Social Media Content Ideas

Share useful information about work you actually provide. Consistency matters more than filling every day.

Put it into practice

1. Explain one task your service includes and why it helps.

2. Show how to prepare for a visit or how to request a useful quote.

3. Share an example of your process with permission, without revealing customer identity or access details.

Starter example

Four post ideas: What our basic service includes; three details we need for a quote; how to prepare for your appointment; one lesson from a recent job. End with one relevant enquiry link.

Your next action

Post topic / useful takeaway / permitted photo / posting date

Avoid fabricated testimonials or before-and-after images. Do not promise outcomes you cannot control. Track enquiries as well as engagement.

Continue with the practical decision guide and worksheet on the next pages.

Build a useful four-post sequence

Work through the decision

Plan around questions customers ask before booking. Useful themes include the difference between service levels, information needed for a quote, appointment preparation, and what happens after the visit. These topics explain your offer and reduce repeated questions without relying on dramatic claims.

Use one takeaway per post. Start with the question, give a short answer based on your actual process, and end with a relevant next step. A quote post can link to the enquiry page; a preparation post can be useful on its own. Avoid forcing a sales message into every sentence.

A situation to learn from

Example sequence for cleaning: Post 1 explains routine versus deep cleaning. Post 2 lists the details needed for a quote. Post 3 explains agreed access and preparation. Post 4 shows a permitted example of your checklist. Review the examples for private details before publishing.

How to respond

If people ask the same question after reading, improve the wording. If a post brings unsuitable enquiries, clarify area or exclusions. Keep a small record of topic, enquiries, and time spent. Do not confuse a popular post with a profitable service or assume every follower is a potential local customer.

Four-post planner

Use this page with your own service and circumstances. Record assumptions separately from confirmed facts, and update the plan using actual work.

Post 1: question / verified answer / intended customer

Post 2: scope explanation / example / enquiry action

Post 3: preparation tip / permitted image / posting date

Post 4: process lesson / privacy check / follow-up question

Review before taking the next step

Repurpose carefully: a long explanation can become a short question-and-answer post. Recheck the facts and scope rather than copying old dates, prices, or availability.

- [ ] One useful takeaway.
- [ ] No private customer information.
- [ ] Images and examples truthful and permitted.
- [ ] Next step relevant and contact route working.

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