogBoarding #DogKennel #DogGroomers #CleanYard

Post 18 — Aug 28

Theme: Booking CTA / reassurance

Exact Asset: 1784663207575_Sherry_Scoops_Dog_Park_Green_and_Black_2.png

Backup: 1784662931919_Cartoon__Sherry_Scoops__Truck_Stop..png

Hashtags: #SherryScoops #DogPark #PetFriendlyLiving #CleanYardHappyDog #WeeklyCleanup
#BackyardCleanup

Optional Post 19 — Aug 31

Theme: Engagement

Exact Asset: 1784662476336_Cartoon_Dog_with_man_in_yard.png

Hashtags: #SherryScoops #DogOwnerLife #HappyBackyard #PetFriendlyLiving #CleanYard

Sherry Scoops Buffer-Ready Posting Sheet

Rest of July + All of August 2026

Jul 22 — Reel

Asset: g2.mp4

Caption: Meet the backyard hero you didn't know you needed You handle the belly rubs, the treats, and the tail wags. **Sherry Scoops** handles the part nobody wants to talk about. Clean yard. Happy pups. Less mess on your weekend.

Hashtags: #SherryScoops #SuperDooperPooperScooper #DogOwnerLife #BackyardCleanup
#CleanYardHappyDog #PetWasteRemoval

Jul 24 — Static/Carousel

Asset: 1784662383894_Sherry_Scoops_dirty_yardclean_yard.png

Caption: Nobody wants to spend a hot July afternoon doing the backyard chore everyone keeps avoiding. If the yard has become the "not it" job at your house, **Sherry Scoops** can take it off your list. You enjoy the yard. We'll handle the dirty work.

Hashtags: #SherryScoops #PetWasteRemoval #CleanYard #BackyardCleanup #DogParents
#LessMessMorePlay

Jul 26 — Static

Asset: 1784663042426_Sherry_Scoops_residential_cleanup_5.png

Caption: More yard time. Less scoop time. That's really the goal. If you'd rather spend your weekend relaxing, grilling, or playing with the dogs than cleaning up after them, **Sherry Scoops** is ready to help.

Hashtags: #SherryScoops #CleanYardHappyDog #DogOwnerLife #WeeklyCleanup #PetWasteService
#HappyBackyard

Jul 28 — Reel

Asset: g1.mp4

Caption: Backyard rescue, **Sherry Scoops** style Fast. Friendly. And fully committed to saving your shoes from surprise landmines. Yes, we know the business name makes people laugh. Yes, we also do a very real job people are very happy not to do themselves.

Hashtags: #SherryScoops #SuperDooperPooperScoop #DogParents #PetFriendlyLiving #BackyardCleanup #CleanYard

Jul 30 — Static

Asset: 1784662883807_3754233571_Create_a_bright__clean__family-friendly_cartoon_illustration.png

Caption: A clean yard just feels better. Better for the kids. Better for the dogs. Better for guests. Better for your own peace of mind. **Sherry Scoops** helps keep outdoor spaces cleaner, easier to use, and a whole lot more enjoyable.

Hashtags: #SherryScoops #CleanYardHappyDog #DogFriendlyHome #PetFriendlyLiving #HappyBackyard #DogOwnerLife

Aug 1 — Static/Carousel

Asset: 1784663090978_Sherry_Scoops_Backyard_Pickup_Scene_3.png

Caption: Small service. Big difference. A yard can go from stressful to fresh a lot faster than people think. If you're tired of looking out the window and immediately thinking, "Ugh, I need to deal with that," **Sherry Scoops** can help.

Hashtags: #SherryScoops #BackyardCleanup #CleanYard #LessMessMorePlay #PetWasteRemoval #HappyBackyard

Aug 3 — Reel

Asset: g3.mp4

Caption: **Sherry Scoops** to the rescue Or, as it says on the truck: **Sherry's Super Dooper Pooper Scooper** We know it's a mouthful. But it's also memorable for a reason. When the yard needs help, we show up.

Hashtags: #SherryScoops #SuperDooperPooperScoop #DogOwnerLife #BackyardCleanup #PetWasteService #CleanYardHappyDog

Aug 5 — Static

Asset: 1784662476336_Cartoon_Dog_with_man_in_yard.png

Caption: Friendly service. Cleaner yard. One less thing to think about. That's what **Sherry Scoops** is here for. No drama. No hassle. Just dependable help for one of the least fun chores that comes with loving dogs.

Hashtags: #SherryScoops #DogParents #PetFriendlyLiving #CleanYard #WeeklyCleanup #HappyBackyard

Aug 7 — Static

Asset: 1784662931919_Cartoon__Sherry_Scoops__Truck_Stop_.png

Caption: If scooping the yard has been sitting on your to-do list way too long... this is your sign. Let **Sherry Scoops** take care of it for you. You've got enough to do already.

Hashtags: #SherryScoops #PetWasteService #WeeklyCleanup #DogOwnerLife #BackyardCleanup #CleanYard

Aug 10 — Reel

Asset: g4.mp4

Caption: The yard doesn't clean itself. But luckily, you know a team that can help. **Sherry Scoops** keeps pet cleanup simple, friendly, and off your plate.

Hashtags: #SherryScoops #SuperDooperPooperScooper #PetWasteRemoval #DogParents #CleanYardHappyDog #BackyardCleanup

Aug 12 — Static/Carousel

Asset: 1784662969556_Sherry_Scoops_and_Waste_Station_3.png

Caption: It's not just single-family backyards. **Sherry Scoops** can also help with pet waste cleanup for apartment communities, shared dog areas, and other pet-friendly spaces that need regular attention. Cleaner shared spaces make a big difference.

Hashtags: #SherryScoops #PetWasteService #PetFriendlyLiving #CleanYard #DogPark #DogFriendlyHome

Aug 14 — Static

Asset: 1784662828496_Cartoon_Sherry_Scoops_Resident_Backyard.png

Caption: A cleaner yard without the hassle. That means: less stress, less smell, less buildup, and more space you actually want to use. That's the kind of difference **Sherry Scoops** loves making.

Hashtags: #SherryScoops #WeeklyCleanup #CleanYardHappyDog #DogOwnerLife #HappyBackyard #LessMessMorePlay

Aug 17 — Reel/Static

Asset: g2.mp4 excerpt or

1784662451152_1405283731__Cartoon__Superhero_dog_mascot_flies_into_the_sky_over_a_cle__1_.png

Caption: Saving sandals, sneakers, and backyard moods one scoop at a time Dog owners get it. One missed pile can ruin the whole vibe. **Sherry Scoops** helps keep your yard ready for play, guests, and barefoot confidence.

Hashtags: #SherryScoops #DogOwnerLife #BackyardCleanup #CleanYard #PetWasteRemoval #LessMessMorePlay

Aug 19 — Static

Asset: 1784663177856_Sherry_Scoops_dirty_yardclean_yard.png

Caption: From "ugh" to usable. That's what a clean yard does. A little cleanup changes how the whole space feels — for the dogs, for the family, and for anyone trying to actually enjoy being outside.

Hashtags: #SherryScoops #CleanYard #BackyardCleanup #PetWasteService #HappyBackyard #DogParents

Aug 21 — Static

Asset: 1784663090978_Sherry_Scoops_Backyard_Pickup_Scene_3.png

Caption: You already do enough. Let **Sherry Scoops** take this one off your plate. If yard cleanup keeps getting pushed to “later,” we’re here to make later unnecessary.

Hashtags: #SherryScoops #PetWasteRemoval #WeeklyCleanup #DogFriendlyHome #CleanYardHappyDog #DogOwnerLife

Aug 24 — Reel

Asset: g1.mp4 or g3.mp4

Caption: **Sherry Scoops** — or, if you want the full legendary title: **Sherry’s Super Dooper Pooper Scooper**

Yes, we own the pun. And yes, we’re serious about keeping yards cleaner and easier to enjoy.

Hashtags: #SherryScoops #SuperDooperPooperScooper #DogParents #PetFriendlyLiving #BackyardCleanup #HappyBackyard

Aug 26 — Static

Asset: 1784663186221_Sherry_Scoops_Dog_Boarding_Scene_2.png.png

Caption: Why do families love a clean yard? More fetch. More play. More peace of mind. Less mess waiting for someone to deal with. That’s the kind of simple win **Sherry Scoops** brings to the week.

Hashtags: #SherryScoops #PetWasteService #DogBoarding #DogKennel #DogGroomers #CleanYard

Aug 28 — Static/Carousel

Asset: 1784663207575_Sherry_Scoops_Dog_Park_Green_and_Black_2.png

Caption: Want the yard feeling fresh before September rolls in? **Sherry Scoops** can help you reset the space before the season changes. Clean yard. Less stress. Better weekends.

Hashtags: #SherryScoops #DogPark #PetFriendlyLiving #CleanYardHappyDog #WeeklyCleanup #BackyardCleanup

Aug 31 — Optional Engagement

Asset: 1784662476336_Cartoon_Dog_with_man_in_yard.png

Caption: What’s your least favorite backyard chore? We already know our answer

Hashtags: #SherryScoops #DogOwnerLife #HappyBackyard #PetFriendlyLiving #CleanYard