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FREE FOR CONSTRUCTION COMPANIES, BUILDERS AND DEVELOPERS

The 4-Week Content Plan

For Construction Companies

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

Tenders, developers and future clients check your Facebook, Instagram, Google profile and website before they call. This plan tells you exactly what to post on each one for the next four weeks, using the projects you are already building. 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

Who you are

The team, the company and the kind of work you do

WEEK 2

Projects in progress

Progress from a fixed viewpoint, week by week

WEEK 3

Finished work

The completed project and the detail that took weeks

WEEK 4

Trust and credibility

Safety, partners and what clients say

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 Who you are

The team, the company and the kind of work you do

Facebook

- [ ] Team photo on a current site, with a short company intro
- [ ] Meet the site manager or project lead

Caption idea: The people behind every [Business] project. Building across [area] for [years] years.

Instagram

- [ ] Carousel: the team, the office, a live site
- [ ] Short video walking a current site
- [ ] Stories: a morning pre-start

Caption idea: Same team from pre-start to handover.

Google Business Profile

- [ ] Upload the team photo and three project photos
- [ ] Update: who you are, the work you do and where

Caption idea: [Business]: commercial and residential construction across [area].

Website

- [ ] Replace stock photos on the home page with the real team on site
- [ ] Add team portraits to the About page

Caption idea: The team building your project.

Photos you need this week: Team on a live site in PPE, Site manager portrait, Office and project team, Walking clip of a current site.

WEEK 2 OF 4

02 Projects in progress

Progress from a fixed viewpoint, week by week

Facebook

- [ ] Progress update on a current project from the same angle as last time
- [ ] The trades and suppliers on the job, tagged

Caption idea: Week [x] on our [project] in [suburb]. Frame is up and we are on track for lock-up by [date].

Instagram

- [ ] Before and now carousel from a fixed viewpoint
- [ ] Short video: this week on site
- [ ] Stories: pour day, crane day or frame going up

Caption idea: Same spot, [x] weeks apart.

Google Business Profile

- [ ] Upload progress photos with the suburb
- [ ] Update: milestone reached on a current project

Caption idea: Progress on our current project in [suburb].

Website

- [ ] Start a project page for the current build and add progress photos
- [ ] Add the project to your current projects list

Caption idea: Current project: [project name], [suburb].

Photos you need this week: Fixed viewpoint wide of the site, Crew at work on the key stage, Detail of the structure or services, Short clip of the site in action.

WEEK 3 OF 4

03 Finished work

The completed project and the detail that took weeks

Facebook

- [ ] The finished project, three to five best photos
- [ ] The detail you are proudest of, and why

Caption idea: Complete. [Project] in [suburb], delivered for [client type].

Instagram

- [ ] Carousel of the finished project
- [ ] Short reveal video: before, during, finished
- [ ] Stories: behind the scenes of the final clean and handover

Caption idea: From slab to handover. Swipe through.

Google Business Profile

- [ ] Upload the finished project photos with the suburb
- [ ] Update: project completed, with one photo

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

Website

- [ ] Finish the project page: hero photo, gallery, one paragraph on the brief
- [ ] Add the project to the home page featured work

Caption idea: [Project name]: the brief, the build and the result.

Photos you need this week: Finished external, best light of the day, Key interior spaces, The standout detail, Team at handover.

WEEK 4 OF 4

04 Trust and credibility

Safety, partners and what clients say

Facebook

- [ ] Client testimonial with a photo of their finished project
- [ ] How you run a safe site, with a photo

Caption idea: In [client]'s words: "[quote]". Thank you for trusting us with [project].

Instagram

- [ ] Photo of the client at handover with their words
- [ ] Short video testimonial, with permission
- [ ] Stories: thank the trades and suppliers on the last project

Caption idea: Handover day. The best part of the job.

Google Business Profile

- [ ] Reply to every review, and ask recent clients for one
- [ ] Upload safety and team photos

Caption idea: Thank you to our clients for the reviews this month.

Website

- [ ] Add testimonials beside project photos
- [ ] Add a safety and quality section with real site photos

Caption idea: What our clients say.

Photos you need this week: Client and team at handover, Crew in full PPE on a clean site, Partners and suppliers on site, Client video testimonial.

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 on site in PPE
- [ ] Site manager and project lead portraits
- [ ] Team at handover

Progress

- [ ] Fixed viewpoint wide shots
- [ ] Crew at work on the key stage
- [ ] Structure and services detail

Finished work

- [ ] Best external at the best light
- [ ] Key interior spaces
- [ ] The standout detail
- [ ] Client at handover, with permission

Video clips

- [ ] Walk through the site, 20 seconds
- [ ] Key stage in action, vertical
- [ ] Finished reveal, 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 Who you are	☐☐	☐☐	☐☐	☐☐
Week 2 Projects in progress	☐☐	☐☐	☐☐	☐☐
Week 3 Finished work	☐☐	☐☐	☐☐	☐☐
Week 4 Trust and credibility	☐☐	☐☐	☐☐	☐☐

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:

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