

28 Day Social Media Jump-Start Check List

| 28 Day Social Media for Home Builders Blueprint | | | | |
|---|--------------------------------|----------------|---|--|
| Sched Day | Example Post Title | Medium | Description | |
| Week one | | | | |
| 1 | Introduction | Video | Introduce yourself in a video. Introduce what your company is about, what your ideal project is, and what you hope to bring to everyone who follows you. | |
| 2 | How-To Replace A Deck Board | Video | Post a video minimum of 5 min of you explaining how to do something you think your audience will benefit from. | |
| 3 | Meet Our Team | Story | Post a video and photos to introduce your team from the on-site crew to the behind the scenes staff like office personnel. Introduce who a customer would talk to when they call. | |
| 4 | Project Showcase | Photo | Showcase your top 5 -7 projects and use slides on Instagram. | |
| 5 | How-To Repair Kitchen Sink | Video | Go more in depth from the How-To video on a topic that needs more information. Great time to really connect with your audience. | |
| 6 | Happy Customers | Image | Post an image with a quote from a customer, and make sure to tag them for more engagement. | |
| 7 | Clean Work Site | Live | Go behind the scenes on the job site, how you keep the project clean an safe for the homeowner. | |
| Week two | | | | |
| 8 | Happy Clients | Photo | Post photos of happy home owners and tag them in the posts. | |
| 9 | Construction Estimates | Video | Post a video 5 min minimum, of you explaining what a homeowner should look for in an work estimate, should they pay for an estimate, and how many estimates to get. | |
| 10 | Project Showcase | Photo | Showcase a larger project with 5-7 photos. Really show off this project with great lighting and multiple angles. | |
| 11 | On The Jobsite | Story | 60 second video of your current project, what you are doing and something that makes that project unique. | |
| 12 | What Do You Like? | Photo Question | Post a photo and ask a question about it. For example "Do you like your deck boards straight or installed at an angle?" comment below. *respond to all comments | |
| 13 | #newhashtag | #hashtag | Introduce your company hashtag #constructioncompanyname and let people know to use it on photos of your projects. | |
| 14 | Update | Text | Post a short status update. Let your followers know how you and your company are doing today. | |
| Week three | | | | |
| 15 | A Great Cause | Video | Post a video minimum of 5 min of the local charity work you have done, and why you are proud to help that cause. | |
| 16 | Staff Spotlight | Photo | Spotlight one of your staff members and the great ways they contribute to the success of your company. | |
| 17 | Where To Find Us | Photo / Text | Let your followers know the other social channels you are on. | |
| 18 | Joke Of The Day | Meme | Its good to joke around some times, it shows that you are human. Do a search for "home builder meme" and you will get a lot of inspiration. | |
| 19 | How-To Skirt A Deck | Video | Post a video minimum of 5 min on how to DIY someting common in your industry. Example "How to skirt a deck." | |
| 20 | Thank You For This | Re-post | Share user generated content of your customers showing off the work you have done. | |
| 21 | Interview with (influencer) | Video | Record a 10 min interview on Zoom with an influencer in the industry. This will expand your reach and you will learn a thing or two. | |
| Week four | | | | |
| 22 | (interviewee) Quote of the Day | Photo | Post a photo of the interviewee influencer and put a quote from the interview over the image. | |
| 23 | Early Beginnings | Video | Post a video where you tell a story about how you got your start in your field. Share something that did not go like it should have (fail). | |
| 24 | Lunch Time | Photo | Post a photo of your crew eating their lunch at the jobsite. | |
| 25 | Caption This? | Photo | Have a caption this photo contest of your crew doing something interesting. | |
| 26 | How-To Maintain A Deck | Video | Post an informational video about how to maintain something you build. Example how to maintain a deck. | |
| 27 | Tour This Project | Story | 60 second video of a project you are working on, what is the project and something that makes that project unique. | |
| 28 | The Team! | Photo | Post a team photo of your crew and office staff. | |