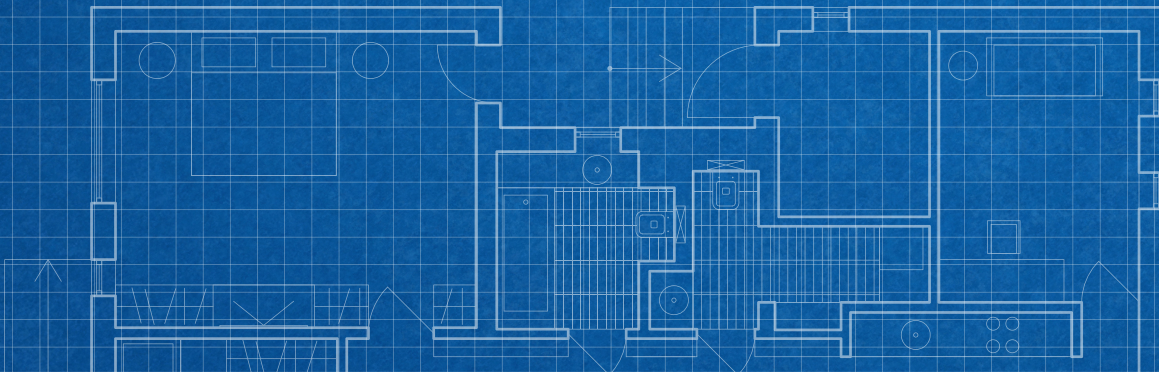


28 Day Social Media for Home Builders Blueprint

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<p>1 Introduction / Video</p> <p>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.</p>	<p>2 How-To Replace A Deck Board / Video</p> <p>Post a video minimum of 5 min of you explaining how to do something you think your audience will benefit from.</p>	<p>3 Meet Our Team / Story</p> <p>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.</p>	<p>4 Meet Our Team / Story</p> <p>Showcase your top 5-7 projects and use slides on Instagram.</p>	<p>5 How-To Repair Kitchen Sink / Video</p> <p>Post an image with a quote from a customer, and make sure to tag them for more engagement.</p>	<p>6 Happy Customers / Image</p> <p>Post an image with a quote from a customer, and make sure to tag them for more engagement.</p>	<p>7 Clean Work Site / Live</p> <p>Go behind the scenes on the job site, how you keep the project clean and safe for the homeowner.</p>
<p>8 Happy Clients / Photo</p> <p>Post photos of happy home owners and tag them in the posts.</p>	<p>9 Construction Estimates / Video</p> <p>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.</p>	<p>10 Project Showcase / Photo</p> <p>Showcase a larger project with 5-7 photos. Really show off this project with great lighting and multiple angles.</p>	<p>11 On The Jobsite / Story</p> <p>60 second video of your current project, what you are doing and something that makes that project unique.</p>	<p>12 What Do You Like? / Photo Question</p> <p>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.</p>	<p>13 #newhashtag / #hashtag</p> <p>Introduce your company hashtag #constructioncompanyname and let people know to use it on photos of your projects.</p>	<p>14 Update / Text</p> <p>Post a short status update. Let your followers know how you and your company are doing today.</p>
<p>15 A Great Cause / Video</p> <p>Post a video minimum of 5 min of the local charity work you have done, and why you are proud to help that cause.</p>	<p>16 Staff Spotlight / Photo</p> <p>Spotlight one of your staff members and the great ways they contribute to the success of your company.</p>	<p>17 Where To Find Us? Photo / Text</p> <p>Let your followers know the other social channels you are on.</p>	<p>18 Joke Of The Day / Meme</p> <p>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.</p>	<p>19 How-To Skirt A Deck / Video</p> <p>Post a video minimum of 5 min on how to DIY something common in your industry. Example "How to skirt a deck."</p>	<p>20 Thank You For This / Re-post</p> <p>Share user generated content of your customers showing off the work you have done.</p>	<p>21 Interview with (influencer) / Video</p> <p>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.</p>
<p>22 (Interviewee) Quote of the Day / Photo</p> <p>Post a photo of the interviewee influencer and put a quote from the interview over the image.</p>	<p>23 Early Beginnings / Video</p> <p>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).</p>	<p>24 Lunch Time / Photo</p> <p>Post a photo of your crew eating their lunch at the jobsite.</p>	<p>25 Caption This? / Photo</p> <p>Have a caption this photo contest of your crew doing something interesting.</p>	<p>26 How To Maintain A Deck / Video</p> <p>Post an informational video about how to maintain something you build. Example how to maintain a deck.</p>	<p>27 Tour This Project / Story</p> <p>60 second video of a project you are working on, what is the project and something that makes that project unique.</p>	<p>28 The Team / Photo</p> <p>Post a team photo of your crew and office staff.</p>



Need Help? Contact us at
tom@bartholomewmediagroup.com
bartholomewmediagroup.com

