Free guide 3 of 3: social media

Two posts a week that win jobs

From photos already on your phone. What to post, how to caption it, and what to stop.

You don't need to be on camera, you don't need to post every day, and you don't need a designer. Two good posts a week from real job photos beat seven weak ones. This guide is what to post, how to caption it, the thirty-second photo habit that feeds it, and what to stop doing.

Facebook and Instagram do different jobs

Facebook is where homeowners over forty ask can anyone recommend a plasterer in Bolton? Local groups and recommendation threads are the whole point. Plain text works: Got a gap Thursday afternoon in Bolton if anyone needs a boiler service. Being the first sensible reply in a local group beats any designed graphic.

Instagram is your portfolio. People land on it from your Google listing or a recommendation and go through your work looking for a reason to rule you out, before they ring. Images, carousels and videos of real jobs are what it's for.

Source: how UK homeowners describe choosing a tradesperson (r/DIYUK threads, 2025 to 2026): find on Checkatrade or Maps, then go through the photos before getting a quote

The five formats that win jobs

1. Before and after, same angle

Do this: Take the before from a marked spot (a chalk mark, the doormat, the gatepost). Take the after from exactly the same spot, same height. Post as a two-slide carousel or a split image.

Why: Identical framing is what makes it believable. A before and after from two different angles is worth nothing, because the eye can't compare them.

Example caption: Driveway in Solihull. Block paving lifted, relaid and resealed in two days. From £X. Send a photo of yours and you'll have a price back today.

2. The review, as a screenshot

Do this: Screenshot the Google review exactly as it appears, crop nothing, and highlight one line. Do not retype it into a designed graphic with five stars on it.

Why: The polished five-star graphic reads as fake now; people have seen too many. The raw screenshot is proof, and the caption tells the story behind the line you highlighted.

Example caption: Sarah in Didsbury had two other quotes. This is what she said after. Bathroom fitted in four days, Manchester and Stockport, from £X.

3. The close-up only a pro would take

Do this: One photo of the detail that shows the job was done properly: the lead flashing dressed into the mortar, the sub-base layers before the paving goes down, the pipe joint before it's boxed in.

Why: It's the photo a competitor can't fake, and it uses the real word for the thing, which is what people search for when something's gone wrong with theirs.

Example caption: This is the bit you never see once the plasterboard's on. Sheffield rewire, first fix. Every cable clipped, every run labelled.

4. Three signs your [thing] needs looking at

Do this: Three slides, one sign each, under twenty words per slide, big text. The caption expands the first sign.

Why: It gets saved and sent to a partner, and it makes you the person to ask, which is the person who gets rung.

Example caption: Three signs your chimney needs sweeping before winter. Slide one: smoke coming back into the room. Chimney sweeps in Leeds, from £X, evenings and Saturdays.

5. The availability post, real gaps only

Do this: When a job falls through or a day's genuinely free: Got Tuesday free in Cardiff, ring or message. Facebook first, local groups included. Only ever when it's true.

Why: It's an honest demand signal and it converts straight into a booked day. A fake one, discovered, ends the relationship with everyone who saw it.

Example caption: Tuesday's opened up in Cardiff and Barry. Boiler services and small repairs. Message me and I'll fit you in.

How to caption, every time

Line one stands on its own. It's all anyone sees before more. It hooks, names a fear, states a price, or names the city. It never describes the picture.

Name the city and the service once. Plainly, in the caption: Bathroom fitting in Manchester. This is what tells Facebook and Instagram who to show it to, and it's what AI reads when someone asks who does bathrooms in Manchester.

State a price or a from price. Hiding it is the single biggest reason people don't enquire.

One ask, soft. Send a photo and I'll price it. Never two asks, never comment YES.

Reply to every comment in the first hour. It's the cheapest reach there is.

The thirty-second photo habit

Four photos per job, phone only. Before, from a marked spot. After, from the same spot. One close-up of the detail. One wide shot of the finished work in daylight. That's a fortnight of posts from every job, with no time spent making content.

Real photos only. A stock photo quietly tells people you have no real jobs to show. Swapping a stock image for a real one of the owner lifted conversions 35% in one documented test.

Source: MarketingExperiments, stock vs real photo test

Stop doing these

Tag a mate, comment YES, like if you agree: the platforms now bury posts that beg for engagement. Countdown timers and fake urgency: the CMA and ASA treat invented deadlines as a consumer protection matter and have gone after companies for it. Designed five-star review graphics. Stock photos. Inspirational quote images. Videos with another platform's watermark on them.

Source: Meta guidance on engagement bait; CMA and ASA enforcement of the Consumer Protection from Unfair Trading Regulations (fake urgency)

Your next two weeks

Fill this in from jobs you've already got photos of.

POST	FORMAT (1 TO 5)	JOB AND PHOTOS	CITY + SERVICE	PRICE	THE ASK
Week 1, post 1					
Week 1, post 2					
Week 2, post 1					
Week 2, post 2					

If you'd rather not do any of this yourself

Everything in this guide is part of what I do for clients, for £297 a month: your website, your Google profile, two posts a week on social media, and being found by Google and AI. No setup fee, cancel any month, you own everything.
See what I build at **falcon-systems.com/portfolio**, or ring me and I'll go through your own listing with you on a 30 minute call.
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