

PROFILE LAUNCH LOGO HERE

PHOTO PLACEHOLDER: Contractor truck parked on a suburban neighborhood street

PROFILE LAUNCH PRESENTS

Social Media Content Kit

THIRD QUARTER | 2026 | HOME SERVICE CONTRACTORS

A quarterly bundle of ready to post captions for Facebook, Instagram, LinkedIn, and Google Business Profile. Copy, customize, and post in minutes.

GETTING STARTED

Welcome to your one stop shop for social media content.

Social media plus a well tuned Google Business Profile are two of the most powerful ways for local contractors to get discovered, build trust, and win jobs in their service area. Homeowners scroll, compare, and call within minutes, so the businesses that show up with fresh photos, real reviews, and helpful posts win the phone call.

This kit is built so you can spend more time running jobs and less time guessing what to post. Every caption below is written, ready to copy, and easy to customize with your company name, city, and phone number.

Here is how it works

- 1 Find a post you want to share.
- 2 Look at the suggested channel icons: Facebook, Instagram, LinkedIn, and Google Business Profile.
- 3 Copy and paste the caption, then customize it with INSERT COMPANY NAME, INSERT CITY, and INSERT PHONE NUMBER.
- 4 For posts with a link, point homeowners to your website blog, a service page, or your quote form.
- 5 For posts with images, take your own job site photos or size them in a tool like Canva for a clean look.

Do not forget

Tag @ProfileLaunch on LinkedIn or Facebook if you want us to see and share your posts. Use one to three consistent branded hashtags on every post so homeowners start to recognize your name.

#INSERTCOMPANYNAME #INSERTCITYSERVICE #ProfileLaunchPartner

PLAYBOOK

When should contractors post?

Homeowners scroll social when they are on a break, before dinner, or winding down at night. Post when they are watching, then reuse your best posts as Google Business Profile updates for extra local reach.

Best times to post on Facebook

BEST TIMES

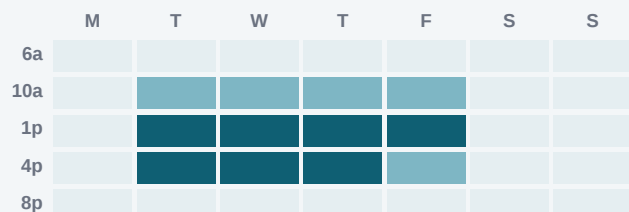
12:00pm to 8:00pm local time, especially Tuesday through Thursday.

BEST DAYS

Tuesday, Wednesday, Thursday.

WORST TIMES

Very early mornings and late nights.



Facebook global engagement, contractor category. Illustrative only.

Best times to post on Instagram

BEST TIMES

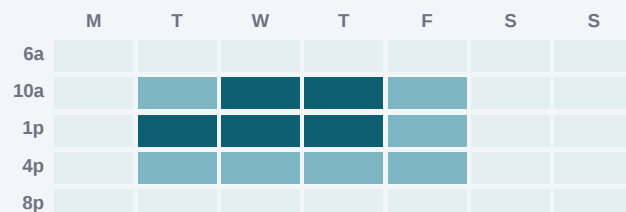
1:00pm to 4:00pm local time, especially Tuesday and Wednesday.

BEST DAYS

Tuesday and Wednesday.

WORST TIMES

Early mornings and Saturdays.



Instagram global engagement, contractor category. Illustrative only.

Pro tip from Profile Launch

Post three to five times per week and repurpose your best posts as Google Business Profile updates. Consistency beats perfection every single quarter.

Education: Google Business Profile & Local SEO

EDUCATION | GBP & LOCAL SEO

Is your Google Business Profile costing you calls?

SUGGESTED CHANNELS: [\[FB\]](#) [\[IG\]](#) [\[LI\]](#) [\[GBP\]](#)

CAPTION

Most homeowners in INSERT CITY / REGION check your Google Business Profile before they ever call. If your hours are outdated, your photos are old, or your service list is thin, that call goes to someone else. Give us five minutes and we will help you spot the gaps. Call INSERT COMPANY NAME at INSERT PHONE NUMBER for a free profile audit.

SUGGESTED HASHTAGS

[#GoogleBusinessProfile](#) [#LocalSEO](#) [#INSERTCITYSERVICE](#) [#INSERTCOMPANYNAME](#) [#ProfileLaunchPartner](#)

[CLICK HERE TO COPY WEB LINK](#)

EDUCATION | REPUTATION

Why reviews matter more than ever for local contractors

SUGGESTED CHANNELS: [\[FB\]](#) [\[IG\]](#) [\[LI\]](#) [\[GBP\]](#)

CAPTION

Star ratings are the new curb appeal. Homeowners compare reviews before they compare quotes, and Google uses them to decide who shows up first on the map. After every completed job, ask your customer to share a quick review. It takes them a minute and pays you back for years. Ready to hire INSERT COMPANY NAME in INSERT CITY? Call INSERT PHONE NUMBER.

SUGGESTED HASHTAGS

[#CustomerReviews](#) [#FiveStarService](#) [#INSERTCITYSERVICE](#) [#INSERTCOMPANYNAME](#)

[CLICK HERE TO COPY WEB LINK](#)

EDUCATION | HOMEOWNER TRUST

What local customers actually see before they call you

SUGGESTED CHANNELS: [\[FB\]](#) [\[LI\]](#) [\[GBP\]](#)

CAPTION

Before a homeowner picks up the phone, Google shows them your recent photos, your reviews, your latest posts, and your website. If any of those look stale, they scroll to the next contractor. Post fresh before and after photos every week and keep your profile active. Homeowners in INSERT CITY / REGION can reach INSERT COMPANY NAME at INSERT PHONE NUMBER.

SUGGESTED HASHTAGS

[#BeforeAndAfter](#) [#LocalContractor](#) [#INSERTCITYSERVICE](#) [#ProfileLaunchPartner](#)

[CLICK HERE TO COPY WEB LINK](#)

EDUCATION | POSTING CADENCE

How often should contractors post on Google Business Profile?

SUGGESTED CHANNELS: [\[GBP\]](#) [\[FB\]](#) [\[LI\]](#)

CAPTION

Short answer, at least one to two times per week. Mix service spotlights, quick FAQs, and seasonal tips so homeowners see you are active and paying attention. Consistent posting also sends Google fresh signals that keep you visible in the local map pack. Want us to run it for you? Contact INSERT COMPANY NAME at INSERT PHONE NUMBER.

SUGGESTED HASHTAGS

[#GoogleBusinessProfile](#) [#ContractorMarketing](#) [#INSERTCITYSERVICE](#) [#INSERTCOMPANYNAME](#)

[CLICK HERE TO COPY WEB LINK](#)

PRE WRITTEN POSTS | BLOCK B

Education: Homeowner tips by trade

EDUCATION | HOMEOWNER TIP

5 signs it is time to call a professional

SUGGESTED CHANNELS: [\[FB\]](#) [\[IG\]](#)

CAPTION

Repeated repairs, rising utility bills, strange sounds, water where it should not be, or a system past its expected life span. Any of these mean it is time to call a pro before a small issue becomes a big invoice. INSERT COMPANY NAME serves INSERT CITY / REGION. Call INSERT PHONE NUMBER.

SUGGESTED HASHTAGS

[#HomeownerTips](#) [#INSERTCITYSERVICE](#)
[#INSERTCOMPANYNAME](#)

COPY WEB LINK

EDUCATION | SEASONAL

Seasonal home maintenance checklist

SUGGESTED CHANNELS: [\[FB\]](#) [\[IG\]](#) [\[GBP\]](#)

CAPTION

A quick seasonal check keeps small issues from turning into weekend emergencies. Walk the roof line, test your systems, clear the gutters, and confirm your smoke alarms work. Need a hand? Call INSERT COMPANY NAME at INSERT PHONE NUMBER and we will take a look.

SUGGESTED HASHTAGS

[#HomeMaintenance](#) [#SeasonalCheck](#)
[#INSERTCITYSERVICE](#)

COPY WEB LINK

EDUCATION | HIRING GUIDE

How to choose a trusted contractor in INSERT CITY

SUGGESTED CHANNELS: [\[FB\]](#) [\[LI\]](#)

CAPTION

Look for licensed and insured pros, real reviews from local customers, clear written estimates, and a company that answers the phone. That is how INSERT COMPANY NAME does business every day in INSERT CITY / REGION. Reach us at INSERT PHONE NUMBER.

SUGGESTED HASHTAGS

[#HireLocal](#) [#TrustedContractor](#) [#INSERTCITYSERVICE](#)

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EDUCATION | PRICING

Why cheap estimates often cost more in the long run

SUGGESTED CHANNELS: [\[FB\]](#) [\[IG\]](#)

CAPTION

The lowest bid usually leaves something out. Cheap materials, skipped steps, or no warranty when it matters. A fair price with quality workmanship saves you money over the life of the job. Ask INSERT COMPANY NAME for a real estimate. Call INSERT PHONE NUMBER.

SUGGESTED HASHTAGS

[#QualityMatters](#) [#HomeownerAdvice](#)
[#INSERTCOMPANYNAME](#)

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EDUCATION | HIRING GUIDE

What to ask before you hire a contractor

SUGGESTED CHANNELS: [\[FB\]](#) [\[LI\]](#) [\[GBP\]](#)

CAPTION

Are you licensed and insured? Can I see recent local reviews? What is the total price in writing? Who handles the job on site? What happens if something goes wrong? Good contractors answer every one without hesitation. Call INSERT COMPANY NAME at INSERT PHONE NUMBER.

SUGGESTED HASHTAGS

[#SmartHomeowner](#) [#ContractorTips](#) [#INSERTCITYSERVICE](#)

COPY WEB LINK

EDUCATION | EMERGENCY RESPONSE

How fast response times win in emergencies

SUGGESTED CHANNELS: [\[FB\]](#) [\[IG\]](#) [\[GBP\]](#)

CAPTION

When something breaks, minutes matter. A quick answer, a real technician, and a same day appointment protect your home and your budget. INSERT COMPANY NAME is on call for INSERT CITY / REGION. Save our number now: INSERT PHONE NUMBER.

SUGGESTED HASHTAGS

[#EmergencyService](#) [#LocalHeroes](#) [#INSERTCITYSERVICE](#)

COPY WEB LINK

PRE WRITTEN POSTS | BLOCK C

Social holidays & community

SOCIAL HOLIDAY | LABOR DAY

Happy Labor Day from INSERT COMPANY NAME

SUGGESTED CHANNELS: [\[FB\]](#) [\[IG\]](#) [\[LI\]](#) [\[GBP\]](#)

CAPTION

Today we celebrate the trades, the crews, and the neighbors who show up every day and get the work done. Thank you to our team and to the homeowners of INSERT CITY / REGION who trust us in your homes. Have a safe and happy Labor Day. INSERT COMPANY NAME | INSERT PHONE NUMBER.

SUGGESTED HASHTAGS

[#LaborDay](#) [#ThankATradesperson](#) [#INSERTCITYSERVICE](#) [#INSERTCOMPANYNAME](#)

[CLICK HERE TO COPY WEB LINK](#)

SOCIAL HOLIDAY | BACK TO SCHOOL

Cheers to a great back to school season

SUGGESTED CHANNELS: [\[FB\]](#) [\[IG\]](#) [\[GBP\]](#)

CAPTION

Buses are rolling and classrooms are full again in INSERT CITY / REGION. Drive safe out there, watch for kids at the stops, and know that INSERT COMPANY NAME is proud to support the families and schools that make our community strong. INSERT PHONE NUMBER.

SUGGESTED HASHTAGS

[#BackToSchool](#) [#LocalCommunity](#) [#INSERTCITYSERVICE](#) [#INSERTCOMPANYNAME](#)

[CLICK HERE TO COPY WEB LINK](#)

SOCIAL HOLIDAY | COMING SOON

Small Business Saturday is coming, start planning now

SUGGESTED CHANNELS: [\[FB\]](#) [\[IG\]](#) [\[LI\]](#)

CAPTION

Small Business Saturday is only a few weeks away. Make a list of the local shops, trades, and neighbors you want to support in INSERT CITY / REGION. INSERT COMPANY NAME is proud to be part of this community. Call INSERT PHONE NUMBER when you need us.

SUGGESTED HASHTAGS

[#SmallBusinessSaturday](#) [#ShopLocal](#) [#INSERTCITYSERVICE](#) [#INSERTCOMPANYNAME](#)

[CLICK HERE TO COPY WEB LINK](#)

READY TO GROW?

Need done for you social media and Google Business Profile management?

Profile Launch is a Google Business Profile and local SEO agency built specifically for home service contractors. We handle the posts, the reviews, and the ranking work so you can stay focused on the jobs in front of you.

- Daily or weekly Google Business Profile posting done for you.
- Review building system to increase five star feedback.
- Local SEO strategy tailored to home service contractors.

Book your free strategy call

A real conversation with a real marketing expert. No sales pressure. No long term contract.

[VISIT PROFILELAUNCH.US](https://profilelaunch.us)

Or call (910) 701 6053

Serving contractors nationwide.