Facebook Posting Plan: [Business Name] Painting (Boise / Treasure Valley)

Free sample, one page. Bracketed items get filled in once you send your business name, page link and main job types.

The goal

Every post should do one of two things: show your work, or show you're someone a homeowner can trust in their house. Skip the generic "Call us today!" graphics; people scroll past them.

What to post (rotate these 4)

1. **Before/after.** Two photos from the same angle, plus one line on what changed. These work best, so aim for one a week.
2. **Job story.** 3–4 sentences: the problem, what you did, how it turned out. Name the area ("a 1970s ranch in West Boise"), never the client's address.
3. **Honest tip.** Something homeowners actually wonder about: sheen choices, when it's too cold to paint exteriors, why prep takes longer than painting.
4. **Behind the scenes.** You or the crew taping, prepping, cleaning up. It shows care, and care is what gets you hired.

How often and when

- **2-3 posts a week** is enough. Steady beats a lot of posts at once.
- Try weekday evenings (about 6–8 PM) and Saturday mornings, when homeowners are scrolling. After a month, check Page Insights to see what actually worked for your page.
- Batch it: shoot photos on every job, then spend 20 minutes Sunday scheduling the week's posts in Meta Business Suite (free).

Where to post

- **Your Business Page** first, always.
- **Local community and neighborhood groups** (Boise, Meridian, Nampa, Eagle, Kuna). Read each group's rules before posting; many only allow business posts on a set "promo day." The full plan includes the vetted group list with each group's rules.
- **Reply fast** to every comment and message. A quick answer often wins the job.

Quick page checklist

- ☐ Profile photo = your logo or a clear photo of you; cover photo = your best finished job
- ☐ Service area, hours, phone and a **Call Now** or **Send Message** button
- ☐ At least 6 photos in a "Recent Work" album
- ☐ Ask your last 5 happy customers for a recommendation (review)

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5 ready-to-use post drafts

1. Before/after (exterior)

> Before → after on this [West Boise] home. Faded, peeling trim and siding, now [color name] with crisp white trim. Two coats, full prep, and the homeowner says the street looks different. Thinking about your exterior before winter? Message us for a free estimate. 📸 [before] [after]

2. Job story (interior)

> This [Meridian] living room had [dark accent walls / water-stained ceiling] the owners had lived with for years. We patched, primed and went with [color] in an eggshell finish. It took a day and a half, furniture went back where it was, and the room finally feels finished. [photo]

3. Honest tip

> Quick tip: flat, eggshell or satin? Flat hides wall flaws but scuffs easily, so it's great for ceilings. Eggshell is the go-to for living rooms and bedrooms. Satin or semi-gloss is for kitchens, baths and trim, where you'll be wiping things down. Questions about your project? Drop them below 👇

4. Behind the scenes

> The part nobody posts about: prep. Before a drop of paint goes on we [move and cover furniture, fill holes, sand, caulk, tape]. It's most of the job, and it's why the finish lasts. [photo of prep]

5. Seasonal / call to action

> Booking [December/January] interior jobs now. Winter is a great time for inside work: bedrooms, cabinets, ceilings, trim. Serving Boise, Meridian, Nampa and nearby. Send us a message with a photo of the room and we'll get back to you with a quote.