

ABC WINDOWS

Social Media Content Guide | Facebook & Instagram | Internal — Agency Use Only

This guide governs all Facebook and Instagram content published on behalf of ABC Windows. Every item here is derived directly from the ABC Windows Brand & Voice Guidelines. When in doubt on any content decision, the Brand & Voice Guidelines document is the authoritative source.

1. The core tension to resolve

The brand is premium and consultative. Social media rewards authenticity and brevity. These are not incompatible, but you have to choose the right moments to be each.

Most ABC Windows posts should feel like a knowledgeable neighbor sharing something worth knowing — not a contractor broadcasting features. Our voice is approachable, direct, and genuinely invested in helping homeowners make the right call.

Key principle: The ABC Windows audience does not buy on impulse. Content should educate, build trust, and reduce perceived risk — not push for an immediate close. Every post is an opportunity to become the obvious choice before they are ready to decide.

2. What to post

POST THIS

Project transformations

Before/after is the highest-performing format for exterior remodeling on both platforms. Always show the full home facade — not an isolated close-up panel. Lead with the transformation. Name the city. Name the product.

*"A [City] homeowner had been looking at failing windows for three years.
Six days of installation later — [Premium Window Product], installed by our certified team.
No drafts. No condensation between panes. Energy costs down."*

"Why we do it this way" content

Short explanations of process decisions — why full-time installers, why fiberglass over vinyl, why a showroom exists. This performs well with research-oriented homeowners (the core audience) and differentiates the brand without sounding like a sales pitch.

*"We get asked why we don't use subcontractors.
Honest answer: if something goes wrong in year two, a subcontractor isn't accountable to us.
Our installers are ABC Windows employees — their reputation is tied to every job they finish."*

Local proof points

Name the city on every project post. Generic regional references are not sufficient. The brand guidelines explicitly require specific city names — not just the broader metro area — as the core of local content.

Seasonal and contextual hooks

Seasonal hooks tied directly to real homeowner concerns:

- Wildfire season → non-combustible or fire-rated product options
- Summer heat → energy efficiency, glass packages, seal integrity
- Wet season → moisture resistance vs. wood rot and failed seals

Showroom content

Short video or photo of the showroom — product samples in-hand, material weight comparisons, finish swatches. This is a competitive asset most contractors do not have. Use it.

*"You can't judge a window's weight from a photo.
Come see the difference in our [City] showroom."*

Reviews and certification recognition

Pull specific, non-generic lines from reviews — paraphrase into the post body rather than screenshot the whole review. Always reference third-party certifications in trust-building posts.

DO NOT post this

Content type	Example	Why it's off-brand
Filler posts	"Happy Monday!"	No value. Wastes reach.
Stock photography	Non-local architecture	Guidelines prohibit non-regional imagery.
Price-first content	"Get a free estimate!"	Attracts wrong buyer. Commoditizes the brand.
Manufactured urgency	"Limited time — call now!"	Prohibited unless a genuine offer exists.
Generic milestones	"Another beautiful project!"	No specifics = no credibility. Name city and product.

Unexplained jargon	Product codes without explanation	Meaningless to homeowners. Always explain the benefit.
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3. Post structure by content type

Project reveal (highest-priority format)

Element	Guidance
1. Hook	Lead with the problem or the result — not ‘we’re proud to share’
2. City + product	Always name both on every post
3. The why	One sentence on why this product or approach solved the problem
4. Soft CTA	Low-pressure, specific next step — never ‘call now!’

Example — project reveal:

[City] | [Premium Window/Siding/Door Product], [Finish/Color]

The original windows had been failing for 15 years. Condensation between panes. Drafts in winter. It wasn't a comfort problem anymore — it was an energy problem.

[Product] doesn't lose its seal. The factory finish means no repainting. The homeowner gets comfort, efficiency, and no maintenance calendar for the next 15+ years.

See the full transformation in our portfolio at [website]. Or come see the samples in person at our [City] showroom — no commitment required.

Educational post

Element	Guidance
1. Premise	State what homeowners commonly misunderstand
2. The real answer	Short, specific — brand perspective with proof
3. Why it matters	Tie to a real concern: energy, maintenance, fire risk, resale
4. CTA (optional)	Only if it fits naturally — never forced

Example — educational post:

Most homeowners assume fiberglass and vinyl windows are basically the same thing. They're not.

Fiberglass expands and contracts at nearly the same rate as the glass itself. Vinyl doesn't — which is why vinyl windows lose their seal faster over time, especially in climates with wide temperature swings.

Our area gets hot summers and cold wet winters. That temperature range matters when you're choosing a window meant to last 30+ years.

Our showroom in [City] has both side by side if you want to see the difference in person.

Review / social proof post

Don't screenshot the full review. Pull the most specific, credible line and build context around it. Anchor it with a verifiable credential — certification, project count, years in business — not just gratitude.

A [City] homeowner left us this after their window installation:

[Specific review quote — paraphrased or verbatim if under 15 words]

That kind of feedback matters to us because it means the installation went right. Our certified installers have completed [X]+ projects in the [Region]. We're accountable to that number.

4. Caption conventions

Rule	Detail
Length	Facebook: 3–5 short paragraphs max. Instagram: 3 tight paragraphs + hashtags below a line break.
City first	Lead with the city on all project posts — always.
Product name	Use the full product name on first reference in every post. Every post is someone's first exposure.
No ellipses	Brand guidelines prohibit them — they read as uncertain.
No exclamation points in body	CTA line only, and even there — use sparingly.
Active voice	"We installed" not "was installed by our team."
No filler phrases	"Family-owned," "quality you can count on," "we treat your home like our own" — all prohibited. Replace with specific proof.

5. Hashtag approach (Instagram)

Keep it functional, not aspirational. The audience is searching for local contractors — not scrolling design inspiration.

Tier 1 — Local / intent (always include)

Use hashtags specific to your primary service cities and region. Examples:

- #[CityName]ca #[RegionName] #[NeighborhoodOrArea]

Tier 2 — Product / service (rotate based on post topic)

- #replacementwindows #fibercementsiding #entrydoor #exteriorremodel #[BrandName]

Tier 3 — Trust signals (use selectively)

- #certifiedinstaller #exteriorcontractor #[CertificationName]

Avoid: Broad vanity tags like #homeimprovement, #dreamhome, #homerenovation. These reach too wide an audience, attract bots, and do not connect with homeowners actively researching exterior contractors in your service area.

6. Posting frequency and content mix

Factor	Guidance
Frequency	3–4 posts per week minimum to maintain algorithmic visibility
Project reveals / transformations	50% of content mix — highest engagement for exterior remodeling
Educational / ‘why we do it this way’	25% of content mix — builds trust with research-oriented buyers
Reviews / trust signals	15% of content mix — certifications, credentials, specific quotes
Showroom / behind the scenes	10% of content mix — reinforces the physical showroom advantage

Do not post without a strong image. A weak photo undermines a strong caption. If no real project photo is available for a given week, shift to an educational post with a clean graphic. Never use stock photography of architecture that doesn't reflect your regional market.

7. CTAs by post type

Every post should have one clear CTA. Match it to where the reader is likely to be in their decision process.

Post type	Appropriate CTA
Project reveal	"See more in our portfolio" or "Visit the showroom — no commitment required"

Educational	"Questions? We're in [City] — stop by or call [phone number]"
Review / social proof	None required, or a soft: "We'd love to help with your project"
Seasonal / topical	"Schedule a no-pressure estimate at [website]"

Never use "Call today!" without context. Never imply urgency that does not exist. Manufactured urgency is one of the primary fears of the target audience — it signals exactly the kind of contractor they are trying to avoid.

8. Quick reference — We always / never

We always

- Lead project posts with the city and full product name
- Use the full brand product name on every reference — every post is someone's first exposure
- Reference a specific city — never just the broader region
- Tie credentials and longevity to homeowner benefit, not just to bragging
- Show the full home facade — never an isolated product close-up
- Keep CTAs low-pressure and specific

We never

- Use empty superlatives: 'best,' 'world-class,' '#1' without supporting evidence
- Manufacture urgency: 'Act now!' 'Limited time only!' (unless a genuine offer exists)
- Use jargon without an immediate plain-language explanation
- Post stock photography of architecture that doesn't reflect the local market
- Use ellipses (...) in body copy
- Use exclamation points outside of CTA lines
- Use filler phrases: "family-owned," "we treat your home like our own," "quality you can count on"

The one thing to watch consistently: specificity is the whole game. The target audience is research-oriented and skeptical. Every vague post is a missed opportunity to close the trust gap before they reach the website.