Souck

PLANNER

30-DAY SOCIAL MEDIA PLANNER

Post ideas built from real jobs, and a weekly rhythm you can keep.

A 30-day plan for a trades or service business. Use the post ideas as written or swap in your own. Aim for two or three posts a week on one or two platforms.

FIVE KINDS OF POSTS THAT BUILD TRUST

PILLAR	WHAT IT LOOKS LIKE
Finished jobs	Before and after photos, one line on what was done.
How we do it	A tip, a process or a detail customers never see.
Our people	Introduce a team member, an apprentice or a crew.
Questions answered	One question customers ask on the phone, answered.
Proof	A review or a thank-you, shared with permission.

YOUR WEEKLY RHYTHM

1

Monday

Pick this week's posts from the plan.

2

On every job

Take wide, detail and finished photos.

3

Wednesday

Post and reply to comments.

4

Friday

Post and note which posts brought messages.

30-DAY PLAN

DAY	POST IDEA	FORMAT	POSTED?
1	Introduce your business in three sentences	Photo	
2	Before and after: your best recent job	Photo	
3	Meet the owner: why you started	Photo or video	
4	Answer: how much does a typical job cost and why it varies	Text + photo	
5	Behind the scenes: the van or the shop	Video	
6	A customer review, with a photo of the job	Photo	
7	Tip: one thing homeowners should check this season	Photo	
8	Before and after: a small repair	Photo	
9	Meet a team member	Photo	
10	Answer: how long does a typical job take	Photo or video	
11	The tool you could not work without	Text + photo	
12	A detail from a job nobody else will see	Video	
13	Share a local event or business you support	Photo	
14	A customer review	Photo	
15	Before and after: a larger project	Photo	
16	Safety: how your crew protects a customer's home	Photo	
17	Answer: do I need a permit for this	Photo or video	
18	An apprentice's progress	Text + photo	
19	Time-lapse or short video of a job	Video	
20	Your service area: towns you cover	Photo	
21	A customer review	Photo	
22	Before and after: a fix of someone else's mistake (no names)	Photo	
23	How to book with you, step by step	Photo	

DAY	POST IDEA	FORMAT	POSTED?
24	Answer: what to do in an emergency before you arrive	Photo or video	
25	The crew at the end of a big job	Text + photo	
26	Seasonal reminder: maintenance customers forget	Video	
27	Thank your customers this month	Photo	
28	A customer review	Photo	
29	Your week in three photos	Photo	
30	Plan next month: what worked this month	Photo	

MONTHLY CHECK

POSTS THAT BROUGHT MESSAGES, CALLS OR QUOTES

WHAT TO DO MORE OF NEXT MONTH

WHAT TO STOP