Grow That Local

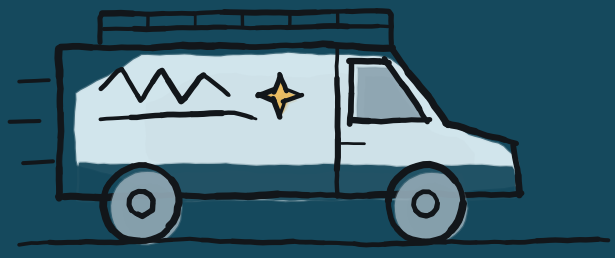
a free guide

52 weeks of plumbing posts

One ready post a week for a whole year, set to the plumbing seasons: freezes and thaws, Fix a Leak Week, spring rain, water heaters and the first fall freeze.

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 plumbing posts, one a week, in the order the plumbing year runs, from frozen pipes in January to spring sump pumps, summer water heaters and the first fall freeze.

Each month has a short line on what pipes are doing 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). Inside a home, keep family photos, mail, alarm panels, valuables and house numbers 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: tonight's low, the age of the house, what the camera 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. Freeze season. Pipes in unheated spaces are most at risk when it drops below 20°F, and one insurer alone had more than 20,000 frozen pipe and winter water claims from 2024 through June 2025 (State Farm, newsroom.statefarm.com).

Week 1, tip: "Below 20 tonight in [town]? Open the cabinet doors under sinks on outside walls, and let one faucet trickle overnight. Moving water is much harder to freeze. Away for a few days? Keep the heat at 55 or higher."

Photo: an open cabinet under a kitchen sink, with a faucet trickling above.

Week 2, job photo: "Frozen pipe in a [neighborhood] crawl space this week. It split along the seam overnight. Cut out, replaced, and wrapped in insulation so it doesn't happen again. Water back on by lunch."

Photo: the split section of pipe in a gloved hand, the new insulated pipe behind it.

Week 3, team: "On call this week: [name]. [number] years with us, and the calmest voice you'll hear at 2am when water's coming through the ceiling. Save our number before you need it: [phone]"

Photo: [name] next to the van, in uniform, with shoe covers in hand.

Week 4, review: "'[Their words, one or two lines].' Thank you, [first name]. Their pipes froze on the coldest night of the month. We had the water off in ten minutes on the phone and a plumber there by [time]."

Photo: a screenshot of the review with the last name cropped, or the repaired pipe.

Do it in 24 hours

- [ ] Save week 1 on your phone and post it the day the forecast shows 20°F or lower.
- [ ] Put shoe covers in every van, so they're in every photo.
- [ ] Put a "post" reminder in your phone for every Monday morning.

2 February

This month. Freeze-and-thaw weeks. Pipes that froze and didn't burst can start leaking when they thaw. Big planned jobs, like bathrooms, get booked now for spring.

Week 5, before and after: "Before: a ceiling in [town] that started dripping on the first warm day, after a pipe froze last week. After: new pipe, dry drywall, and a ceiling patch ready for paint."

Photo: the drip stain and bucket, then the repaired ceiling.

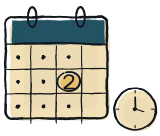
Week 6, tip: "Hang a bright tag on your main water shut-off today, so anyone in the house can find it in a hurry. If you're not sure which valve it is, ask us on any visit."

Photo: a red tag hanging on a main shut-off valve.

Week 7, local: "Shout-out to [local supply house or hardware store] in [town], open at 6:30am every day this freeze. Our vans have been there more than our own shop this month."
Photo: your van parked outside the store at dawn.
Week 8, season reminder: "Planning a bathroom or kitchen redo this year? Book the plumbing part early. Spring and summer fill up, and the pipes have to be done before the tile goes in. Free estimates: [phone]"
Photo: a bathroom with walls open and new supply lines in place.

Do it in 24 hours

- [ ] Order a pack of bright shut-off tags and leave one on every service call this month.
- [ ] Take a photo of one thaw-day repair, before and after.
- [ ] Block a few weeks in spring for remodel plumbing, so week 8 has dates behind it.



Part 2

Spring

3 March

This month. The EPA runs Fix a Leak Week every March (in 2026 it was March 16 to 22). Its numbers make good posts: the average household's leaks waste more than 9,300 gallons a year, and fixing easy leaks can save about 10% on water bills (EPA WaterSense, epa.gov).

Week 9, season reminder: "It's Fix a Leak Week. The EPA says the average home's leaks waste more than 9,300 gallons a year. A dripping faucet or a running toilet is usually a small fix. Book a leak check: [phone]"

Photo: a single drop falling from a faucet, close up.

Week 10, tip: "Two-minute toilet test: put a few drops of food coloring in the tank and don't flush. If color shows up in the bowl within 10 minutes, the tank is leaking. Flush after, so it doesn't stain."

Photo: blue water in a toilet bowl, from above.

Week 11, job photo: "Running toilet in [neighborhood], fixed in [number] minutes. A worn flapper was letting water slip through all day. The owner hadn't noticed the sound anymore. Most people don't."

Photo: the old, warped flapper next to the new one.

Week 12, team: "Meet [name], our newest plumber. [number] years in the trade, and the cleanest work area you'll ever see. If [name] shows up at your door, you'll see the shoe covers first."

Photo: [name] at a door, shoe covers on, tool bag in hand.

Week 13, tip: "Leak check with no tools: write down your water meter reading, use no water for two hours, then look again. If the number moved, something is leaking. Call us and we'll find it."

Photo: a water meter dial, close up.

Do it in 24 hours

- [ ] Look up this year's Fix a Leak Week dates on the EPA's WaterSense page and schedule week 9.
- [ ] Save the old part from your next toilet repair for a photo.
- [ ] Add "leak detection" to your Google Business Profile services if it isn't there.

4 April

This month. Spring rain. Basements and sump pumps get tested by the weather. Home inspectors put a sump pump's life at about 7 years (InterNACHI, nachi.org).

Week 14, tip: "Before the next big rain, test your sump pump: slowly pour a bucket of water into the pit. The pump should kick on and empty it. If it hums, stalls or does nothing, call us before the storm. [phone]"

Photo: a sump pit with a bucket of water being poured in.

Week 15, job photo: "New sump pump in a [neighborhood] basement. The old one was [number] years old and stuck on the last rain. We added a battery backup, so it keeps running when the power goes."

Photo: the new pump and battery backup, neat and labeled.
Week 16, review: "'[Their words].' Thank you, [first name]. Their basement in [town] stayed dry through last week's rain, three days after we put in the new pump."
Photo: a dry basement floor, or a screenshot of the review.
Week 17, local: "Our van is parked at the [town] [spring event] this [day]. Stop by for a free shut-off tag for your main water valve and ask any pipe question you've been saving."
Photo: your van or booth at last year's event.

Do it in 24 hours

- [ ] Post week 14 the week before your area's rainy stretch.
- [ ] Text past customers whose sump pump is 7 or more years old, if they've agreed to texts.
- [ ] Order shut-off tags for the week 17 event.

5 May

This month. The water goes back on outside. A cracked outdoor pipe from winter shows up now. Planned work, like repipes and water heaters, starts to take over from emergencies.
Week 18, job photo: "New frost-free outdoor faucet in [neighborhood]. The old one cracked inside the wall over winter. This kind shuts off the water inside the warm house, so it's much harder to freeze."
Photo: the new outdoor faucet on the siding, with the cracked old one held next to it.
Week 19, tip: "Wipes that say 'flushable' on the pack still don't break down like toilet paper. They catch in pipes and build into clogs. Trash can, every time. Your sewer line will thank you."
Photo: a tangle of wipes pulled from a drain line (from a past job).
Week 20, before and after: "Before: the shut-off under this [town] sink was so stuck it wouldn't turn. After: new quarter-turn valves, so the owner can shut off the water in a second. The smallest part in the cabinet, and the one that matters on a bad day."
Photo: the old crusty valve and the new one, same angle.
Week 21, team: "Our dispatcher, [name], answers most of our calls. When your water's going where it shouldn't, [name] is the one who talks you through the shut-off until we get there."
Photo: [name] at the desk with a headset.
Week 22, season reminder: "How old is your water heater? Look at the label on the side for the date. Home inspectors put a standard tank at about 6 to 12 years. If yours is near the end, plan it before it floods the floor."
Photo: a water heater label with the date circled (serial number blurred).

Do it in 24 hours

- [ ] Save the old part on your next outdoor faucet job.
- [ ] Ask your dispatcher if they're happy to be in week 21.
- [ ] List past customers whose water heater is 10 or more years old.



Part 3

Summer

6 June

This month. Quieter for emergencies, good for planned work. Water heaters, drain lines and repipes fill the calendar.
Week 23, tip: "A water heater that rumbles or pops when it heats often has sediment built up in the bottom of the tank. It's a sign to have it checked, not a reason to panic. Ask us on your next visit."
Photo: a water heater in a clean utility room.
Week 24, job photo: "Water heater swap in [neighborhood]. Old tank out, new one in, with a new shut-off valve and an expansion tank. Strapped, to code, and hot water by dinner."
Photo: the new water heater, wide shot, tidy pipes.
Week 25, local: "Good luck to the [town] [youth team] this summer. Proud to have our name on the back of the jerseys again this year."
Photo: a jersey or team banner with your logo.
Week 26, review: "'[Their words].' Thanks, [first name]. They had cold showers for a week before calling. New water heater in [town] the next morning."
Photo: a screenshot of the review with the last name cropped.

Do it in 24 hours

- [ ] Take a wide photo of your next water heater install, with the floor clean.
- [ ] Text the water heater list from May, if they've agreed to texts.
- [ ] Ask your local team if they need a sponsor for next season.

7 July

This month. Vacation season and home-sale season. Tree roots are growing hard into old sewer lines.
Week 27, team: "Summer at [business]: [name] and [name] are on the camera van this month. If your drains back up in the heat, they'll show you what's in the line on a screen before they touch it."
Photo: two plumbers with the sewer camera reel by the van.
Week 28, tip: "Leaving for a week or more? Turn off the main water before you go, and put the water heater on vacation mode if it has one. A small leak with nobody home becomes a big one."
Photo: a hand turning a main shut-off valve.
Week 29, before and after: "Camera view inside a [neighborhood] sewer line. Before: tree roots grown in at a joint. After: cleared, and checked on camera all the way to the street. The owner watched the whole thing."
Photo: two screenshots from the camera, before and after.
Week 30, job photo: "Kitchen sink backing up in [town]? This one was [number] years of grease and food in the line. Cleared and flushed, and the owner got the 'what not to pour' list on the fridge."

Photo: the cleared sink draining, with a magnet list on the fridge behind.

Do it in 24 hours

- [ ] Save two camera stills from your next drain job.
- [ ] Print a short "what not to pour" fridge magnet or card to leave on drain calls.
- [ ] Post week 28 the week before school lets out in your town.

8 August

This month. Late summer is still busy for home sales, and back-to-school mornings mean everyone showers at once. A good time to get ahead of fall freeze prep.
Week 31, tip: "Slow shower drain? Hair is the usual cause. A simple hair catcher over the drain saves you a call. Already slow? Skip the chemical drain cleaners. They can be hard on older pipes."
Photo: a hair catcher sitting over a tub drain.
Week 32, job photo: "Repipe day in [neighborhood]. The old galvanized pipe was rusting from the inside. New lines throughout, and the owner's first comment: the water pressure in the upstairs shower."
Photo: a cut piece of old galvanized pipe showing rust inside.
Week 33, review: "'[Their words].' Thank you, [first name]. We've done their plumbing in [neighborhood] since [year]: [two or three jobs]. Same plumber every time."
Photo: a screenshot of the review, or the plumber at the van.
Week 34, team: "Shoe covers, drop cloth, clean-up at the end. [name] trains every new plumber on the same three rules before they touch a pipe. Your floors are part of the job."
Photo: shoe covers and a drop cloth on a hallway floor.
Week 35, season reminder: "Buying a house in [town]? Most home inspections don't look inside the sewer line. A camera check before closing shows you what's down there. Book it during your inspection window: [phone]"
Photo: the sewer camera screen showing a clean line.

Do it in 24 hours

- [ ] Save a cut piece of old pipe for week 32.
- [ ] Tell two local real estate agents you offer sewer camera checks before closing.
- [ ] Follow up every big summer quote that went quiet.



Part 4

Fall

9 September

This month. Six weeks before your first freeze is the time to post about outside faucets. NOAA maps the median first fall freeze date for towns across the country (NOAA, ncei.noaa.gov).

Week 36, season reminder: "First freeze in [town] usually comes around [date]. Booking fall visits now: outside faucets checked, shut-offs tested, and the water heater looked over. One visit, ready for winter. [phone]"

Photo: a plumber checking an outdoor faucet.

Week 37, job photo: "Under-sink leak in [neighborhood]. A supply line had been weeping for months behind the cleaning bottles. New lines, a dry cabinet, and a leak sensor on the floor to catch the next one early."

Photo: a small leak sensor on the floor of a clean sink cabinet.

Week 38, tip: "Hear a bang in the walls when a faucet or the washer shuts off? That's called water hammer. It's worth having checked, because the shake is hard on pipes and fittings over time."

Photo: a washing machine hookup with new supply hoses.

Week 39, local: "Thank you to the [town] water department crews who fixed the main break on [street area] this week. Out all night in the rain. We know how that feels."

Photo: a water department truck at work, shot from a safe spot.

Do it in 24 hours

- [ ] Look up your town's median first fall freeze on NOAA's map and put the date in week 36.
- [ ] Count back six weeks and schedule week 36 for that week.
- [ ] Order a box of leak sensors to show on under-sink calls.

10 October

This month. The first freeze arrives in many northern towns. Outside faucets and hoses are the top job. Calls for no-hot-water start as the cold comes in.

Week 40, tip: "Many outside faucets have their own shut-off inside the house, often in the basement near the wall. Close it before the first freeze, then open the faucet outside to let the last water drain."

Photo: an indoor shut-off valve with a tag that says "outside faucet."

Week 41, job photo: "Fall faucet visits in [neighborhood] this week. [number] homes, every outside faucet checked and every inside shut-off tagged. One had already cracked. Glad we found it in October."

Photo: a row of tagged valves, or a plumber at an outdoor faucet.

Week 42, review: "'[Their words].' Thank you, [first name]. A 10-minute visit in October, instead of a flooded basement in January. That's the best kind of call."

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

Week 43, team: "[name] has been plumbing in [town] for [number] years. Oldest pipe [name] has ever cut out: [their answer]. Strangest thing found in a drain: [their answer]."
Photo: [name] holding up an old piece of pipe.

Do it in 24 hours

- [ ] Post week 40 the week before your first freeze.
- [ ] Ask your longest-serving plumber the two questions for week 43.
- [ ] Add "outdoor faucet repair" to your Google Business Profile services if it isn't there.

11 November

This month. The first hard freeze comes to much of the North, and heating season puts water heaters to work. About one in 67 insured homes has a water damage or freezing claim each year (Insurance Information Institute, iii.org).
Week 44, job photo: "No hot water in [neighborhood] on the first cold morning. The water heater's burner wasn't lighting. Fixed the same day, and the owner got the label date and the tank's age written on the side."
Photo: a plumber writing the install date on a water heater with a marker.
Week 45, tip: "About one in 67 insured homes has a water damage or freezing claim every year. A leak sensor by the water heater and under each sink costs little and texts you before the floor is soaked."
Photo: a leak sensor next to a water heater.
Week 46, local: "This month we're fixing drips and running toilets for free at [local shelter or community center]. Every leak we stop saves them water all year."
Photo: a plumber under a sink at the community center, with their OK.
Week 47, before and after: "Before: a laundry room in [town] with rubber washer hoses cracking at the ends. After: braided steel hoses and a shut-off you can reach. The old ones were one bad day from a flood."
Photo: the cracked rubber hose next to the new braided one.
Week 48, team: "Who's on call when it freezes: [name] this week, [name] next. Same plumbers you see all year, not a stranger. Save our number before the first hard freeze: [phone]"
Photo: the on-call plumbers by their vans.

Do it in 24 hours

- [ ] Post your on-call schedule for the coldest weeks (week 48).
- [ ] Save the old hoses on your next laundry room call.
- [ ] Ask a local shelter or community center if they have leaks you can fix for week 46.



Part 5

Year end

12 December

This month. Deep cold in the North, and the hardest freezes are still ahead. Ask for reviews while the work is fresh. Spring shoppers read the latest ones first.
Week 49, tip: "Faucet only trickling on a cold morning? A pipe may be frozen. Leave the faucet open and call us. Never use a torch or open flame to thaw a pipe. [phone]"
Photo: a faucet with a thin trickle and frost on the window behind.
Week 50, job photo: "Crawl space in [neighborhood] this week: we wrapped every pipe near the vents in insulation, so the next cold snap doesn't find them. It's quiet work nobody sees, and it saves a flooded floor."
Photo: freshly insulated pipes in a crawl space, flashlight lit.
Week 51, review: "'[Their words].' Thank you, [first name]. Letting a plumber into your home takes trust. If we earned yours this year, a short review helps the next neighbor decide: [review link]"
Photo: a screenshot of the review with the last name cropped.
Week 52, team: "Our year in pipes: [number] water heaters, [number] frozen pipes, [number] drains cleared, and one [strange thing] found in a toilet. Thank you, [town]. See you next year."
Photo: the whole team in front of the vans.

Do it in 24 hours

- [ ] Save week 49 on your phone for the next deep freeze.
- [ ] Ask every customer from the last three months for a review.
- [ ] 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 plumbing post today.
- [ ] Put a "post" reminder in your phone for every Monday.
- [ ] Save your freeze posts (weeks 1 and 49) on your phone for the next cold night.
- [ ] Look up your town's median first fall freeze (section 9).
- [ ] 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, and what to keep out of the frame. For holidays, our Holiday and Season Post Pack has a dated post for every one. And for the whole job of getting more plumbing calls, read The Plumber Marketing Playbook.



If you'd rather hand it off

Grow That Local writes and posts for plumbers every week, timed to the season 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. State Farm newsroom (January 2026): more than 20,000 frozen pipe and winter water claims from 2024 through June 2025; pipes in uninsulated spaces most at risk below 20°F; keep the home at 55°F or more, open cabinet doors and let faucets trickle in freezing weather. newsroom.statefarm.com (section 1, week 1)
2. EPA WaterSense, Fix a Leak Week: the average household's leaks waste more than 9,300 gallons a year; fixing easy leaks can save about 10% on water bills; the 2026 dates were March 16 to 22; the food-coloring toilet test (color in the bowl within 10 minutes) and the two-hour meter check. epa.gov (section 3, weeks 9, 10 and 13)
3. InterNACHI Standard Estimated Life Expectancy Chart: sump pump about 7 years; conventional water heater 6 to 12 years. nachi.org (sections 4 and 5, week 22)
4. NOAA National Centers for Environmental Information, "When to Expect Your First Fall Freeze": median first fall freeze dates from the 1991 to 2020 US Climate Normals. ncei.noaa.gov (section 9)
5. Insurance Information Institute, Facts + Statistics: Homeowners and renters insurance: about one in 67 insured homes has a water damage or freezing claim each year (2019 to 2023). iii.org (section 11, week 45)

Rules cited (not statistics):

- 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)
- InterNACHI Home Inspection Standards of Practice (underground items are outside a standard inspection) and Sewer Scope Standards of Practice: nachi.org and nachi.org (section 8, week 35)

GTL estimates

These are our own judgment, not measured facts:

1. One post a week is enough to keep a plumbing 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 the outside-faucet reminder six weeks before your first freeze (section 9). Reasoning: it gives people time to book a visit before the cold, and the plumbers already in their feed get those calls.
3. The homeowner tips on wipes, chemical drain cleaners, water hammer and water heater noise (weeks 19, 23, 31 and 38) are common trade advice, not measured results. Reasoning: they're what plumbers tell customers every day; each one ends with "call us," not with a repair the owner should try.
4. A sewer camera check before closing is worth offering in home-sale season (section 8, week 35). Reasoning: buyers don't see the line until it backs up, and agents like a plumber who can check it fast during the inspection window.

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