

# CHBA Marketing How-To Series

# SOCIAL MEDIA 101



Canadian  
Home Builders'  
Association



Welcome to the CHBA Marketing How-To Series, designed to help builders and renovators strengthen their online presence. In this guide, we'll introduce the **basics of social media**, how to choose the right platforms, what to post, and how to connect with your local community.

## Why Social Media Matters

When homeowners look for inspiration, advice, or a trusted local pro, they often turn to social media. Showing up consistently helps you stay top-of-mind and builds trust with potential clients.

**Boosts Visibility:** Regular posting keeps your business in front of local homeowners where they already spend time.

**Builds Trust:** Before/after photos, customer reviews, and behind-the-scenes content show your credibility.

**Drives Website Traffic & Leads:** Good posts encourage people to click through to your website or contact you directly.

**Humanizes Your Brand:** Social media lets people get to know you, not just your business.

**Free or Low-Cost Marketing:** Organic posting is free, and ads let you target local homeowners for a low cost.

## Engaging with Local Audiences

Social media isn't just about posting, it's about conversation.

### Ways to Boost Local Engagement

- Reply to every comment or message quickly
- Use geotags on your posts and stories
- Follow and support other local businesses
- Participate in community groups on Facebook
- Share local news, initiatives, or homeowner resources
- Ask questions ("What reno project is on your wishlist?")

## POSTING TIPS:



### WHAT TO POST

- Project photos (before/after)
- Short educational tips ("Why your basement feels cold")
- Timelapse or behind-the-scenes videos
- Customer testimonials
- Team introductions
- Safety, planning, or seasonal maintenance tips
- Local events or partnerships



### HOW TO MAKE POSTS PERFORM BETTER

- Use high-quality images and video
- Keep captions clear and conversational
- Add local hashtags (#OttawaHomeBuilder)
- Post consistently (3–5 times per week is ideal)
- Include a call to action ("Get a quote," "Learn more," "See the full project")
- Repurpose one piece of content across multiple platforms

## Where Builders & Renovators Should Be



### Facebook

- Best for reaching local homeowners
- Great for neighborhood groups, testimonials, and event updates

### Instagram

- Visual platform perfect for before/after photos, reels, and stories
- Strong discovery via hashtags

### LinkedIn

- Ideal for B2B connections, partnerships, and industry credibility

### TikTok

- High engagement for short educational or entertaining videos
- Great for showcasing craftsmanship, trends, and renovation tips

### Pinterest

- Popular for inspiration and planning
- Excellent for driving traffic to your website or blogs

Other platforms to consider include:  
YouTube, Houzz and X.

## SOCIAL MEDIA CHECKLIST



Not sure where to start? This checklist breaks social media down into easy, actionable steps so you can post with confidence and connect more effectively with your community.

<b>SET UP BASICS</b>	<ul style="list-style-type: none"><li>• Create business profiles with logos, bios, and contact details</li><li>• Use consistent branding across platforms</li><li>• Link to your website and Google Business Profile</li></ul>
<b>CHOOSE YOUR PLATFORMS</b>	<ul style="list-style-type: none"><li>• Pick 1–3 platforms that match your audience</li><li>• Set posting goals (frequency, themes, KPIs)</li></ul>
<b>CONTENT STRATEGY</b>	<ul style="list-style-type: none"><li>• Plan 4–6 content pillars (e.g., projects, tips, testimonials)</li><li>• Use a simple monthly calendar</li><li>• Mix photos, videos, stories, and reels</li></ul>
<b>ENGAGEMENT</b>	<ul style="list-style-type: none"><li>• Reply to comments and messages</li><li>• Tag locations and partners</li><li>• Use local hashtags</li></ul>
<b>MONITOR &amp; IMPROVE</b>	<ul style="list-style-type: none"><li>• Track which posts perform best</li><li>• Review monthly analytics</li><li>• Adjust content based on engagement</li></ul>