

TOMMAC
PHOTOGRAPHY

FREE FOR COMMERCIAL TRADES AND FABRICATORS

The 4-Week Content Plan

For Commercial Trades

What to post on Facebook, Instagram, your Google Business Profile and your website, week by week, with caption ideas for every post.

By Tom MacDonald, TomMac Photography. 20 years photographing businesses. Brisbane and the Gold Coast.

START HERE

What customers see when they check you out

Builders, project managers and procurement check your website, LinkedIn, Facebook and Google profile before they shortlist you. This plan tells you exactly what to post on each channel for the next four weeks, using the work already in your workshop. Before you start, take two minutes and tick what is true today.

Facebook

tick what is true

- [ ] A post in the last two weeks
- [ ] Cover photo is your real team or work, not a stock image
- [ ] Recommendations switched on and visible
- [ ] A contact button that calls or messages you

Instagram

tick what is true

- [ ] Your latest nine posts show real work
- [ ] The bio says what you do and where
- [ ] Profile photo is your logo, clear at small size
- [ ] Highlights for your main services

Google Business Profile

tick what is true

- [ ] At least ten real photos of your work and team
- [ ] A new photo added this month
- [ ] An update posted in the last 30 days
- [ ] Hours, services and service areas all filled in

Website

tick what is true

- [ ] Real team photos, no stock people
- [ ] A recent projects or gallery page updated this quarter
- [ ] Phone number visible at the top on a mobile
- [ ] Photos that look sharp on a phone and load quickly

Ticked 12 or more? You are ahead of most businesses in your trade. Use the plan to keep it that way.
Ticked fewer than 12? The gaps are exactly what the next four weeks fix.

HOW THE PLAN WORKS

Four weeks. Four channels. One theme a week.

Each week has one theme, so everyone on the team knows what to look out for. Each page tells you what to post on every channel, and gives you a caption to start from. Tick the boxes as you go.

WEEK 1

The team and capability

Who you are and what you can deliver

WEEK 2

The workshop and the process

The machines, the craft and the quality control

WEEK 3

Projects and installs

The finished work, in place and at scale

WEEK 4

Safety, compliance and partners

What head contractors and procurement look for

How often to post

Facebook	**Two posts a week**	One job or project post, one people or proof post. Reply to every comment.
Instagram	**Three posts a week**	One photo post, one short video, and a few stories from the day. Vertical video for reels.
Google Business Profile	**One photo and one update a week**	Upload a real job photo with the suburb in the description, and post a short update.
Website	**One change a week**	Add a job to the gallery, swap in a real team photo, or add a short project write-up.

> **Short on photos?** One half day shoot gives you enough photos and short videos for all four weeks. The shot list is on page 8.

WEEK 1 OF 4

01 The team and capability

Who you are and what you can deliver

Facebook

- [ ] Team photo in the workshop, with a short company intro
- [ ] Your capability in one post: what you make, install or maintain

Caption idea: The team behind [Business]. [Capability] for builders and commercial clients across [area].

Instagram

- [ ] Carousel: the team, the workshop, a finished install
- [ ] Short video walking the workshop floor
- [ ] Stories: the morning start

Caption idea: Built in our workshop, installed by our crew.

Google Business Profile

- [ ] Upload the team and workshop photos
- [ ] Update: your capability and the sectors you work in

Caption idea: Commercial [trade] and fabrication across [area].

Website

- [ ] Real team and workshop photos on the home page
- [ ] Add a capability page with photos beside each service

Caption idea: What we deliver.

Photos you need this week: Team in the workshop, Owner or manager portrait, Machines and workshop floor, Walking clip of the workshop.

WEEK 2 OF 4

02 The workshop and the process

The machines, the craft and the quality control

Facebook

- [ ] A job moving through the workshop, start to finish
- [ ] The machine or process that sets you apart

Caption idea: From raw material to finished product, all in house.

Instagram

- [ ] Photo of a weld, a cut or a finished piece up close
- [ ] Short video of a machine at work
- [ ] Stories: quality checks before delivery

Caption idea: Craft you can see.

Google Business Profile

- [ ] Upload workshop and process photos
- [ ] Update: a job currently in production

Caption idea: Currently in production: [job].

Website

- [ ] Add process photos to the capability page
- [ ] Add equipment and capacity details beside the photos

Caption idea: Our process.

Photos you need this week: Fabricator at work, sparks or cut in frame, Machine running with operator, Detail of the finished piece, Clip of the machine at work.

WEEK 3 OF 4

03 Projects and installs

The finished work, in place and at scale

Facebook

- [ ] A recent install, with the builder tagged
- [ ] The biggest project this year, three best photos

Caption idea: Installed. [Project] in [suburb] for [builder].

Instagram

- [ ] Carousel of the install in place
- [ ] Short video of the install day
- [ ] Stories: crane or lift on site

Caption idea: In place and finished.

Google Business Profile

- [ ] Upload finished install photos with the suburb
- [ ] Update: project completed for [client type]

Caption idea: Recently installed: [project] in [suburb].

Website

- [ ] Add the project to a projects page with 6 to 10 photos
- [ ] Add a short write-up: scope, challenge, result

Caption idea: [Project]: scope and result.

Photos you need this week: Finished install, showing the scale, Crew installing on site, Detail where elements meet, Clip of install day.

WEEK 4 OF 4

04 Safety, compliance and partners

What head contractors and procurement look for

Facebook

- [ ] How you run a safe site and workshop, with photos
- [ ] A thank you to a builder or partner on a recent job

Caption idea: Safe sites, every site. Thanks [builder] for having us on [project].

Instagram

- [ ] Photo of the crew in full PPE on site
- [ ] Short video from a pre-start or induction
- [ ] Stories: certifications and tickets

Caption idea: Done by the book.

Google Business Profile

- [ ] Reply to reviews and ask recent clients for one
- [ ] Upload safety and team photos

Caption idea: Thank you to our clients and partners this month.

Website

- [ ] Add a safety and compliance section with real photos
- [ ] Add partner and client logos, with permission

Caption idea: Safety and compliance.

Photos you need this week: Crew in full PPE on a large site, Pre-start or induction, Certificates and tags, Team with the head contractor.

ONE SHOOT, A MONTH OF CONTENT

The half day shot list

Everything the four weeks need, captured in one visit. Book it for a normal working morning so the photos show real work, not a staged day.

People

- [ ] Team in the workshop
- [ ] Owner and manager portraits
- [ ] Crew with a head contractor on site

Workshop

- [ ] Workshop floor mid shift
- [ ] Machine running with operator
- [ ] Weld, cut or finish up close

Projects

- [ ] Finished install at scale
- [ ] Crew installing on site
- [ ] Detail where elements meet
- [ ] Crew in full PPE

Video clips

- [ ] Walk the workshop floor, 20 seconds
- [ ] Machine at work, vertical
- [ ] Install day, 15 seconds

Do it yourself

Use the list on a phone. Wipe the lens, shoot in morning light, tidy the frame first, and take the before shot before anyone touches anything.

Have it done properly

A professional covers the whole list in one visit, with portraits that match, short videos cut for reels, and photos sharp enough for your website and tenders.

WHY IT MATTERS

Why the businesses that stand out invest in photos

People hire people before they hire a company. In a feed full of stock images and AI, real photos of your team and your work are what make you look like the business to call.

People check you before they call

Most customers look at your Google profile, your socials or your website before they pick up the phone. What they see decides whether you get the call.

Real photos build trust stock images cannot

A photo of your actual team and your actual work tells a customer who is turning up and what the result will look like.

A consistent look makes you look established

The same quality of photos across Facebook, Instagram, Google and your website makes a small business look like a serious one.

Better photos help you quote bigger work

Commercial clients, builders and tender panels judge you on the work you can show. Good photos of past jobs open the door to larger ones.

One shoot feeds every channel for weeks

A half day shoot gives you enough photos and clips to post for a month without anyone on the tools stopping to take a photo.

You stand out in a feed full of phone photos

Most businesses in your trade post blurry, dark phone shots. Professional photos are the fastest way to look better than the business down the road.

PRINT THIS PAGE

The four week checklist

Stick it on the office wall. Two boxes per channel per week: tick one when the photo is taken and one when it is posted.

Week	Facebook	Instagram	Google Business Profile	Website
Week 1 The team and capability	☐☐	☐☐	☐☐	☐☐
Week 2 The workshop and the process	☐☐	☐☐	☐☐	☐☐
Week 3 Projects and installs	☐☐	☐☐	☐☐	☐☐
Week 4 Safety, compliance and partners	☐☐	☐☐	☐☐	☐☐

Every week

Reply to every comment and review. Add the suburb to every Google photo. Keep the same logo and look on every channel.

After four weeks

Look at which posts got the most comments, calls and messages, and do more of those next month.

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ABOUT THE PHOTOGRAPHER

Tom MacDonald

Twenty years behind a camera, ten of them running his own studio in Brisbane. Tom started at one of the world's largest auction houses in London, photographing objects where the detail had to be right the first time. He now photographs businesses: their people, their premises and their work, across Brisbane and the Gold Coast.

Research before the shoot

A discovery call and a look at your competitors first, so the photos show what your customers actually care about.

Real work, not staged

The short pause a camera causes on site becomes the moment to capture genuine craftsmanship and pride in the work.

Calm on busy sites

Sites change and people run late. Twenty years behind the lens means working around it and still getting the shots.

People hire people

Portraits that put business owners and crews at ease, so the real personality of the business comes through.

Want the four weeks shot for you?

Tom will call you within a business day of downloading this plan to hear about your business. If you would rather reach him first:

tom@tommac.photography
tommac.photography