JP MARKETING

CALENDAR + EXAMPLES

30 Days of Social Media Content Ideas for Towing & Roadside Services

A ready-to-use posting calendar, captions, and tips

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Why post on social at all?

Social media won't always bring in drivers the same day. But it does 3 big things:

1. **Builds trust.** People check your Facebook or Instagram before they call.
2. **Keeps you top of mind.** When they need a towing company, they remember you.
3. **Feeds search.** Videos and posts can show up in Google, and people now search on TikTok, YouTube, and Instagram like they search on Google.

You don't need to be on every app. Pick **2**. For most towing companies, that's **Facebook + Instagram**, then add **TikTok or YouTube Shorts** if you like making videos.

Words to know

Word	What it means
Reel / Short	A short vertical video (under 90 seconds).
Carousel	A post with several photos or slides you swipe through.
Story	A post that disappears after 24 hours.
Hook	The first line or first 2 seconds that make people stop scrolling.
Engagement	Likes, comments, shares, and saves.
Batching	Making lots of posts at one time.

Your 5 content buckets

Rotate through these so you never run out of ideas:

Content bucket	What it is
Tows and rescues	Cool recoveries and night tows.
Safety tips	What to do when stuck.

Content bucket	What it is
Drivers	Meet the team.
Trucks	Fleet and equipment.
Local	Roads, weather, community.

Your 30-day posting calendar

Post 5 days a week if you can. 3 is fine too. Just be steady.

Day	Format	Idea
1	Reel	Tough recovery out of a ditch
2	Video	What to do on the highway shoulder
3	Photo	Fleet lineup
4	Reel	Flatbed loading timelapse
5	Carousel	Car emergency kit list
6	Video	Meet driver Marcus
7	Reel	Night tow in the rain
8	Photo	5-star review
9	Carousel	Flatbed vs. wheel-lift
10	Video	Move Over law
11	Reel	Heavy-duty wrecker in action
12	Photo	New truck
13	Carousel	Jump start steps
14	Video	Owner story
15	Reel	EV towing the right way
16	Photo	Job in [City]
17	Carousel	How much does a tow cost?

Day	Format	Idea
18	Video	Customer thank you
19	Reel	Motorcycle tow
20	Photo	Team photo
21	Carousel	Hurricane car prep
22	Video	Day in the life of a tow driver
23	Reel	Lockout in 2 minutes
24	Photo	Sponsorship
25	Carousel	Scam tow red flags
26	Video	Why we answer 24/7
27	Reel	Winch-out from mud
28	Photo	Holiday travel tips
29	Carousel	Fleet account perks
30	Video	Thank you Sugar Land

Sample captions you can copy

> 2am, pouring rain, and a family stuck on the Grand Parkway. Marcus had them loaded and safe in 25 minutes. That's why we answer 24/7.

> Broke down on the highway? Hazards on, pull far right, stay buckled if traffic is heavy, then call us. Save this post.

> Tesla on a flatbed, wheels up, zero scratches. EVs should never be towed on their wheels.

How to make posts fast

1. **Batch it.** Pick one hour a week. Shoot 5 to 10 short videos and photos at once.
2. **Use your phone.** Good light + steady hands = good enough.
3. **Talk to one person.** Pretend you're explaining to one driver.
4. **Hook in 2 seconds.** Start videos with the most interesting part.
5. **Add captions on videos.** Lots of people watch with sound off.
6. **End with one simple ask.** Save this, share this, or call for a tow right now.

Easy video ideas (no fancy editing)

- Answer one question you get every week
- Show a 'before and after' (with permission)
- Introduce one team member
- Walk through your space or your work
- Bust one myth
- Share one quick tip
- React to a common mistake you see

Hashtags and location

- Use 3 to 5 hashtags. Mix local and topic tags, like #SugarLand and #TowingcompanyTips
- Tag your city in the post location (unless the post shows kids or private homes)
- Don't use 30 random hashtags

Rules for Towing & Roadside Services

> **Important:** Blur license plates and faces unless you have permission. Don't post accident scenes in a way that's graphic or shows victims.

Turn posts into leads

- Put your booking link in your bio
- Pin your best review or offer to the top of your profile
- Reply to every comment and message within a day
- Turn your best posts into Google Business Profile posts too
- Use a free resource (like a checklist) to collect emails

Monthly checklist

- [ ] Planned the month's 20+ posts
- [ ] Batched videos and photos
- [ ] Scheduled posts (Meta Business Suite is free)
- [ ] Replied to all comments and messages
- [ ] Reused the top 4 posts on Google Business Profile
- [ ] Checked which posts got the most saves and shares

Common questions

Do I have to show my face?

No, but faces build trust fast. Even a short hello from the owner helps.

What if nobody likes my posts?

That's normal at first. Keep going for 90 days. Look at which posts get saves and shares, and make more like those.

Should I pay to boost posts?

Only your best posts, with a small budget, aimed at your local area.

Want us to do this for you?

JP Marketing helps local businesses show up on Google, Google Maps, and AI search tools like ChatGPT. We build the websites, write the pages, run the ads, and set up the follow-up.

Book a free strategy call at jpmarketing.co. We'll look at your site and your Google profile, and show you the 3 fastest wins for your business.

Rules on Google, Meta, and AI tools change a lot. This guide was last updated November 2026. It is general marketing info, not legal advice.