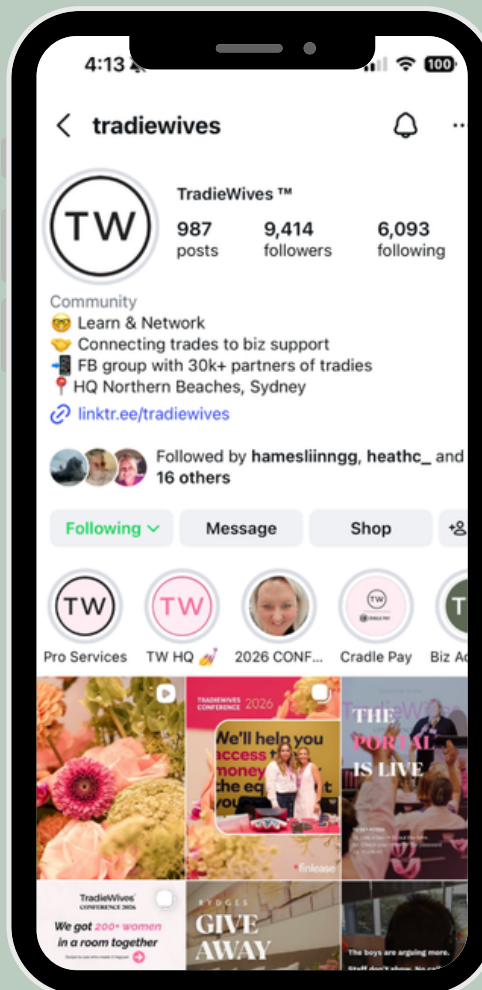


Social Media for Trade Businesses:

THE COMPLETE GUIDE TO **7 Critical Steps**

Everything your trade business needs to show up,
stand out, and win work online.



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7 Critical Steps

STEP 1

Nail Your Profile, First Impressions Win Jobs

	Use a clear, professional logo or headshot Blurry selfies or old logos scream 'not legit'. Invest in a clean image that reflects the quality of your work.
	Write a bio that says exactly what you do and who you help Don't be vague. 'Helping Sydney families keep their homes running' beats 'Plumber' every single time.
	Add your location Local search is gold for trade businesses. Make sure people know where you are.
	Include one clear call to action with a link Whether it's 'Book a quote' or 'Download our price guide', give people somewhere to go. Use a Linktree or similar to hold multiple links.
	Keep your handle consistent across platforms Same name on Instagram, Facebook and Google makes you easier to find and more professional.

STEP 2

Post With a Purpose, Stop Winging It

	Choose 3–4 content pillars and stick to them Think: before & after jobs, behind-the-scenes, client stories, and tips for homeowners. Rotate through these and you'll never run out of ideas.
	Batch your content once a week Spend 30 minutes every Monday taking photos on the job and writing captions. Future you will be very grateful.
	Use a simple content calendar Even a basic spreadsheet works. Map out what you're posting and when, so you're not scrambling at 9pm on a Tuesday.
	Mix up your formats Feed posts, Reels, Stories and carousels all reach different people. Don't rely on just one format.
	Plan around your busy seasons Slow in winter? That's your time to show up online and fill your pipeline before the summer rush hits.

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STEP 3

Show the Work, Let Your Jobs Do the Talking

	Take before and after photos on every single job Even a simple tap replacement. You'd be surprised what gets engagement. People love a good transformation.
	Film short time-lapses or Reels of work in progress You don't need to be a filmmaker. A 15-second phone video of a job coming together gets way more reach than a still photo.
	Share the messy middle, not just the polished finish Showing the challenge and how you solved it builds credibility. It says 'I know my stuff' without ever saying it.
	Get client permission and tag their suburb Local tags help local people find you. 'Just finished this bathroom reno in Penrith' is a mini advertisement every single time.
	Caption with context, not just the result Tell the story. What was the problem? What did you do? Why does it matter? This is what connects with people.

STEP 4

Build Trust With Social Proof, Reviews & Testimonials

	Ask for a review while the client is still happy The best time to ask is right after you've finished the job and they're thrilled with the result. Don't wait, the feeling fades.
	Make it easy, send a direct link to your Google review page The fewer clicks between them and leaving a review, the more reviews you'll get. Put the link in your follow-up text or email.
	Screenshot great reviews and share them as graphics Turn your best Google and Facebook reviews into branded social posts. They're real, they're convincing, and they cost you nothing.
	Film short client video testimonials Even a 30-second phone video of a happy client is worth its weight in gold. Ask if you can grab a quick video before you pack up.
	Share case studies for bigger jobs Walk through the problem, your solution, and the outcome. Tag the location. These posts attract exactly the right enquiries.

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STEP 5

Use Hashtags & Location Tags, Get Found by the Right People

	Use a mix of broad, niche and local hashtags Broad: #plumber #tradie. Niche: #emergencyplumber #bathroomrenovation. Local: #sydneyplumber. Aim for 5 per post.
	Always tag your suburb or region Instagram and Facebook both use location to surface local content. This is free, local advertising, use it every time.
	Create a branded hashtag for your business Something like #YourBusinessName or #YourTradeSydney. Encourage clients to use it when they share your work.
	Research what's working in your trade Look at what successful tradies in your space are using. Borrow what works and make it your own.
	Don't use the same hashtags every post Mix them up or Instagram will flag your account as spam. Keep a saved list of 30–40 and rotate through them.

STEP 6

Engage Like a Human, Conversation Converts

	Reply to every comment within 24 hours Even a simple 'Thanks so much!' tells the algorithm your content is worth showing to more people. Plus it makes people feel seen.
	Answer DMs promptly, they're hot leads Someone sliding into your DMs asking about a job is a warm enquiry. Respond fast, be helpful, and make it easy for them to book.
	Ask questions in your captions End posts with something like 'What's the most common question you get asked on the job?' It invites engagement and signals you want a two-way conversation.
	Comment on other local and related accounts Show up on suppliers', local business accounts, and industry pages. Genuine, helpful comments build your visibility and your reputation.
	Go live occasionally A quick Q&A or 'ask me anything about your [trade]' session positions you as the go-to expert in your area. It's also the highest-reach format on most platforms.

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STEP 7

Track What's Working, Data Makes You Smarter

	Check your insights weekly, even just for 5 minutes Instagram, Facebook and LinkedIn all have free analytics built in. Look at which posts got the most reach, saves and profile visits.
	Focus on saves and shares over likes Likes are vanity. Saves mean someone found your content valuable enough to come back to. Shares mean they wanted their network to see it too.
	Track which content types drive enquiries If Reels consistently bring in DMs and static posts don't, make more Reels. Follow the data, not your assumptions.
	Set a simple monthly review ritual First Monday of every month: check your top 3 posts, note what they had in common, and plan more of that.
	Connect your social to your broader business goals Are you trying to book more jobs, build a database, or grow brand awareness? Your metrics should reflect your actual goals.

NOW GO AND MAKE SOCIAL MEDIA WORK FOR YOUR BUSINESS.

The trade businesses that win online aren't the ones with the fanciest cameras or the most followers, they're the ones that show up consistently, tell their story honestly, and treat their audience like real people. That's it. That's the secret.

You already have everything you need: great work, happy clients, and a story worth telling. Now it's just about sharing it.