

SOCIAL MEDIA

*90 DAYS OF SUMMER
2021 POST IDEAS FOR **POOL SERVICE***



ACHIEVE "TOP
AUTHORITY"
STATUS IN THE
POOL SERVICE
INDUSTRY

ServiceAutopilot™

J U N E

POOL SERVICE FB ADS SCHEDULE

TUESDAY 1ST

Did you know that when you seal the rock around your pool it helps keep excess dirt off the pool floor, which helps your pump and filter? Prices starting at just \$XX. Call XXX-XXX-XXXX to schedule yours now! [insert before/after pic]

WEDNESDAY 2ND

Meet [name], our new employee of month! [name] has been with us for XX years and works as our [position] to bring you [company duties]. [he/she/they] has a passion for [insert passion]. When [name]'s not busy bringing you the best possible service, [he/she/they] can be found [insert 3-5 personal hobbies or fun facts]. Like and comment below to show [name] some love and congratulations in this awesome accomplishment! [insert employee pic]

THURSDAY 3RD

The 7 things we do for your pool after it rains: 1. Check your water level. 2. Turn on your filtration system. 3. Shock your pool. 4. Skim all surface debris. 5. Brush and vacuum your pool floor. 6. Test your water. 7. Adjust the chemicals to bring balance back to your water. Call us today at XXX-XXX-XXXX for a stress-free pool service!

FRIDAY 4TH

Let's show some appreciation for our amazing pool service professionals! Comment below some great experiences you've had and tell us what made your experience so special!

SATURDAY 5TH

Pests and rodents can cost you money. They'll infiltrate your pool equipment, drown in your pool, and chew your wiring. We offer complete pool services so you don't have to worry about that anymore! We use and store our own equipment, we'll remove the rodents for you, and we'll protect your pool against future infestations. Call XXX-XXX-XXXX to protect your pool today!

SUNDAY 6TH

Save water with your pool by doing these 5 things: 1. Proper maintenance of chemicals and circulation. 2. Regularly clean your filter. 3. Install a cooling pump to avoid evaporation. 4. Avoid losing water in splashes by not overfilling your pool. 5. Think about having a solar pool cover installed (you can save up to 50% of the water lost in evaporation!). At [pool service co name], we'll take care of all of this and more. Call XXX-XXX-XXXX to schedule your maintenance plan now! We'll take care of everything, so you can enjoy a hassle-free pool!

MONDAY 7TH

Are you struggling to keep the bugs out of your pool? At [pool service co name], we'll remove ALL bugs and debris for you with monthly plans starting at just \$XX! We'll provide the chemicals and use our own top-of-the equipment! Call us at XXX-XXX-XXXX to get yours scheduled now!

TUESDAY 8TH

Did you know that you need to test your pools with chlorine at least twice a week before you treat it to see what it needs? At [pool service co name], our professional pool service technicians are highly trained and certified to protect your pool and customize services to meet your needs. Plus, we use our own equipment and provide all of the chemicals. Call XXX-XXX-XXXX today or visit our website to choose a pool service plan that's best for you! [insert link]

WEDNESDAY 9TH

What are some of the MOST important things that matter to you when choosing a pool service company? Why did you choose [pool service co name]? Comment below!

THURSDAY 10TH

Have you every wondered why your pool turns green the day after you've added chlorine? When you don't have the perfect balance of chlorine in your pool, algae can grow OVERNIGHT! At [pool service co name], our highly trained, certified pool service professionals will customize pool services to meet your needs so this doesn't happen and you can enjoy a stress-free pool. Call XXX-XXX-XXXX to schedule your full pool maintenance services now!

FRIDAY 11TH

7 most common pool problems with your pool our pool service professionals will fix and prevent from happening again: 1. Green water (algae growth). 2. Cloudy water (bacteria buildup). 3. Dirty pool filter. 4. Dangerously low or high pH levels leading to skin and eye irritations. 5. Worn pump and filter o-rings. Call XXX-XXX-XXXX now to keep your pool sparkling clear blue!

SATURDAY 12TH

Pests and rodents can cost you money. They'll infiltrate your pool equipment, drown in your pool, and chew your wiring. We offer complete pool services so you don't have to worry about that anymore! We use and store our own equipment, we'll remove the rodents for you, and we'll protect your pool against future infestations. Call XXX-XXX-XXXX to protect your pool today!

SUNDAY 13TH

Are you struggling to keep mosquitoes out of your pool? Did you know that proper pool maintenance and disinfections will hinder mosquito larvae growth and help decrease the mosquitoes in your pool?

MONDAY 14TH

What's your favorite recurring maintenance service that we provide?

TUESDAY 15TH

[pool service co name] is the most trusted in [your city] for pool services! We're bonded and insured. We have [X] star reviews. Plus, ALL of our work comes with a 100% satisfaction guarantee. Call XXX-XXX-XXXX today or visit our website to schedule a FREE estimate! [insert link]

WEDNESDAY 16TH

Did you know that you AND your friend will get 10% OFF your next service for EVERY successful referral you bring our way? [insert referral landing page link]

THURSDAY 17TH

5 ways to keep mosquitoes out of your pool: 1. Get rid of standing water (buckets, broken water fountain, etc...). 2. Put up a pool cover when you're not using the pool. 3. Properly maintain your lawn (no soggy leaves or tall, wet grass). 4. Seal off tree holes that are collecting water with expanding foam insulation. 5. MAINTAIN PROPER POOL CHEMICAL BALANCE. Call XXX-XXX-XXXX to schedule your pool maintenance service today!

FRIDAY 18TH

What are some of your biggest concerns about your pool? Comment below!

SATURDAY 19TH | Juneteenth

It's Juneteenth! Click on the link below to celebrate equality with a charitable cause. [insert a link to local equality charity - like Big Brothers Big Sisters]

SUNDAY 20TH | Father's Day

Happy Father's Day! Tag some of your favorite dads below to take advantage of our special Father's Day gift to you! Click the link below to find out more. [insert link]

MONDAY 21ST

Which do you prefer in your pool - salt or chlorine? Why? Comment below!

TUESDAY 22ND

7 quick tips for keeping mosquitoes away from your pool! 1. Think about installing a pool enclosure (we offer this service!). 2. Hang up some bug nets and curtains. 3. Install some mosquito-repelling plants (though it's not scientifically proven, marigolds, basil, lavender, catnip, and garlic are a few that are believed to repel them). 4. Use yellow bulb lights at night (instead of white lights that attract them). 5. Turn on large fans (mosquitoes are weak fliers!). 6. Use DEET personal insect repellent. 7. Install citronella tiki torches (though, it's not the most effective method unless you're in immediate proximity).

WEDNESDAY 23RD

Did you know that when you seal the rock around your pool it helps keep excess dirt off the pool floor, which helps your pump and filter? Prices starting at just \$XX. Call XXX-XXX-XXXX to schedule yours now! [insert before/after pic]

THURSDAY 24TH

The 7 things we do for your pool after it rains: 1. Check your water level. 2. Turn on your filtration system. 3. Shock your pool. 4. Skim all surface debris. 5. Brush and vacuum your pool floor. 6. Test your water. 7. Adjust the chemicals to bring balance back to your water. Call us today at XXX-XXX-XXXX for stress-free pool service!

FRIDAY 25TH

Did you know that we accept credit cards and can initiate autopay for you so you don't have to miss a pool service? Call XXX-XXX-XXXX to find out more!

SATURDAY 26TH

X ways to keep rodents and other animals out of your pool! 1. DO NOT set rat baits - the poison makes them more thirsty, which draws them to your pool. 2. Use rat traps instead of rat baits to keep them out of your pool. 3. Keep your yard free of pet poop, food, and moldy areas. 4. Remove firewood buildup and excess clutter for rats to hide in. 5. Clean and cover your grill after EVERY use! 6. Cover your pool when you're not using it. 7. HIRE A PROFESSIONALS TO KEEP THEM OUT! Follow these tips, and then give us a call so we can help keep your pool pest-free! Call XXX-XXX-XXXX or visit our website to schedule your pool service now! [insert link]

SUNDAY 27TH

Save water with your pool by doing these 5 things: 1. Proper maintenance of chemicals and circulation. 2. Regularly clean your filter. 3. Install a cooling pump to avoid evaporation. 4. Avoid losing water in splashes by not overfilling your pool. 5. Think about having a solar pool cover installed (you can save up to 50% of the water lost in evaporation!). At [pool service co name], we'll take care of all of this and more. Call XXX-XXX-XXXX to schedule your maintenance plan now! We'll take care of everything, so you can enjoy a hassle-free pool!

MONDAY 28TH

What's your favorite summer pool time activity with your family? Comment below!

TUESDAY 29TH

3 ways to know you're over-chlorinating your pool: 1. Your pools pH level is 8 or higher (7.2-7.8 is ideal). 2. Your eyes or skin are irritated. 3. You have dry or straw-like hair after swimming. At [pool service co name], we test your pool before we treat it so you have a perfectly balanced pool all the time! Call XXX-XXX-XXXX or visit our website to choose your pool service maintenance plan now!

WEDNESDAY 30TH

How much time have you saved each week by signing up for our full maintenance pool services? Comment below!

JULY

POOL SERVICE FB ADS SCHEDULE

THURSDAY 1ST

Fun Fact! You should have your AC coils cleaned once a year. By cleaning your dirty evaporators and condenser coils, you can decrease your energy usage by 30 %. Call XXX-XXX-XXXX or visit our website to schedule your annual maintenance now! [insert link]

FRIDAY 2ND

Meet [name], our new employee of month! [name] has been with us for XX years and works as our [position] to bring you [company duties]. [he/she/they] has a passion for [insert passion]. When [name]'s not busy bringing you the best possible service, [he/she/they] can be found [insert 3-5 personal hobbies or fun facts]. Like and comment below to show [name] some love and congratulations in this awesome accomplishment! [insert employee pic]

SATURDAY 3RD

Have you heard about our HVAC membership plans? This is KEY in protecting your unit and maximizing its efficiency to keep it running smoothly and save you on energy costs. Plus, we have affordable membership plans starting at just \$XX a month. Call XXX-XXX-XXXX or visit our website to schedule yours now! [insert link]

SUNDAY 4TH | Independence Day

From everyone here at [HVAC co name], Happy 4th of July! As an extra special gift to you, we've added some exclusive Independence Day specials. Call XXX-XXX-XXXX or visit our website to find out what's in store for you! [insert link]

MONDAY 5TH

Fun Fact! Did you know it's not recommended to set your thermostat below 70 to 72 degrees? Setting it below this can potentially freeze up your cooling system.

TUESDAY 6TH

Let's show some appreciation for our amazing HVAC techs! Comment below some great experiences you've had and tell us what it made your experience so special!

WEDNESDAY 7TH

Stay tuned! Next Tuesday 7/14, we'll be offering an exclusive Summer Sweepstakes Giveaway to one lucky person at XX:XX XM XST. To apply for the giveaway, simply go to our page and wait for the post for instructions.

THURSDAY 8TH

Did you know that you AND your friend will get 10% OFF your next service for EACH successful referral you bring our way? [insert referral landing page link]

FRIDAY 9TH

The AC is great, but let's face it... it's still HOT during the summer. What are some of your favorite activities to keep cool during the hot summers with your family?

SATURDAY 10TH

Did you know that we offer monthly payment plan options? Comment below if you're interested!

SUNDAY 11TH

For most air filters, you'll want to change them every 30 days. Here's how to do it! 1. Turn off your unit so dust doesn't blow everywhere. 2. Open your vent and remove the dirty filter. 3. Ensure the airflow arrows point toward the HVAC unit. 4. Install your new filter and close the vent. 5. Turn your unit back on, and you're finished!

MONDAY 12TH

[insert testimonial] Thanks [first name] for your kind words and honest review! Call XXX-XXX-XXXX or visit our website to find out more or book your appointment now! Appointments are filling up fast! [insert link]

TUESDAY 13TH

Don't forget to tune into our page TOMORROW at XX:XX XM XST to apply for our Summer Sweepstakes Giveaway that's going to one special person!

WEDNESDAY 14TH

THE SUMMER SWEEPSTAKES GIVEAWAY IS HERE!!! We're offering a FREE [insert gift]! To apply, simply make sure you're following our page, like and share this post, and comment "done" on this post. We'll be choosing ONE special person at random. Exclusions apply, the gift is nontransferrable and you can only apply once per household. THIS GIVEAWAY ENDS AT XX:XX XM XST. [insert additional exclusions/rules]

THURSDAY 15TH

Did you know that we offer 24/7 emergency HVAC repairs? Call XXX-XXX-XXXX or visit our website to schedule your repair today! [insert link]

FRIDAY 16TH

Fun Fact: You can regularly maintain your HVAC unit yourself just by doing a brief inspection each week! This will help to ensure your unit continues to run smoothly during the hot summer months. Simply make sure your unit is free of debris like leaves, dirt, and sticks. Then, if needed, do a quick, gentle rinse off with your hose to free up any extra debris on the inside or outside of your unit. And voila! Your weekly inspection is complete. Also, don't forget to consult with your owner's manual to ensure it's ok to spray down your unit.

SATURDAY 17TH

Did you know that you should be changing your fiberglass air filters every 30 days? However, pleated air filters can last as long as 6 months. Clogged air filters make it more difficult for your unit to run, and it can cause your unit to break down sooner.

SUNDAY 18TH

Don't miss out on this awesome opportunity to save money on your next service! For every successful referral you send our way, you AND your friend will get 10% OFF your next service! [insert referral landing page link]

MONDAY 19TH

Fun Fact: You can keep your unit running smoothly yourself by ensuring your ducts and registers are clean! This will help prevent any excess allergen buildup and it will also ensure smoother air flow throughout the house.

TUESDAY 20TH

[insert testimonial] Thanks [first name] for your review! Call XXX-XXX-XXXX or visit our website to find out more or book your appointment now! Appointments are filling up fast! [insert link]

WEDNESDAY 21TH

Is your HVAC system making an unusual noise? Don't ignore it! First, check to see if there's any debris on the unit that you can clear out yourself. Then, if you still can't find the source, give us a call at XXX-XXX-XXXX! This helps to ensure you don't go without AC during the hot summer.

THURSDAY 22TH

Regular tune-ups are an essential part of proper HVAC maintenance! It's the best way to ensure your HVAC unit is cleaned, properly maintained, and working at its optimal level. Depending on your needs, your tune-up can include anything from cleaning/replacing your air filter, testing/recalibrating your thermostat, overall system performance check, inspections, condensate drain cleaning, compressor monitoring, measuring refrigerant levels, analyzing. Adjusting blower motor performance, and lubricating moving parts as-needed. Call XXX-XXX-XXXX or visit our website to schedule your tune-up now! [insert link]

FRIDAY 23TH

Fun Fact: Using your dryer at night can make it cooler in your house! Your dryer blows air outside of your home, making your AC unit work harder to keep your home cool. By using your dryer at night when it's cooler, your AC unit won't have to work as hard, and it'll save you some energy costs as well.

SATURDAY 24TH

Did you know your home warranty can deny your claims if you don't properly maintain your unit? Call XXX-XXX-XXXX or visit our website to book your maintenance today! [insert link]

SUNDAY 25TH

We'd like to say a quick THANK YOU to our amazing team at [HVAC co name] for all the fantastic work you do every day! [insert signup link] [insert screenshots/graphics of reviews]

MONDAY 26TH

Want a chance to SAVE MONEY on your next service? For every successful referral you send our way, you AND your friend will get 10% OFF your next service! [insert referral landing page link]

TUESDAY 27TH

Did you know that you can get discounts on parts and repairs when you sign up for our maintenance plan? Call XXX-XXX-XXXX or visit our website to find out more! [insert link]

WEDNESDAY 28TH

Fun fact: By planting evergreen shrubs a few feet away from your outside unit, you can protect it from the sun and heat so that it doesn't have to work as hard on those hotter days. Keeping mature size in mind, make sure to keep your evergreen shrubs trimmed back a few feet on all sides to avoid excess debris and allow for easy access.

THURSDAY 29TH

Fun Fact: Having an HVAC maintenance plan can actually be CHEAPER and cover MORE than relying on a warranty plan or paying your home insurance deductible to get it fixed. Plus, they start at just \$XX a month, so you can't beat it! Call XXX-XXX-XXXX or visit our website to schedule yours today! [insert link]

FRIDAY 30TH

Keep your air vents OPEN and uncovered! When you close or cover your air vents, your AC still continues pushing air to those vents. This causes air pressure buildup and insufficient air flow that can damage your system.

SATURDAY 31TH

[insert testimonial] Thanks [first name] for your kind words and honest review! Call XXX-XXX-XXXX or visit our website to find out more or book your appointment now! [insert link]

AUGUST

POOL SERVICE FB ADS SCHEDULE

SUNDAY 1ST

Does your energy bill keep rising? Are some rooms hotter or cooler than others? Is there excessive dust or dirt around your vents? Then, you might have leaky ductwork. But no worries! This isn't uncommon and it's a simple fix. Call us today at XXX-XXX-XXXX to schedule a quick pressure test. From there, we'll seal your ducts for you!

MONDAY 2ND

Meet [name], our new employee of the month! [name] has been with us for XX years and works as our [position] to bring you [company duties]. [he/she/they] has a passion for [insert passion]. When [name]'s not busy bringing you the best possible service, [he/she/they] can be found [insert 3-5 personal hobbies or fun facts]. Like and comment below to show [name] some love and congratulations on this awesome accomplishment! [insert employee pic]

TUESDAY 3RD

Fun fact: Window treatments can reduce your summer heat gains by 25-33%! Make sure to keep your windows covered to save on electricity.

WEDNESDAY 4TH

Let's show some appreciation for our amazing HVAC techs! Comment below some great experiences you've had and tell us what made your experience so special!

THURSDAY 5TH

Have you had your unit inspection done recently? Regular inspections ensure your unit is operating at its peak performance for seamless operation and maximized energy savings. Call XXX-XXX-XXXX or visit our website to schedule yours today! [insert link]

FRIDAY 6TH

Did you know that you AND your friend will get 10% OFF your next service for EVERY successful referral you bring our way? [insert referral landing page link]

SATURDAY 7TH

Is your thermostat costing you money? Thermostats that are placed near an exterior wall or window can register inaccurate reading and cost you money. Call XXX-XXX-XXXX or visit our website to have your thermostat moved now! [insert link]

SUNDAY 8TH

Fiberglass vs Pleated - Which air filter is right for you? Fiberglass: It's less expensive, it doesn't filter out things like animal dander and bacteria as well, it needs to be replaced every 30 days, and it's not biodegradable. Pleated: more expensive, provides better overall air quality, its higher surface area picks up more pollutants and allergens, it can last 3-6 months, and it's recyclable and eco-friendly.

MONDAY 9TH

Did you know that we offer monthly payment plan options? Comment below if you're interested!

TUESDAY 10TH

What the heck is a SEER rating? A SEER rating is a Seasonal Energy Efficiency rating. Basically, the higher the number, the more energy efficient the unit is. The basic rating is 13-15, the better is 16-19, and the best rating is 20-24.

WEDNESDAY 11TH

[insert testimonial] Call XXX-XXX-XXXX or visit our website to book your appointment today! Appointments are filling up fast! [insert link]

THURSDAY 12TH

Here's why you should upgrade to a smart thermostat NOW: lower your energy costs by up to 23% by scheduling your units run times for when you're home, track your energy usage, control your thermostat from your phone (from ANYWHERE), and making the switch is easy because most smart thermostats are equipped with sensors that detect when you're actively moving around at home so you don't have to worry about scheduling your HVAC unit unless you want to. Call XXX-XXX-XXXX today to start saving on your electric bill!

FRIDAY 13TH

Did you know that we offer 24/7 emergency HVAC repairs? Call XXX-XXX-XXXX or visit our website to schedule your repair today! [insert link]

SATURDAY 14TH

The top signs it's time to repair or replace your AC unit: It's making unusual noises, your electric bill keeps rising, your unit is over 10 years old, you can't seem to keep a comfortable temperature in your house, there's a large moisture buildup around your unit, there are strange smells, and you're constantly getting it repaired. Call XXX-XXX-XXXX or visit our website to schedule your appointment now! [insert link]

SUNDAY 15TH

At [HVAC co name] ALL our HVAC techs are the best in class with current certifications and clean background checks. Call XXX-XXX-XXXX or visit our website to schedule your HVAC service today! [insert link]

MONDAY 16TH

Hot Tip! The US Department of Energy recommends you set your thermostat at 78 degrees during the summer to conserve energy costs. But if that's too hot for you, many people set their thermostats between 74-76 degrees. In order to save the life of your AC unit, remember that you shouldn't set your thermostat below 70-72 degrees!

TUESDAY 17TH

Here's why YOU should choose [HVAC co name]: 24/7 emergency services, affordable payment plan options, locally owned and operated, 100% satisfaction guaranteed, and experienced + certified HVAC techs. Call XXX-XXX-XXXX or visit our website to book your appointment now! [insert link]

WEDNESDAY 18TH

Don't miss out! You AND your friend will get 10% OFF your next service for EVERY successful referral you bring our way!!! [insert referral landing page link]

THURSDAY 19TH

Did you know that we offer [insert 5-7 main services]? Call XXX-XXX-XXXX or visit our website to schedule yours today. Don't forget to ask about our payment plans! [insert link]

FRIDAY 20TH

Don't forget! When you change your air filter every 30 days to ensure clean and smooth airflow throughout the house, make sure you clean your ducts and registers too! This will help to save energy and protect your AC unit during these hot summer months.

SATURDAY 21TH

[insert testimonial] Thanks [first name] for your honest review! [insert link]

SUNDAY 22TH

We're nearing the end of the summer, which means it's time to get your unit inspected before the beginning of fall! For a limited time, we're offering inspections for just \$XX and tune ups for \$XXX until [insert date]. Call XXX-XXX-XXXX or visit our website to schedule yours today before we're booked up! [insert link]

MONDAY 23TH

Have you checked your unit for debris this week? Make sure to keep your AC unit free of debris like grass and sticks to ensure its smooth operation!

TUESDAY 24TH

Routine HVAC maintenance is the ultimate money-saver: save on your utility bills, prevent future breakdowns, experience smooth system operations at peak performance. Call XXX-XXX-XXXX or visit our website to schedule yours now! [insert link]

WEDNESDAY 25TH

Quick reminder! Don't forget to keep your air vents OPEN! Many people try to close air vents in unused rooms in their house to save electricity, but this actually does the opposite. Your unit will still push air flow to those rooms, but it'll be blocked. This not only uses more electricity, but it can damage your unit too.

THURSDAY 26TH

SAVINGS ALERT: Get 10% OFF your next service for every successful referral you send to us! And as another special thank you, we'll give your referred friend 10% OFF their first service too. [insert link]

FRIDAY 27TH

[insert testimonial] Thanks [first name] for your kind review! [insert link]

SATURDAY 28TH

Have you taken advantage of our end-of-the-summer deal? Before fall starts, take advantage of the temporary low rate of \$XX for inspections and \$XXX for tune-ups until [insert date]. Call XXX-XXX-XXXX or visit our website to book now before our appointments fill up! [insert link]

SUNDAY 29TH

[HVAC co name] started in [founding year] when [founder name] [insert reason/story of founding]. At [HVAC co name], we pride ourselves on providing ALL of our clients the best possible service and experience. Call XXX-XXX-XXXX or visit our website to book your appointment today! [insert link]

MONDAY 30TH

AC unit go out in the middle of the night? Don't wait until the next morning to call us! At [HVAC co name], our HVAC technicians are available to help you 24/7! Call XXX-XXX-XXXX or visit our website to get your emergency service now! [insert link]

TUESDAY 31TH

Now offering [insert 5-7 main services]. Call XXX-XXX-XXXX or visit our website to schedule yours now! Appointments are filling up fast! [insert link]