



## Roofing Social Media Checklist: Tips from Nolen

### Keeping Up With Social Media for Your Roofing Business

- ☐ **Understand Social Media's Potential:** Recognize that social media can work for roofing businesses when used correctly.
- ☐ **Avoid Common Misconceptions:** Don't assume social media doesn't yield results just because you haven't seen immediate sales or clients.
- ☐ **Engage Users Properly:** Utilize platforms like Facebook and Instagram for genuine user engagement. Avoid generic, non-personalized posts.
- ☐ **Be Wary of "Experts":** Before hiring a social media expert, ensure they have genuine expertise, intelligence, and adaptability.
- ☐ **Stay Authentic:** Be genuine and avoid adopting inauthentic personas. Celebrate relevant events and milestones, not just random "national days."
- ☐ **Invest Wisely:** Don't just throw money at social media ads. Ensure you have a strategy, target the right demographics, and create relevant content.
- ☐ **Build a Genuine Audience:** Focus on gaining likes and followers who have a genuine interest in roofing. Once established, consider boosting posts for broader reach.
- ☐ **Stay Updated:** Regularly review and adjust your strategy based on platform changes and audience feedback.
- ☐ **Remember:** Authenticity, strategy, and understanding platform mechanics are essential to successful social media marketing in the roofing industry.