SOCIAL MEDIA

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



Service **Autopilot**™

JUNE 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 4[™]

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 5[™]

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-XXXX-XXXX to schedule your maintenance plan now! We'll take care of everything, so you can enjoy a hassle-free pool!

MONDAY 7[™]

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-XXXX to get yours scheduled now!

		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-XXXX today or visit our website to choose a pool service plan that's best for you! [insert link]
WED	ONE	ESDAY 9 TH
		What are some of the MOST important things that matter to you when

THURSDAY 10™

Comment below!

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-XXXX-XXXX to schedule your full pool maintenance services now!

choosing a pool service company? Why did you choose [pool service co name]?

FRIDAY 11[™]

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-XXXX now to keep your pool sparkling clear blue!

SATURDAY 12[™]

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 13™

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 14[™]

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

TUESDAY 15™

[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 16[™]

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 17™

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 18™

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 21 ST

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

TUESDAY 22 ND

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 repellant. 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]

THURDAY 24	Н
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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 25™

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-XXXX to find out more!

SATURDAY 26[™]

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 27 TH

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 28™

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 30[™]

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

THRUSDAY 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-XXXX or visit our website to schedule yours now! [insert link]

SUNDAY 4TH | Independance 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 5[™]

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 6™

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!

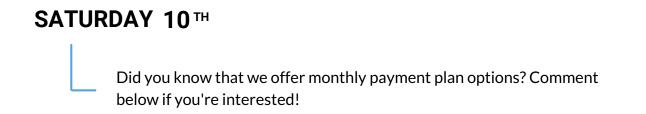
WEDNESDAY 7[™]

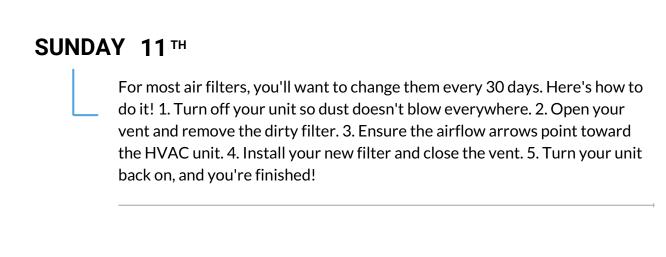
Stay tuned! Next Tuesday 7/14, we'll be offering an exclusive Summer Sweepstakes Giveaway to one lucky person at XX:XX XM XST. To apply for the giveaway, simply go to our page and wait for the post for instructions.

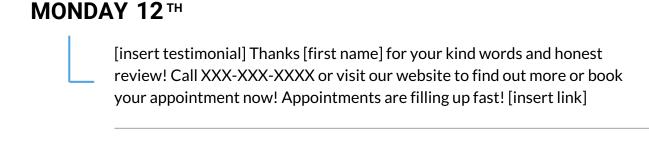
THURSDAY 8™

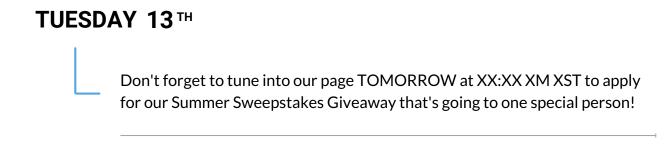
Did you know that you AND your friend will get 10% OFF your next service for EACH successful referral you bring our way? [insert referral landing page link]

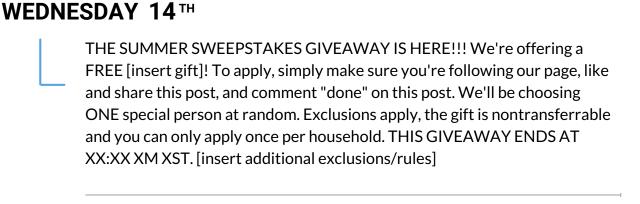
The AC is great, but let's face it... it's still HOT during the summer. What are some of your favorite activities to keep cool during the hot summers with your family?











THURSDAY 15 TH 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 16 TH 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 1/ "

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 19[™]

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 20™

[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 21™

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 22™

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 23[™]

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.

SATUR	DAY 24 TH
	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]
SUNDA	Y 25 [™]
	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]
MONDA	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]
TUESDA	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]
WFDNF	SDAY 28 TH
WEDITE	
	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.
THURS	DAY 29 TH
	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! [isnert link]
	,
FRIDAY	30 ™
	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.
SATUR	DAY 31 TH
	[insert testimonial] Thanks [first name] for your kind words and honest
	review! Call 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 4™

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 5™

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-XXXX or visit our website to schedule yours today! [insert link]

FRIDAY 6™

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-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.

	Did you know that we offer monthly payment plan options? Comment below if you're interested!
TUESDA	4Y 10 ™
	What the heck is a SEER rating? A SEER rating is a Seasonal Energy Efficiency rating. Basically, the higher the number, the more energy efficienct the unit is. The basic rating is 13-15, the better is 16-19, and the best rating is 20-24.
WEDNE	SDAY 11TH
	[insert testimonial] Call XXX-XXX-XXXX or visit our website to book your appointment today! Appointments are filling up fast! [insert link]
THURSI	DAY 12 TH
	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-XXXX-XXXX today
	to start saving on your electric bill!
FRIDAY	to start saving on your electric bill!

SUNDAY 15™

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]

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-XXXX or visit our website to

schedule your appointment now! [insert link]

MONDAY 16[™]

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 17™

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-XXXX or visit our website to book your appointment now! [insert link]

WEDNESDAY 18[™]

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 19[™]

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 20™

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 21™

[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 23™

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!

	Described IN/AC and interest in the collision to account and account account and account and account account and account and account and account and account account account account account and account accou
	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]
VEDN	ESDAY 25 TH
	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.
HUR	SDAY 26 TH
	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]
DID A'	Y 27 ™
KIVA 	Y 2/ ···
	[insert testimonial] Thanks [first name] for your kind review! [insert link]
	[Insert testimonial] I nanks [first name] for your kind review! [Insert link]
SATUF	RDAY 28 TH
ATUF	RDAY 28 TH Have you taken advantage of our end-of-the-summer deal? Before fall
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	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 an \$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]
SUNDA	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 an \$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] 4Y 29 TH [HVAC co name] started in [founding year] when [founder name] [insert reason/story of founding]. Ay [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]
SUNDA	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] [HVAC co name] started in [founding year] when [founder name] [insert reason/story of founding]. Ay [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!

TUESDAY 31™

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