Business Profile Pro

FREE CHECKLIST

Social Post Calendar Checklist

Plan a month of simple posts in one sitting, with ideas for local service businesses.

1 Set up your plan

- [ ] Choose **one or two platforms** where your customers spend time.
- [ ] Decide how often you can post and **stick to it**.
- [ ] Block a **one to two hour** session to plan the month.
- [ ] Pick a calendar or spreadsheet to hold your plan.

2 Mix up your post ideas

- [ ] **Before and after** photos of your work.
- [ ] **Behind the scenes** on a job.
- [ ] Introduce **team members**.
- [ ] **Tips and how-tos** for homeowners or customers.
- [ ] Answer a **common question**.
- [ ] **Seasonal reminders** for your trade.
- [ ] Local events and community news.
- [ ] Offers or openings in your schedule.
- [ ] Customer reviews, shared with permission.

TIP Take photos on every job. A phone and good light are usually enough.

3 Plan the month

- [ ] Mark **holidays and local events** on your calendar.
- [ ] Give each week a simple **theme**.
- [ ] Draft captions with a clear **call to action**.
- [ ] Choose photos or short videos for each post.
- [ ] Get permission before showing customers or their homes.

Week	Theme	Post ideas
Week 1		
Week 2		
Week 3		
Week 4		

4 Schedule and engage

- [ ] **Schedule** your posts in advance.
- [ ] Add your town or location where it fits.
- [ ] Check comments and messages **a few times a week** and reply.
- [ ] Share your best posts to your Google Business Profile.

5 Review at month end

- [ ] Note which posts got **messages, calls or comments**.
- [ ] Repeat what worked and drop what did not.
- [ ] Start next month's plan.

Business Profile Pro

Want us to do the marketing for you?

Business Profile Pro looks after your Google Business Profile, local search, reviews and website, so you can get back to the work you love.

Get Started

businessprofilepro.com