JP MARKETING

CALENDAR + EXAMPLES

30 Days of Social Media Content Ideas for Home Service Contractors

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 customers 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 contractor, 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 home service 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
Job sites	Before/after, cool fixes, gross clogs.
Tips	Homeowner tips that save money.

Content bucket	What it is
Team	Techs and office people.
Offers	Seasonal specials.
Local	City shout-outs and 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	Before/after AC install
2	Video	How to change your air filter
3	Photo	Truck fleet
4	Reel	Grossest drain clog this week
5	Carousel	5 signs your AC is dying
6	Video	Meet our tech
7	Reel	Thermal camera finds a leak
8	Photo	5-star review graphic
9	Carousel	Repair vs. replace
10	Video	Freeze prep tips
11	Reel	Tankless water heater install timelapse
12	Photo	Team lunch
13	Carousel	What's in a tune-up
14	Video	Owner story
15	Reel	Sewer camera inspection
16	Photo	Job in [City]
17	Carousel	Financing options

Day	Format	Idea
18	Video	Customer testimonial
19	Reel	Why your AC freezes
20	Photo	New hire welcome
21	Carousel	Hurricane prep list
22	Video	Day in the life of a tech
23	Reel	Hydro jetting a drain
24	Photo	Community sponsorship
25	Carousel	Best thermostat settings
26	Video	What SEER2 means
27	Reel	Old vs. new unit
28	Photo	Holiday hours
29	Carousel	Maintenance plan perks
30	Video	Thank you customers

Sample captions you can copy

> This AC was 19 years old and held together with duct tape. Now it's a quiet new Trane that'll cut this Cypress family's power bill. Need a quote? Link in bio.

> Change your air filter every 1-3 months. A dirty filter makes your AC work harder and can freeze the coil. Easy fix, big savings.

> Freeze warning this weekend! Drip faucets, open cabinets under sinks, and cover outdoor spigots. Save this post.

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 customer.
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 or book a service visit.

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 #Cypress and #ContractorTips
- Tag your city in the post location (unless the post shows kids or private homes)
- Don't use 30 random hashtags

Rules for Home Service Contractors

> **Important:** Get permission before showing a customer's home, face, or address. Blur house numbers and license plates.

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.