

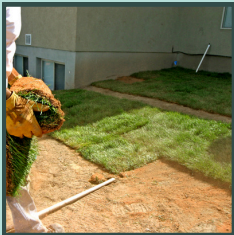
PLATFORM _____

WEEK OF _____

Social Media Post Planner

Monday

Before & After Photo



Show off transformations.
Focus on curb appeal.
Tag your location.

Tuesday

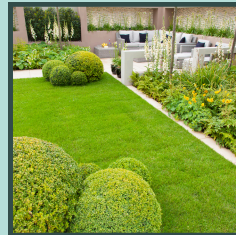
Lawn Tip or Maintenance Hack



Educate.
Offer value.
Share simple advice clients can use now.

Wednesday

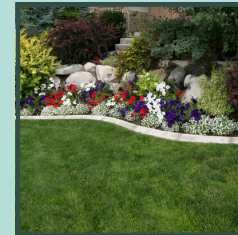
Behind-the-Scenes Photo



Your crew on the job.
Tools in action.
Builds trust and transparency.

Thursday

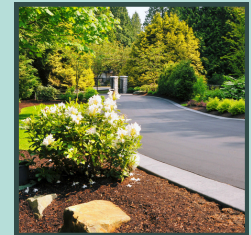
Client Testimonial or Review



Screenshot a Google review or show results from a recent project.

Friday

Local Highlight or Community Post



Tag a local biz, park, or event.
Show you're part of the neighborhood.

Bonus tips for better reach and results

- Use Saturdays and Sundays to **rest** or **engage** in Facebook groups, local pages, or comments.
- **Geotag** every post with your service area
- Use **real photos** from real jobs. No stock images
- Keep captions **short** and **clear**. Avoid paragraphs
- Include a simple **CTA** in every post: "Call now," "DM for quote," "Visit our site"
- **Respond fast** to comments or DMs – leads fade quickly
- Try **Stories** or **Reels** once a week to boost reach

**This planner can only give you structure.
Your strategy drives results.**

Use it to stay consistent, visible, and connected but back it up with tools that bring in real jobs.

Feel free to modify based on your services, season, or goals.