


What Content Should I post?

Your DRH business pages are not a personal page... You want to keep the social media profile for your franchise consistent with the David Reid Homes brand or raise that standard even higher.

One thing that is guaranteed is that everything on Social Media Changes. However there are standard types of content that can carry across the different Social Media channels. They are:

- Short Form Video or Reels – 30second to 90 second video for TikTok, Instagram and Facebook. 60 seconds for YouTube shorts.
- Single Photo Posts. – square for Instagram, 4:3 for Facebook
- Carousel Photo Posts. – up to 10 images square for Instagram and TikTok
- Long Form Video Posts – up to 60 minutes for Instagram and Facebook, 10 minutes TikTok
- Live Videos – same as long form video
- Stories – 60 seconds for Instagram and YouTube Shorts, 120 seconds for Facebook

				
Profile photo	320 x 320	170 x 170	400 x 400	400 x 400
Landscape	1080 x 566	1200 x 630	1024 x 512	1200 x 627
Portrait	1080 x 1350	630 x 1200	N/A	627 x 1200
Square	1080 x 1080	1200 x 1200	N/A	N/A
Stories	1080 x 1920	1080 x 1920	N/A	N/A
Cover photo	N/A	851 x 315	1500 x 500	1128 x 191

Posts could include current projects, previous projects, supplier content and other business-related content (conference material, office material, etc). Posts can incorporate a mix of written content, photos and video content.

Original phone video and photo content and professional footage/ photos have greater impact.

Sharing content from other franchises and suppliers is also a great and easy way to add content with little effort!

How do I get content? This is one of, if not the most important part of social media and marketing!

The quality of photos taken from phones are so good it would be relatively easy to get generic content of every phase of the build! There are many project milestones to create content and taking photos and video throughout the build should be an automatic task for each stage.

Progress Content Examples:

- Photo and video of all major phases of the build (Slab going down, Frame going up, Roof-On, Cladding Complete, etc)

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- Before, during, and after minor and major phases
- A delivery of material has arrived
- Any unique concepts or materials should be showcased
- Professional and self-content after handover of the completed build. Consider gaining professional photo and video content as part of the whole process. It is not only beneficial to your client, but it is also a MAJOR factor in the catalogue of content you can advertise and post to social media!!!

Video Ideas

- Video of client's reactions at handover and Testimonials from clients
- Real-estate video and photos, showing off all aspects of the house inside and outside in a cinematic, elegant and professional way!!
- Video Testimonials from the client in their new home
- Photos of fixtures, design features, interior finishes, fireplaces, staircases/entries, etc.
- Time-lapse of major phases of the build

And Many MORE! You aren't limited to just these ideas!

The great advantage to collecting all of this content is that different versions of videos can be created so it doesn't feel like you post the same content time and again. You can also make these videos into vertical videos for Facebook reels, Instagram stories/ reels, etc...

It is strongly recommended that any content is catalogued and filed by a standard process, otherwise it will be impossible to find anything...

DETAILED CONTENT IDEAS

- 1. Share pictures and descriptions of previous projects showcasing the attention to detail, quality and care that goes into every project:**
 - a. Highlight reels or montages that showcase the key features of a completed home, including interior and exterior shots, as well as any special design elements or finishes.
 - b. Walkthrough videos that take viewers on a tour of the home, highlighting the layout, flow, and feel of the space.
 - c. Detailed videos or photos of specific areas or features of the home, such as the kitchen, master suite, outdoor living space, or any unique or custom elements.
 - d. Before and after photos or videos that show the transformation of the property from an empty lot or rundown home to a completed custom home.
 - e. Virtual reality or 3D renderings of the completed home, which can give viewers a more immersive experience and allow them to explore the space in more detail.

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- f. Customer testimonials or case studies that feature completed homes and the experience of the homeowners.
- g. Aerial or drone footage of the completed home, which can provide a different perspective and highlight the location and setting of the property.

2. Share customer testimonials or case studies to demonstrate the satisfaction of your clients:

- a. Customer testimonials in video format, where clients share their experiences working with your company and the results they achieved.
- b. Written testimonials from customers, highlighting their experiences working with your team and the quality of the home that you built for them.
- c. Before and after photos or videos of homes that you have built, showcasing the transformation from an empty lot or rundown property to a beautiful custom home.
- d. Case studies that go into more detail about specific projects and the challenges and successes that were experienced along the way.
- e. Testimonials from industry professionals, such as architects or designers, who have worked with your company and can speak to your expertise and professionalism.
- f. Customer reviews or ratings on third-party review sites, such as Yelp or Google, which can provide credibility and social proof to potential customers.
- g. Share testimonials on social media platforms, including quotes and photos or videos from satisfied clients, to reach a wider audience.

3. Share behind-the-scenes glimpses of the building process, including photos or videos of your team in action:

- a. Photos or videos of your team at work, showing the craftsmanship and attention to detail that goes into each project.
- b. Progress updates on current projects, including pictures or videos of the building process at different stages.
- c. Behind-the-scenes glimpses of the design process, including sketches, mock-ups, and 3D renderings of homes you are working on.
- d. A look at the tools, equipment, and materials that you use in your projects, highlighting any special features or innovations that you employ.
- e. Interviews with team members, including architects, designers, and craftsmen, to give followers a sense of the personalities and expertise behind your company.
- f. A tour of your workshop or design studio, showcasing the space where your team works and the resources available to them.
- g. A look at your company's culture, including team-building activities, charity work, or other initiatives that your team is involved in.

4. Share information on the latest trends in luxury home design, such as smart home technology, energy efficiency, or outdoor living spaces.



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5. Share tips and advice for people considering building a custom home, such as how to choose a lot, what to consider when designing a home, or how to work with professionals like architects and contractors.
6. Share information about local events, such as home shows or industry conferences, that you will be attending or exhibiting at.
7. Share news or articles about the custom home building industry and how your company is making an impact.
8. Share pictures of your team at work or during company events to give followers a sense of your company culture and values.
9. Share updates on current or upcoming projects, including pictures or videos of the progress being made.
10. Share blog articles or other educational content about the custom home building process, such as how to choose finishes or materials, how to design a home that is functional and efficient, or how to prepare for construction.
11. Share updates about new or exciting products or materials that you are using in your custom homes, such as state-of-the-art appliances or innovative building materials.
12. Share quotes or inspiration from industry experts or leaders in the field of custom home building.
13. Share links to articles or other resources that you think would be useful or interesting to your followers, such as home design magazines, real estate blogs, or trade publications.

You are not limited to just these ideas... The hard part is having a product to show off. You are already producing that product; this is just documenting that process with content.