Grow That Local

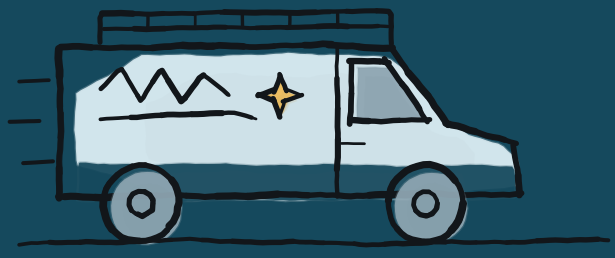
a free guide

52 weeks of HVAC posts

One ready post a week for a whole year, set to both HVAC peaks: no-heat calls, spring tune-ups, heat waves, fall heating checks and the first cold snap.

For owners stuck for something to share each week.

- 12 short sections in 5 parts
- 36 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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Before you start

Most weeks, the hard part of posting isn't the posting. It's deciding what to say between calls. This pack decides for you: 52 HVAC posts, one a week, in the order the heating and cooling year runs. Homes have a winter peak and a summer peak in energy use (EIA, eia.gov), and your phone follows them, so the posts do too.

Each month has a short line on what's happening with systems right then, then that month's posts. Every post has a label that says what kind it is, the words to copy, and the photo to put with it. Most months have four posts. March, May, August and November have five, so the year comes to 52.

The mix keeps your page from reading like an ad: job photos, before-and-afters, tips for homeowners, your team, reviews, season reminders and local posts. They work on Facebook, Instagram and your Google Business Profile.

Fill in the brackets: [business], [town], [neighborhood], [phone], [your name], [first name], plus a few like [number] or [month] that only you know.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we give our own judgment, we say "GTL estimate" and tell you why we think it.
- Every post is a made-up example to show the idea. None of them describe a real customer, home or result.

Four checks before anything goes up:

- **Real photos, and nothing that shows whose home it is.** Google wants profile photos that "represent reality," with no big edits or heavy filters (Google Business Profile Help, support.google.com). Keep house numbers, family photos and alarm panels out of the frame, and get the owner's OK.
- **On Google, take the phone number out.** Google may remove posts with unverified contact information, phone numbers included, and suggests adding a "Call now" button instead (Google Business Profile Help, support.google.com). Delete [phone] and add the button. Keep it on Facebook and Instagram.
- **Change a few words every time.** Nextdoor counts "unoriginal/templated content with no personalization" as spam (Nextdoor Help, help.nextdoor.com). Add one real detail: this week's forecast, today's wait time, what the tech found.
- **Reviews only with the customer's OK.** Quote their words exactly, with their first name or initial only.

These are posts for your own pages and groups. If you text one to customers instead, text only people who've agreed to hear from you, say who it's from, and stop when anyone replies STOP (FCC, fcc.gov).



Part 1

Winter

1 January

This month. The winter peak. No-heat calls come in waves with each cold snap. Safety posts earn trust now: space heaters and carbon monoxide are on people's minds.
Week 1, tip: "Using a space heater this week? Keep it 3 feet from anything that can burn, and plug it straight into the wall, not into an extension cord. That's the US Fire Administration's advice, and ours."
Photo: a space heater on a bare floor with clear space around it.
Week 2, job photo: "No-heat call in [neighborhood] at 6am. A failed igniter on a [number]-year-old furnace. Fixed by 8, and the owner had heat before the kids got up."
Photo: the old igniter in a gloved hand, the open furnace behind it.
Week 3, team: "[name] is our on-call tech this week. Best advice from [name]: if you ever smell gas, get everyone out first, then call 911 or the gas company from outside. Then call us. [phone]"
Photo: [name] next to the van in a winter jacket.
Week 4, review: "'[Their words, one or two lines].' Thank you, [first name]. Their furnace in [neighborhood] quit an hour before guests arrived. Our tech had it running before dessert."
Photo: a screenshot of the review with the last name cropped.

Do it in 24 hours

- [ ] Post week 1 the first week your town drops below freezing.
- [ ] Take a photo of the old part on your next no-heat call.
- [ ] Put a "post" reminder in your phone for every Monday morning.

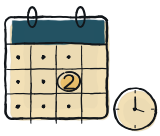
2 February

This month. Still heating season, with snow in the North. Late winter is the time to plant the spring tune-up and to answer replacement questions while people still remember the cold.
Week 5, tip: "After a snowfall, check the side of your house for the white plastic pipes from your furnace. If snow or ice covers them, the furnace can shut itself off. Clear them gently by hand. No shovels."
Photo: two white PVC furnace pipes on the side of a house, clear of snow.
Week 6, before and after: "Before: a [number]-year-old furnace in a [town] basement, patched three winters in a row. After: a new high-efficiency furnace, tidy pipes and a clean floor. The owner said the house is quieter, too."
Photo: the old furnace and the new one, same angle.
Week 7, local: "Thanks to [local supply house] in [town], open early every morning this cold month. Our techs know the counter staff by name."
Photo: your van in the supply house lot at dawn.

Week 8, season reminder: "Thinking about replacing your system this year? Get your quote in the slow weeks before spring. You'll have time to compare, and the install won't be squeezed into a heat wave. [phone]"
Photo: a new outdoor unit on a fresh pad.

Do it in 24 hours

- [ ] Save week 5 on your phone for the morning after your next big snow.
- [ ] Ask a recent replacement customer if you can post their before and after.
- [ ] Follow up every replacement quote from the winter that went quiet.



Part 2

Spring

3 March

This month. The mild weeks between peaks. ENERGY STAR suggests a cooling check every spring and a filter check every month (ENERGY STAR, energystar.gov). Fill the tune-up calendar now.
Week 9, tip: "When did you last change your air filter? ENERGY STAR says look at it once a month and clean or change it when it's dirty. Write the date on the edge of each new one with a marker."
Photo: a filter with today's date written on the frame.
Week 10, job photo: "Spring tune-up in [neighborhood]. Coil cleaned, drain line flushed, refrigerant checked, every electrical connection tightened. [number] minutes, and the owner got photos of everything we did."
Photo: a tech at the outdoor unit with the panel off.
Week 11, team: "Meet [name], our newest tech. [number] years in the trade and certified for [certification]. Ask [name] about the strangest thing found in a duct."
Photo: [name] at the van with a tool bag.
Week 12, before and after: "This [town] home's thermostat was [number] years old and guessing at the temperature. New thermostat, set up with the owner's schedule. Before and after on the wall."
Photo: the old dial thermostat and the new one, same spot on the wall.
Week 13, season reminder: "Spring tune-up dates in [town] are open. Plan members, you get first pick until [date]. Everyone else, book now and skip the wait when the first hot week hits. [phone]"
Photo: the tune-up calendar on the office whiteboard.

Do it in 24 hours

- [ ] Set your spring tune-up dates and the members-first deadline for week 13.
- [ ] Put a marker in every van so techs can date the filters they change.
- [ ] Take a photo of the old thermostat on your next swap.

4 April

This month. Tune-up season. In a typical house, about 20 to 30 percent of the air moving through the ducts is lost to leaks and poor connections (ENERGY STAR, energystar.gov). It's a good month to fix the rooms that never feel right.
Week 14, tip: "One room always too hot or too cold? It's often the ducts, not the system. In a typical house, about 20 to 30 percent of the air in the ducts leaks out before it reaches a room. Ask us to check yours."
Photo: a disconnected duct in an attic (from a past job).
Week 15, job photo: "Duct repair in [neighborhood]. The run to the upstairs bedroom had come apart in the attic and was cooling the insulation. Reconnected and sealed. The bedroom finally feels like the rest

of the house."
Photo: the resealed duct joint, close up.
Week 16, review: "'[Their words].' Thanks, [first name]. Their tune-up in [town] took under an hour, and the tech showed them photos of the coil before and after cleaning."
Photo: a screenshot of the review with the last name cropped.
Week 17, local: "Our van will be at the [town] [spring event] on [day]. Stop by for a free filter-size check: bring a photo of your filter's edge and we'll tell you what to buy."
Photo: your booth or van at last year's event.

Do it in 24 hours

- [ ] Save one duct photo from your next attic job.
- [ ] Ask every tune-up customer this week for a review.
- [ ] Add "duct repair" to your Google Business Profile services if it isn't there.

5 May

This month. The calm before the heat. AC systems that sat all winter get switched on, and the ones with problems show it.
Week 18, tip: "Clear 2 feet around your outdoor AC unit: no shrubs, no stacked chairs, no grass clippings piled against it. It needs room to breathe out heat. That's it. Leave the inside of the unit to us."
Photo: an outdoor unit with a clean, clear space around it.
Week 19, job photo: "Coil cleaning in [neighborhood]. Here's what a year of cottonwood fluff does to an outdoor coil. Cleaned, rinsed, and the unit is moving air like it should."
Photo: the clogged coil fins, close up.
Week 20, team: "Our dispatcher, [name], keeps the board moving all summer. When you call, [name] tells you the real wait time, not a guess. Say hi next time."
Photo: [name] at the dispatch desk with the schedule board behind.
Week 21, before and after: "This outdoor unit in [town] was sitting on a cracked, sinking pad, tilted toward the house. New pad, unit leveled. Before and after."
Photo: the tilted unit and the leveled one, from the same angle.
Week 22, review: "'[Their words].' Thank you, [first name]. We caught a weak part on their spring tune-up and replaced it before the first hot week. No breakdown this summer."
Photo: a screenshot of the review with the last name cropped.

Do it in 24 hours

- [ ] Check the HeatRisk forecast and write your three heat-week posts now: heat coming, booking today with the wait, thank you.
- [ ] Take a coil photo on your next tune-up.
- [ ] Ask your dispatcher if they're happy to be in week 20.



Part 3

Summer

6 June

This month. The summer peak starts. The National Weather Service's HeatRisk forecast shows heat danger on a 0 to 4 scale up to seven days out (NWS HeatRisk, wpc.ncep.noaa.gov). In a heat week, set the plan aside and post today's wait.

Week 23, tip: "Before you call for a weak AC, check two things: is the filter clogged, and is the thermostat set to cool? If both are fine and the air is still warm, call us. [phone]"
Photo: a hand holding a dirty filter next to the thermostat.

Week 24, job photo: "Heat week. Booking AC repairs today in [town], current wait about [number] days. Plan members, text us and you're first. Thanks for your patience, everyone."
Photo: three vans heading out of the shop at sunrise.

Week 25, team: "Summer hours: our techs start at [time] and the office stays open until [time]. Attics hit [number] degrees by noon, so we do those first. Here's [name] heading up at 7am."
Photo: a tech on an attic ladder in early light.

Week 26, review: "'[Their words].' Thanks, [first name]. Their AC quit on a [number]-degree day. Repaired the same afternoon in [neighborhood]."
Photo: a screenshot of the review with the last name cropped.

Do it in 24 hours

- [ ] Pin week 24 to the top of your page in any heat week, with today's real wait.
- [ ] Set summer start times for the crew.
- [ ] Save week 23 on your phone for the first hot day.

7 July

This month. Heat waves and full schedules. Honest wait times and helpful posts keep people calm while they wait for you.

Week 27, tip: "Water on the floor near your indoor unit? The drain line that carries water away from the AC may be clogged. Turn the system off and call us. It's a common summer call and usually a quick fix. [phone]"
Photo: a towel on the floor beside an indoor air handler.

Week 28, before and after: "Before: a 20-year-old AC in [neighborhood], loud and on its third repair in two summers. After: a new system, quieter, on a level pad with tidy wiring. Done in one day."
Photo: the old unit and the new one from the same spot in the yard.

Week 29, local: "Thank you to the [town] cooling centers keeping neighbors safe this week. Locations are listed at [city page]. Check on an older neighbor if you can."
Photo: a cooling center sign, or your van near the community center.

Week 30, job photo: "Capacitor swap in [town]. This small part helps the motors start, and heat waves wear them out. The bulged top on the old one is the giveaway. AC back on in [number] minutes."
Photo: the old capacitor with a bulged top next to the new one.

Do it in 24 hours

- [ ] Look up your town's cooling center page for week 29.
- [ ] Save the old capacitor on your next no-cool call.
- [ ] Ask every repair customer this week for a review.

8 August

This month. Late summer. Systems that struggled all season are near the end, and repair-or-replace questions come in. Start talking about fall heating checks.
Week 31, tip: "Repair or replace? A rough rule many techs use: if the system is near the end of its life and the repair is a big one, get a replacement price too. Ask for both prices in writing, and decide with photos."
Photo: a tech showing a homeowner photos on a tablet.
Week 32, job photo: "Install day in [neighborhood]. Old system out by 9, new one running by 3, and the owner's floors covered the whole time. Here's the crew with the finished unit."
Photo: the install crew next to the new outdoor unit.
Week 33, team: "[name] has been with [business] for [number] summers. Hottest attic [name] has worked in: [number] degrees. Favorite part of the job: [their answer]."
Photo: [name] in the shop with a cold drink.
Week 34, review: "'[Their words].' Thank you, [first name]. We gave them a repair price and a replacement price and let them choose. They chose the repair, and it's running fine."
Photo: a screenshot of the review with the last name cropped.
Week 35, season reminder: "Fall heating checks in [town] start [date]. Plan members first, then everyone else. Book now and your furnace gets looked at before the first cold night. [phone]"
Photo: a tech at a furnace with a flashlight.

Do it in 24 hours

- [ ] Set your fall check dates for week 35.
- [ ] Write a repair price and a replacement price on your next big quote.
- [ ] Follow up every summer replacement quote that went quiet.



Part 4

Fall

9 September

This month. The mild weeks again. ENERGY STAR suggests a heating check every fall (ENERGY STAR, energystar.gov). Shoulder season is when to do the jobs you never have time for in a peak.
Week 36, job photo: "Fall furnace check in [neighborhood]. Burners cleaned, flame checked, safety switches tested, and a new filter with today's date on it. Ready for winter."
Photo: a clean furnace with the panel off and a dated filter.
Week 37, tip: "Carbon monoxide alarm check: the CDC says put one near every sleeping area, check the batteries twice a year, and replace the alarm every 5 years or as the maker says. Look at the date on the back of yours."
Photo: the back of a CO alarm showing its date.
Week 38, local: "Thanks to [local hardware store] in [town] for keeping the odd filter sizes on the shelf. Can't find yours? Send us a photo of the old filter's edge and we'll tell you the size."
Photo: a shelf of air filters in different sizes.
Week 39, before and after: "Before: a [town] furnace with a crusty humidifier pad and water stains down the side. After: new pad, clean tray, dry furnace. A small fix that's easy to forget."
Photo: the old crusty humidifier pad next to the new one.

Do it in 24 hours

- [ ] Put a dated filter photo in your fall check routine.
- [ ] Carry a few CO alarms in the van to show on fall checks.
- [ ] Book the shoulder-season jobs you put off in summer: ducts, thermostats, air quality.

10 October

This month. The first chilly nights. People switch from cooling to heating, and the first no-heat calls start.
Week 40, tip: "Heat pump owners: on a frosty morning, your outdoor unit may steam and go quiet for a few minutes. That's normal. It's melting frost off itself. If it stays iced over for hours, call us."
Photo: an outdoor heat pump with light frost on a fall morning.
Week 41, job photo: "First no-heat call of the season in [neighborhood]. A dirty flame sensor was shutting the furnace off after a few minutes. Cleaned and tested. Twenty minutes, warm house."
Photo: the flame sensor in a gloved hand.
Week 42, review: "'[Their words].' Thank you, [first name]. Their fall check in [town] found a cracked part before it became a winter problem."
Photo: a screenshot of the review with the last name cropped.
Week 43, team: "Who answers when it gets cold: [name] and [name] are on call through November. Same techs you see all year. Save our number: [phone]"

Photo: the on-call techs in front of their vans.

Do it in 24 hours

- [ ] Save week 40 on your phone for the first frosty morning.
- [ ] Post your on-call schedule for the cold months (week 43).
- [ ] Ask every fall check customer for a review.

11 November

This month. The first real cold snaps. Furnaces that sat all summer get pushed hard, and replacement questions come back.

Week 44, job photo: "Cold snap week in [town]. [number] no-heat calls since Sunday, most of them small fixes. Current wait about [number] days. Thanks for your patience."

Photo: a van at a house with frost on the lawn.

Week 45, tip: "Furniture or a rug over a vent? Keep supply vents and the big return vents clear. Blocked vents make your system work harder and leave rooms cold. A quick walk through the house is all it takes."

Photo: a return vent with a couch pulled back from it.

Week 46, local: "Our vans are a drop-off point for the [local coat drive] through [date]. Hand coats to any tech on a call, or drop them at [business]."

Photo: a box of coats in the back of a van.

Week 47, before and after: "Before: a rusted furnace flue pipe in a [neighborhood] basement. After: new pipe, sealed joints, and a CO alarm installed nearby. Safe, and ready for winter."

Photo: the rusted flue section next to the new one.

Week 48, review: "'[Their words].' Thank you, [first name]. They called with no heat on a Sunday morning. Our tech had it running by noon."

Photo: a screenshot of the review with the last name cropped.

Do it in 24 hours

- [ ] Pin week 44 to the top of your page during the first cold snap, with the real wait.
- [ ] Ask your local shelter or school if they need a coat drop-off point.
- [ ] Save the old flue pipe on your next replacement.



Part 5

Year end

12 December

This month. Deep winter in the North. Ask for reviews while the work is fresh, and plant spring replacements and plan sign-ups for the new year.
Week 49, tip: "Thermostat blank or acting strange? Check its batteries first, if it takes them. A dead battery can stop the heat and look like a broken furnace. Still nothing after new batteries? Call us. [phone]"
Photo: a hand putting fresh batteries in a thermostat.
Week 50, job photo: "Heat pump install in [neighborhood], finished between snowfalls. Mounted up off the ground so snow and ice don't block it. Here's the new unit in its first snow."
Photo: the heat pump on a raised stand with snow around it.
Week 51, review: "'[Their words].' Thank you, [first name]. If we were in your home this year, we'd be glad to read your honest review: [review link]"
Photo: a screenshot of the review with the last name cropped.
Week 52, team: "Our year in systems: [number] tune-ups, [number] new installs, [number] no-heat calls answered and [number] filters changed. Thank you, [town]. Stay warm."
Photo: the whole team in front of the vans.

Do it in 24 hours

- [ ] Ask every customer from the last three months for a review.
- [ ] Count your year's numbers for week 52 with the office.
- [ ] Put a reminder on January 1 to open this pack at week 1.

or we can do it for you

Free sample: Two weeks of posts, ready to go

Social media posts is $200 a month, with a 7-day full refund.

Social media posts: growthatlocal.com/services/social-media



Your first 24 hours, in one list

If you only do five things this week, do these:

- [ ] Open this month's section and post this week's HVAC post today.
- [ ] Put a "post" reminder in your phone for every Monday.
- [ ] Write your three heat-week and three cold-snap posts and save them on your phone (sections 5 and 11).
- [ ] Set your next tune-up dates, members first.
- [ ] Ask one past customer for permission to share their review.



Where to go next

These posts work best with good photos. Our free Job-Site Photo Shot List gives you the 13 shots to take on every job. For holidays, our Holiday and Season Post Pack has a dated post for every one. And for the whole job of getting more HVAC calls, read The HVAC Marketing Playbook.



If you'd rather hand it off

Grow That Local writes and posts for HVAC companies every week, timed to the weather and made from your real job photos. Each service starts with a free sample, so you see the work before you pay.

Best fit for this guide: Social media posts. Free sample: two weeks of posts, ready to go. Social media posts is $200 a month, with a 7-day full refund.

Social media posts — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

Websites — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

Google Business Profile — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

Review requests — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

Email newsletter — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

SEO — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

Win-back texts — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

Neighborhood postcard — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

Monthly report card — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

Text us at (423) 924-2014, or start at growthatlocal.com/start.

Sources

Every season fact above, with where to check it. Each was checked on 2026-11-12:

1. U.S. Energy Information Administration, Today in Energy, "Homes show greatest seasonal variation in electricity use" (March 4, 2013): homes have a summer peak and a winter peak in energy use. eia.gov (before you start)
2. ENERGY STAR, Duct Sealing: in a typical house about 20 to 30 percent of the air moving through the duct system is lost to leaks, holes and poor connections. energystar.gov (section 4, week 14)

Rules and guidance cited (not statistics):

- Wisconsin Public Service Commission, Natural Gas Consumer Safety: if you suspect a leak, leave the area at once and call the gas utility's emergency number or 911 from a safe distance outdoors. psc.wi.gov (section 1, week 3)
- U.S. Fire Administration, Heating Fire Safety: keep space heaters 3 feet from anything that can burn and plug them directly into the wall. usfa.fema.gov (section 1, week 1)
- ENERGY STAR, Maintenance Checklist: check cooling in spring and heating in fall; inspect, clean or change air filters once a month. energystar.gov (sections 3 and 9, week 9)
- National Weather Service HeatRisk forecast (0 to 4 scale, seven days ahead): wpc.ncep.noaa.gov (section 6)
- CDC, Carbon Monoxide Poisoning Basics: battery or battery-backup CO detectors near every sleeping area; check batteries twice a year; replace every 5 years or as the maker says. cdc.gov (section 9, week 37)
- Google Business Profile Help, photo and video guidelines: photos should represent reality, without significant alterations or excessive filters. support.google.com (before you start)
- Google Business Profile Help, photos, videos and posts content policy: posts with unverified contact information, including phone numbers, may be removed; use a "Call now" button. support.google.com (before you start)
- Nextdoor Help, business posting guidelines: templated and repeated content counts as spam. help.nextdoor.com (before you start)
- FCC, Stop Unwanted Robocalls and Texts (consent, and stopping when asked): fcc.gov (before you start)

GTL estimates

These are our own judgment, not measured facts:

1. One post a week is enough to keep an HVAC page looking open (before you start). Reasoning: it's a pace a busy owner can keep all year, and someone checking you out mostly looks at whether the last few posts are recent and real.
2. Post today's real wait time in a heat week or cold snap (sections 6 and 11). Reasoning: people with no AC or heat want to know who can come and when, and an honest wait reads better than silence.
3. The homeowner tips on outdoor unit clearance, furnace vent pipes, heat pump defrost, drain lines, blocked vents and thermostat batteries (weeks 5, 18, 27, 40, 45 and 49) are common trade advice, not measured results. Reasoning: they're what techs tell customers every day, and each one ends with "call us" for anything past a quick look.

4. Ask for a replacement price next to a big repair (section 8, week 31). Reasoning: two written prices let the owner decide without pressure, which is what the "they tried to sell me a new system" review is about.

want it done for you?

Every part of this guide is something we do.

Each one starts with a free sample, so you see the work before you pay. Text us at (423) 924-2014 or start at growthatlocal.com/start.

Grow That Local