



**ComfortReady**  
**HOME**

Real Comfort. Real Savings. Real Smart.

# Social Media Best Practices for Installers

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October 2020



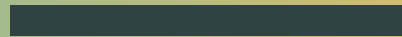
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# Goals



# Installers can use social media to

1. **Differentiate** their brand.
2. **Build** a community of advocates.
3. **Increase** engagement and followers.
4. **Generate** new business leads.



# Differentiating your brand

A robust social media presence helps your company stand out from the competition by:

- Giving your brand a voice and personality, which makes you more approachable and helps keep your audience's attention.
- Showing you are active and easy to reach. Don't forget to check your direct messages!
- Demonstrating consistency in your content and messaging, which helps inspire trust.

# Building a community of advocates

When you post and interact with your followers on social media, remember you're building a community. Just like ensuring customer satisfaction can lead to referrals, it pays to monitor and manage your social media audience.

Brand advocates, or “superfans,” provide valuable and unique word-of-mouth marketing at relatively little cost, and can be key to a successful growth strategy.



# Increasing engagement and followers

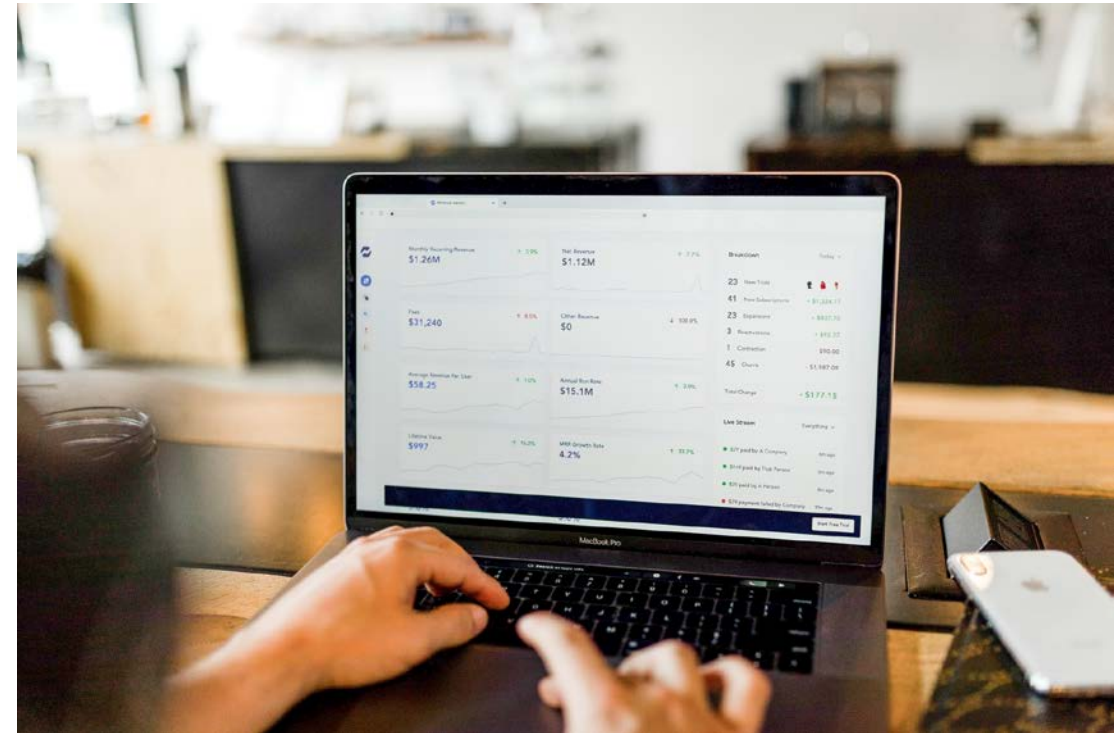
Increasing your level of activity on social media can create a positive feedback loop with plenty of benefits:

- Your posts will begin to reach more and more users, many of whom live in your service territory and represent potential business opportunities.
- Your company will be top-of-mind for followers thinking of making energy-efficiency upgrades.
- Large numbers of engagements on your posts, such as comments, likes and shares, lends them credibility and serves as an endorsement to onlookers.



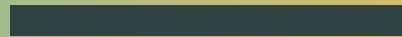
# Generating new business leads

Of course, your ultimate goal is to use social media to increase your business. This takes time and dedication — and trial and error. Remember, patience pays off!





# Channel Mix



# Which platforms should you use?

Some social media platforms are better suited to certain types of content. Choose the one that best fits your message, or post on multiple channels.

## Facebook



- A great platform for storytelling.

Use it to:

- Differentiate your brand.
- Build a community of advocates.
- Increase engagement and followers.
- Generate new business leads.

## Twitter



- Offers consumers real-time updates.

Use it to:

- Build a community of advocates.
- Increase engagement and followers.

## Instagram



- Share “slice-of-life” updates, photos and videos from the field.

Use it to:

- Differentiate your brand.
- Increase engagement and followers.
- Show real examples of your work, such as before and after photos.

# Facebook tips

- The best times to post are Monday, Tuesday and Wednesday mornings.
- Prevent oversaturating your audience with a single topic by keeping your content fresh and diverse.
- High-quality content leads to more engagement. Facebook’s algorithm prioritizes content with “meaningful interactions,” and thoughtful organic posts are more likely to appear in users’ feeds.
- Use promotional calls-to-action sparingly (i.e. “Buy now!” or “Sign Up Here!”). Facebook deprioritizes these types of posts to have users focus on more organic content.



# Twitter tips

- The best times to post are between 9 a.m. and 11 a.m., Monday through Friday.
- Utilize relevant hashtags in tweets to increase visibility among users.
- Engage with your audience, partners and community members by tagging them and liking, commenting, and retweeting their comments and posts.
- Follow local utilities, industry partners and community members to stay engaged with a relevant audience.
- Content moves quickly through Twitter because of its nature, so keep your content timely.
- Short and sweet works best. Your audience's attention is at a premium. The ideal length for a tweet is 70–100 characters.



# Instagram tips

- The best times to post are weekday afternoons.
- Use Instagram Stories to create promotional slides with text and visuals, and the Highlights feature to pin them to your profile for easy access.
- Engage with your audience, partners and community members by tagging them and engaging with their posts.
- Reshare content you've been tagged in by adding it to your Stories.
- Follow local utilities, industry partners and community members to stay engaged with a relevant audience.



# Content Strategy

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# Think about a long-term narrative

People use social media to share and connect, so it's no surprise that storytelling is so important to a successful account. Even though you're representing a company, you still have a story to tell, with wisdom you've collected over the years and anecdotes from the field.

Start by mapping out a content plan or editorial calendar. Think of timely topics or upcoming promotions, and how you can use them as an opportunity to tell your audience a little more about your company.

Over time, your editorial calendar will help your social presence feel more consistent and cohesive. It can also take away the struggle of thinking of what to post about or scrambling to come up with something at the last minute.





# Share real stories with real impact

It's important to humanize your brand and to make the content you share on social media as accessible as possible.

Use natural language and explain unfamiliar terms and concepts. Keep jargon to a minimum and don't focus too much on technical details. When possible, connect your stories to real-world outcomes anyone can understand and appreciate. Digging a little deeper to tell a human story will give your content much broader and long-lasting appeal.

In the end, your goal should be to communicate the value of your work as clearly as possible, which will lead to more followers and increased engagement.

# Connect to your community

For your audience, the reason to follow your company on social media isn't just the work you do, it's that you're doing it in their community.

Lean into this sense of local pride by including details, stories and images that remind your followers you're in their community. Setting the scene will pique their interest and make your message more memorable. It will also give your brand credibility that pays off in the long run.

Localizing your content also makes your social media accounts welcoming to curious neighbors who may be in the market for an energy-efficient home upgrade. At the same time, it can help keep you from developing a habit of sharing too much industry news, which often falls flat on social media if it's intended for a consumer audience.



# Promote yourself!

Obvious, right? Not so fast...

Although it may seem counterintuitive, a good rule of thumb is to limit explicitly self-promotional posts to about 20% of what you share. Think of these as posts that make a direct “ask” of your audience. If you’re asking your followers to take the same action over and over, your promotions are less likely to stand out, and your audience will lose interest pretty quickly.

The other 80% of what you share should inform, educate and entertain your audience. This can be content you create, such as videos from the field, tips from a professional, or content that others have created, such as buyer’s guides or interesting articles. For ideas, check out Comfort Ready Home’s [resources for homeowners](#).

Help your promotional posts stand out with a clear call-to-action and a compelling visual. Point to a page on your website where users can easily take action and learn more. Don’t say more than you need to; a strong value proposition should speak for itself.

# Best Practices

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# Complete your profile

- Use a crisp, high-resolution version of your company's logo as your profile picture.
- Upload a high-quality cover photo that does not contain text. Try a group photo of your employees, or a professional picture of your hometown.
- Include your contact info in your bio and be sure to note your business hours. This is the first place many people will look to see when you're open.
- Write a short and sweet description of your company using first-person language.



# Perform QC on your posts

- Share crisp, clear photos and videos, and upload them directly so viewers don't have to navigate to a third-party service like YouTube to watch.
- Posts with pictures perform better than videos, status updates and link posts.
- Use short paragraphs and break up large blocks of text to make your message scannable.
- Tag your partners using their @handle to increase engagement and discoverability.
- Use [bit.ly](https://bit.ly) to create tidy links instead of sharing long, unsightly URLs.
- Use language like “we,” “our,” and “you” to humanize your message and make it more accessible to your audience.
- Don't be afraid to share long messages on Twitter. Just use the [thread](#) function to break up your message into small, digestible chunks.

# Know when to reply

As your audience grows, you'll begin to receive more comments on your posts, and they won't always be positive or even relevant.

If a customer service issue comes up, don't panic. Instead, reply with an apology and an assurance, and direct the user to call you or send a direct message. This is a good way of providing individual attention and keeping a potentially difficult conversation out of the public eye.

Some comments don't warrant a response. If you can't think of a reply that might help the situation, just leave it.

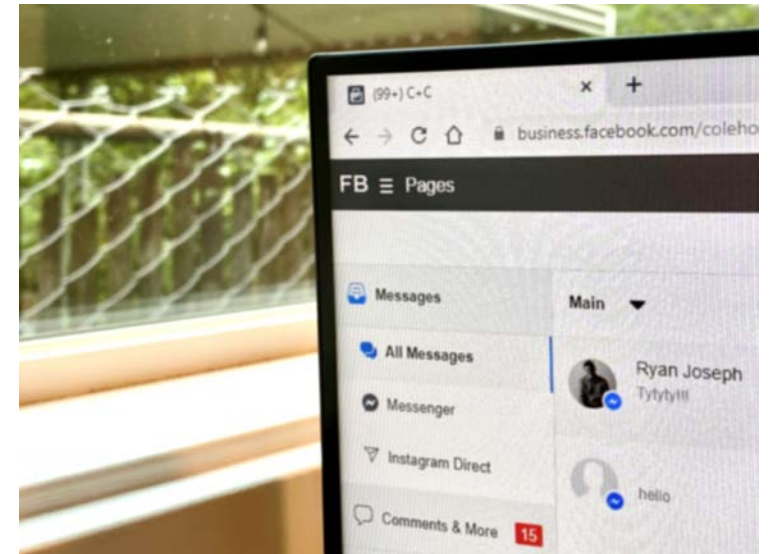
Of course, you'll also get positive comments from your followers. "Like" them and reply, and they'll be even more likely to continue supporting your brand in the future.



# Check your inbox

It's becoming increasingly common for users to reach out to businesses directly through social media instead of calling or writing an email. And due to the always-on nature of social media platforms, people often expect a speedy reply.

Make sure your notifications are set so you don't miss a message. Consider setting up canned responses to common questions and encourage users to call you to work through complicated customer service issues.



## Boost top-performing posts

If you notice one of your Facebook posts is doing particularly well and earning more likes, comments and shares than normal, consider boosting it to reach more people.

Boosting a post involves paying to amplify its reach. You choose whom to target, with the default being people who like your page. Reach new people by choosing your own audience, and targeting users near you who have an interest in topics like home improvements and energy efficiency.

You can then choose your budget and schedule, starting at \$1/day. Finding the best value can vary but starting at \$15/day for three days is a cost-effective way of spreading your message.

# Leverage your partners

When you're sharing stories, news, photos or videos, don't forget to tag and engage partners so they can help boost your message.

- Retweet and share relevant content (articles, videos, infographics, etc.).
- Participate in conversations on social media using quote tweets, replies and shares.
- Share trending information that's relevant to your audience.

You should also keep an eye on what your local utilities are sharing, because it may be of interest to your followers.

# Optimize your website

One of social media's primary functions is to act as a lead generator. Many of your posts will direct users to your website to learn more about your services and promotions, so it's important they can easily find good, clear and compelling information on your site.

- Highlight the value propositions. How will your product or service make your customers more comfortable or save money?
- Include a prominent call-to-action, like "Get a FREE estimate."
- Make your contact page extra helpful by including your business hours, phone, email, social media links, and an embedded Google Map or list of cities in your service territory.
- Create an FAQ page to help visitors understand the basics and nuances of the products and services you offer.



### Upgrade to High-Performance Insulation

Professionally installed insulation and air sealing helps to maintain a more constant and comfortable temperature in your home while preventing buildup of moisture and condensation.

#### WHY UPGRADE?

Did you know that air leakage and improperly installed insulation can waste 20% or more of the energy used to heat and cool your home? That's why air sealing and adding insulation are two of the most cost-effective ways to increase home comfort while lowering your utility bill.

Together, air sealing and professionally installed insulation will:

- Block uncontrolled airflow that can undermine even the most high-performance insulation systems.
- Improve heating and cooling distribution throughout the house.
- Reduce drafts, pollutants and moisture entering from the outside.

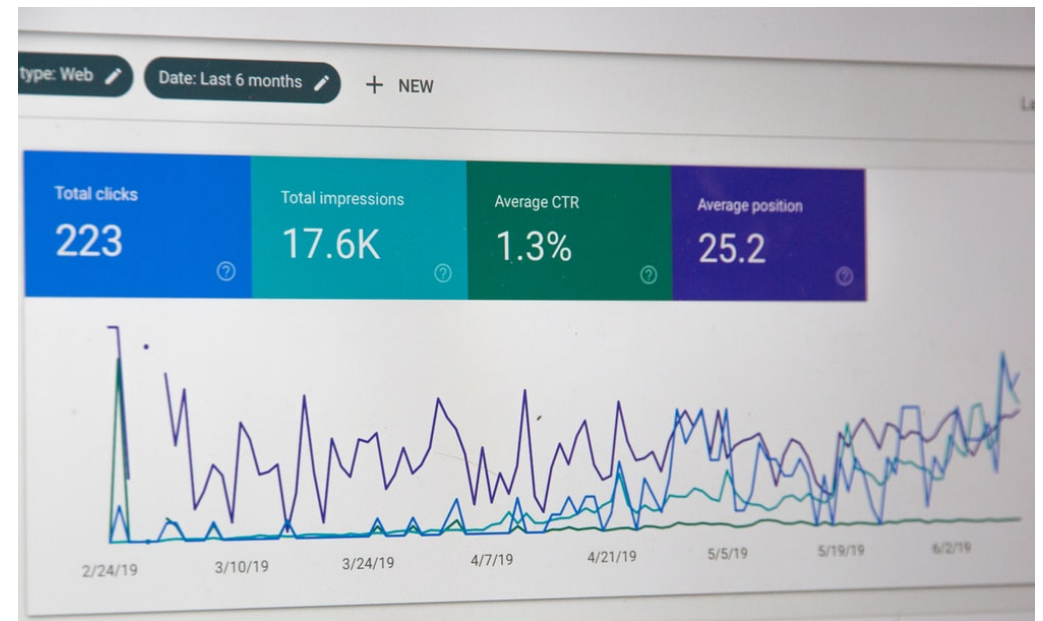
# Success Indicators

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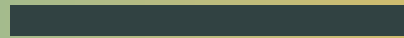
# What does success look like?

The easiest goal to measure is increased brand awareness. Use Facebook, Twitter and Instagram's insight tools to monitor growth. Look for:

- A steady increase in followers.
- Mentions from customers.
- A positive trend in engagement metrics like impressions, reach, likes and comments.



# Questions?







# We're here to help

For assistance with starting your social media accounts or if you have any questions, [reach out to your Comfort Ready Home Field Specialist.](#)