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GUIDE · SOCIAL MEDIA

SOCIAL MEDIA FOR CONTRACTORS: WHAT WORKS

How often to post, which platforms to use and what kinds of posts build trust for a trades business.

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Social media will not replace referrals, but it gives people a way to check you out before they call. This guide covers how a trades business can keep its social media useful without it taking over the week.

PICK ONE OR TWO PLATFORMS

Choose the platforms your customers already use. For most residential trades that means Facebook and Instagram. For commercial and industrial trades, LinkedIn is often more useful. Doing two platforms well beats doing five poorly.

SET A RHYTHM YOU CAN KEEP

Two or three posts a week, every week, is better than ten posts in one week and nothing for a month. Block thirty minutes on the same day each week to plan and schedule.

BUILD POSTS FROM REAL JOBS

Real jobs show skill better than any stock photo. Ask your crew to take photos on every job: wide shots, details and the finished result.

- Before and after photos, with one line on what was done
- A short video walking through a finished job
- The problem you found and how you fixed it
- Your team at work, with their names and roles
- Answers to questions customers ask on the phone
- Reviews from customers, shared with permission

SHOW THE PEOPLE

Customers want to know who will be in their home or on their site. Introduce your team, celebrate apprentices finishing their hours and share what your crew takes pride in. People trust people more than logos.

MAKE IT EASY TO GET IN TOUCH

Every profile should include your phone number, service area and a link to book. Reply to comments and messages within a business day, the same way you would return a call.

CHECK WHAT IS WORKING

Once a month, look at which posts led to messages, calls or website visits. Make more of those. Ignore follower counts; enquiries are the number that matters.

NEED A HAND?

Souck helps trades and service businesses with websites, search, advertising, branding and business systems. Book a free conversation at souckinc.com/book or call 1-888-218-9374.