Grow That Local

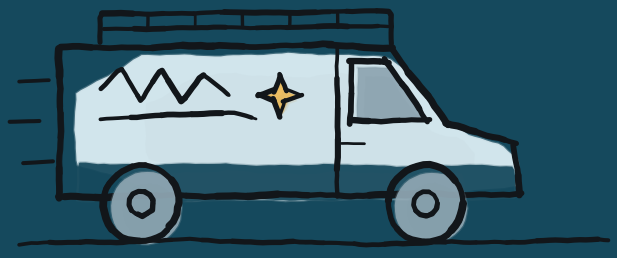
a free guide

52 weeks of roofing posts

One ready post a week for a whole year, set to the roofing seasons: winter leaks, spring checks, storm season and the before-winter rush.

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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Contents

Before you start: how this pack works 3

Part 1 **Winter** 4

1 January 4
2 February 4

Part 2 **Spring** 6

3 March 6
4 April 6
5 May 7

Part 3 **Summer** 8

6 June 8
7 July 8
8 August 9

Part 4 **Fall** 10

9 September 10
10 October 10
11 November 11

Part 5 **Year end** 12

12 December 12

Your first 24 hours, in one list 13

Where to go next 14

If you'd rather hand it off 15

Sources 16

GTL estimates 16

Before you start

The hard part of posting isn't the posting. It's deciding what to say on a Monday morning with a crew waiting. This pack decides for you: 52 roofing posts, one a week, in the order the roofing year runs, from January ice dams to summer hail to October gutters.

Each month has a short line on what's happening on roofs 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 crew, 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, roof or result.

Four checks before anything goes up:

- **Real photos, with the owner's OK.** Google wants profile photos that "represent reality," with no big edits or heavy filters (Google Business Profile Help, support.google.com). Name the neighborhood, never the street or house number.
- **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 weather, the street's big oak, what the crew 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. New roofs mostly wait for spring. In snow country, ice dams and freeze-thaw leaks bring the calls. Post what helps people now, and start talking about spring.
Week 1, tip: "A brown ring on the ceiling after a snow melt usually means water got in days ago. Circle it in pencil and write the date. If it grows past the line, text us a photo. Please don't go up on an icy roof. [phone]"
Photo: a ceiling stain with a pencil circle and a date beside it (from a past job, with the owner's OK).
Week 2, team: "Meet [name], on our crew for [number] years. Best part of the job: [their answer]. Worst part: January wind on a ridge. If [name] knocks on your door, you're in good hands."
Photo: [name] in a company jacket next to the truck on a cold morning.
Week 3, job photo: "Winter repair in [neighborhood]. A cracked pipe boot was letting water into a bathroom ceiling. New boot, new shingles around it, dry since. Small leaks get fixed in winter. Big roofs wait for spring."
Photo: the new pipe boot in place, with the old cracked one held next to it.
Week 4, local: "Thanks to [local diner or coffee shop] for keeping our crew warm this month. [Your name]'s order: [their usual]. Where does your crew stop on cold mornings, [town]?"
Photo: the crew's coffee cups lined up on the truck's tailgate, with the shop's cup sleeve showing.

Do it in 24 hours

- [ ] Post week 1 today with a ceiling photo from a past job.
- [ ] Ask one crew member the two questions for week 2.
- [ ] Put a "post" reminder in your phone for every Monday morning.

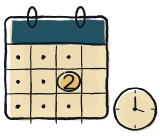
2 February

This month. Still quiet for big jobs. This is when spring calendars fill, so the posts that book work now are the ones that say "spring."
Week 5, season reminder: "Spring roof dates in [town] are open. Last year our first spring weeks were gone by [month]. If you've been putting off a replacement, the calm months are the best time to get a quote. [phone]"
Photo: a finished roof from the street on a clear winter day.
Week 6, before and after: "Yes, we roof in winter, on the right days. We watch the forecast, keep shingles warm in the truck and finish one side at a time. This [town] roof: before and after, [number] days apart."
Photo: the before and after from the same spot on the sidewalk.

Week 7, review: "'[Their words, one or two lines].' Thank you, [first name]. Their roof in [neighborhood] had leaked two winters in a row. It's dry now."
Photo: a screenshot of the review with their last name cropped out, or the finished roof.
Week 8, tip: "How old is your roof? Check your closing papers or ask us. Home inspectors put asphalt shingles at about 20 years for basic three-tab and 30 for architectural. If yours is close, plan it now, not in a storm."
Photo: an aging roof with curled shingle edges, close up.

Do it in 24 hours

- [ ] Look up when your spring calendar filled last year and put the month in week 5.
- [ ] Ask your best customer from last fall for permission to share their review.
- [ ] Take one before photo on your next winter job, from the sidewalk.



Part 2

Spring

3 March

This month. Winter's damage starts to show. Wind and freeze-thaw loosen shingles and flashing, and homeowners find pieces in the yard.

Week 9, job photo: "After last week's wind, this [neighborhood] roof had [number] shingles in the yard. We matched the color, replaced the section and checked the rest of the roof. Found pieces in your yard? Text us a photo. [phone]"

Photo: the repaired section, with a few of the blown-off shingles laid out on the grass below.

Week 10, tip: "Once a season, walk across the street and look at your roof. Missing or lifted shingles? A dip in the roofline? Dark streaks or moss? Take a photo. That's all you need to do. The ladder part is our job."

Photo: a homeowner's-eye view of a roof from across the street.

Week 11, team: "Safety day for the crew: harnesses checked, ladders inspected, new rope where it was worn. Nobody's roof is worth a fall. Back on the roofs Monday."

Photo: harnesses and ropes laid out on the shop floor, or the crew mid-check.

Week 12, before and after: "This skylight in [town] dripped every spring for years. The glass was fine. The flashing around it wasn't. New flashing, sealed and tested with a hose. Before and after."

Photo: the old, rusted flashing next to the new, from the same angle.

Week 13, local: "Spring in [town] means [local event]. Our crew will be there [day]. Stop by, say hi, and bring the roof question you've been saving."

Photo: your truck or booth at last year's event, or the event's sign.

Do it in 24 hours

- [ ] Save week 9 on your phone so it's ready the morning after the next windstorm.
- [ ] Find out the date of one spring event in your town for week 13.
- [ ] Take a photo of your safety gear for week 11.

4 April

This month. Storm season starts in much of the country. NOAA's Storm Prediction Center keeps free hail and wind records back to 1955, so you can see your area's busy months (NOAA Storm Prediction Center, spc.noaa.gov). Get your name in front of people before the first big storm.

Week 14, tip: "Before storm season, take four photos of your house today, one from each side, from the yard. Save them in a folder called 'roof.' If hail or wind hits this year, you and your insurer have a before."

Photo: one side of a house shot from the yard, phone held level.

Week 15, job photo: "Day one in [neighborhood]: ice and water shield going into the valleys and along the edges, where water runs hardest. You'll never see this layer again. It's the one that matters most in a

storm."
Photo: a valley lined with ice and water shield before shingles go on.
Week 16, review: "'[Their words].' Thanks, [first name]. When a crew is on your roof for two days, the cleanup is what the neighbors remember. We run the magnet over the yard twice."
Photo: a crew member running a magnetic sweeper over the lawn.
Week 17, local: "Our trucks are on [street area] in [neighborhood] all week for a new roof. Sorry for the noise, neighbors. Curious about your own roof? Wave us down for a free look while we're here."
Photo: your truck parked on the street, the job house blurred behind it.

Do it in 24 hours

- [ ] Look up your state's busiest hail months on the Storm Prediction Center's site (spc.noaa.gov/wcm).
- [ ] Post week 14 before your area's first storm month.
- [ ] Put a yard sign on your next job, with the owner's OK, the same week as week 17.

5 May

This month. Storm season builds. In the Midwest, June, July and August are the peak hail months (USDA Midwest Climate Hub, cropwatch.unl.edu). Older roofs are worth checking now.
Week 18, season reminder: "Free roof checks in [town] this month, with photos of what we find, good or bad. Most take under an hour, and you don't need to be home. Message us or call [phone] to get on the list."
Photo: a crew member on a roof holding up a phone to take inspection photos.
Week 19, tip: "Three questions for any roofer at your door this storm season: Can I see your license? Can I see your insurance? Can I get that in writing? A good roofer says yes to all three. We do."
Photo: your license card and insurance certificate on a clipboard (cover any policy numbers).
Week 20, before and after: "Hot attic in [neighborhood]? This one had almost no roof vents. We added a ridge vent with the new roof, so the hot air has a way out. Before and after."
Photo: the ridge before (bare shingles) and after (vent along the peak).
Week 21, team: "[name] runs our office and answers most of our calls. Text us a roof photo and [name] gets it to the right person the same day. Say hi next time you call."
Photo: [name] at the desk with a phone, smiling.
Week 22, job photo: "May heat on a [neighborhood] roof. We start at [time] and finish the sunny side first, so the shingles go down before they get soft. Day two, almost done."
Photo: the crew on the roof in early morning light.

Do it in 24 hours

- [ ] Write your three storm-week posts now (booking inspections, photos from the ground, how to check a roofer) and save them on your phone.
- [ ] Block a few hours a week in May for free roof checks.
- [ ] Ask your office lead if they're happy to be in week 21.



Part 3

Summer

6 June

This month. Peak hail months begin in the Midwest. The Atlantic hurricane season runs June 1 to November 30 (National Hurricane Center, nhc.noaa.gov). In a storm week, set the plan aside and post what people need that day.

Week 23, tip: "After a hailstorm, look at the soft metal first: gutters, downspouts, the mailbox, the grill lid. Dents there are a clue the roof took hits too. Photos from the ground, then text them to us. [phone]"
Photo: a dented downspout close up.

Week 24, job photo: "Storm week. We're working through inspections in [neighborhood] and [neighborhood] in the order you called. Water coming in right now? Say so in your message and we'll tarp you first. [phone]"
Photo: a blue tarp neatly fastened on a roof.

Week 25, review: "'[Their words].' Thank you, [first name]. They called the morning after the hail. Tarped that afternoon, repaired the next week, and we met the adjuster at the house."
Photo: the finished repair, or a screenshot of the review.

Week 26, local: "Thank you to the [town] road crews and line workers who were out at dawn after Tuesday's storm. We saw you on the way to our first job."
Photo: a cleared road or a utility truck at work, shot from a safe spot.

Do it in 24 hours

- [ ] Bookmark the Storm Prediction Center's daily storm reports so you know where hail really fell.
- [ ] Pin week 24 to the top of your page in any storm week.
- [ ] Save week 23 on your phone for the morning after the next hail.

7 July

This month. The hottest weeks in many places, so crews start early. Storm work carries on, and the coast watches the tropics.

Week 27, team: "Summer hours: on the roof by [time], off the hottest side by [time]. Water, shade breaks, and everyone watches out for each other. Here's [name] at sunrise on a [neighborhood] job."
Photo: a crew member on a roof at sunrise.

Week 28, tip: "After a big storm, if you can get into your attic safely, take a flashlight up. Look for wet spots, dark stains or daylight through the boards. See one? Snap a photo and send it to us. [phone]"
Photo: a flashlight beam on attic rafters.

Week 29, before and after: "This [town] roof had three layers of old shingles stacked on top of each other. We stripped it all the way to the wood before the new roof went on. Before and after."
Photo: the torn-off layers in the dumpster, then the finished roof.

Week 30, local: "Spotted our sign in [neighborhood] this week? That's the [color] roof on the corner. Wondering how that color would look on your house? Ask and we'll send photos of a few others."
Photo: the yard sign in front of the finished house.

Do it in 24 hours

- [ ] Post your summer start time in week 27 so neighbors aren't surprised at 7am.
- [ ] Take one photo of torn-off layers on your next tear-off.
- [ ] Count your signs and make sure every job this month has one.

8 August

This month. The Atlantic hurricane season heads toward its peak, around September 10 (National Hurricane Center, nhc.noaa.gov). Midwest hail season winds down at month's end. A good month to get ahead of fall.
Week 31, job photo: "New gutter guards going on in [neighborhood] with this week's repair. With [number] oak trees over this house, the old gutters filled every October. Not this year."
Photo: the gutter guard going on, with the trees above.
Week 32, tip: "Coastal homes: find your roof paperwork now (its age, the material, who put it on) and save a photo of it on your phone. After a storm, it's one of the first things an adjuster asks."
Photo: a folder of roof paperwork on a kitchen table, with names covered.
Week 33, review: "'[Their words].' Thanks, [first name]. Their roof in [town] was the last of [number] on their street that we've done since the [year] hail. The street looks good."
Photo: a wide shot of the street, no house numbers showing.
Week 34, team: "Our newest crew member, [name], finished [number] weeks of training this month. First full roof this week in [neighborhood]. Welcome to the crew."
Photo: [name] with the crew lead, both in hard hats or company shirts.
Week 35, season reminder: "Fall roof dates are open in [town]. If summer storms left you with a drip or a stain, let's fix it before the leaves come down. [phone]"
Photo: a finished roof with late-summer trees.

Do it in 24 hours

- [ ] If you work near the coast, post week 32 before the end of August.
- [ ] Ask your newest hire if they'd like a welcome post.
- [ ] Block two weeks in October for before-winter work, so week 35 has dates behind it.



Part 4

Fall

9 September

This month. Storms fade inland. The coast is at hurricane peak. Homeowners start to think about leaves, gutters and winter.

Week 36, before and after: "Before and after on a garage roof in [town]. It's the roof nobody looks at, and it had been leaking onto the owner's tools for a year. New roof in one day."
Photo: the garage roof from the driveway, before and after.

Week 37, tip: "Branches touching your roof scrape the shingles in every wind and fill the gutters with leaves. Have them cut back before winter. Your roof lasts longer when nothing rubs it."
Photo: a branch resting on a roof edge.

Week 38, local: "Fall festival in [town] on [date]. Look for our truck: we'll have a board of real shingle samples, so you can see how the colors look in daylight, not on a screen."
Photo: a sample board of shingle colors propped against your truck.

Week 39, job photo: "Before-winter repair in [neighborhood]. The flashing around this chimney had pulled away from the brick. New flashing, sealed, ready for snow."
Photo: the chimney flashing close up, finished.

Do it in 24 hours

- [ ] Ask one customer with a garage or shed roof if you can post it.
- [ ] Find the date of your town's fall festival or fair for week 38.
- [ ] Follow up every summer storm quote that went quiet.

10 October

This month. Leaves come down and gutters fill. It's the last good stretch for repairs before winter in colder places.

Week 40, season reminder: "Gutter check from the ground: water spilling over the edge in a rain, plants growing out of the gutter, or a gutter pulling away from the house. Any of those before winter? Text us a photo. [phone]"
Photo: a gutter overflowing in the rain, shot from the yard.

Week 41, job photo: "October replacement in [town]. The old roof was [number] years old and losing granules into the gutters. Two days, done before the first frost."
Photo: a handful of shingle granules from a gutter, held in a gloved hand.

Week 42, review: "'[Their words].' Thank you, [first name]. They asked us to look at a small leak and we found it was a $[number] fix, not a new roof. That's how we like it."
Photo: the small repair, close up.

Week 43, tip: "Moss or black streaks on the roof? Put the pressure washer away. It can strip the granules that protect your shingles. Ask a roofer before you clean it."
Photo: a roof with moss or dark streaks.

Do it in 24 hours

- [ ] Post week 40 the week the first leaves drop in your town.
- [ ] Ask the next customer whose small repair saved them money if you can share it.
- [ ] Add "gutter cleaning" and "roof check" to your Google Business Profile services if they aren't there.

11 November

This month. The last weeks before snow in cold places. The Atlantic hurricane season ends November 30 (National Hurricane Center, nhc.noaa.gov). Leaks that were put off all year start getting calls.
Week 44, job photo: "Last full roof of the season in [neighborhood]. Same crew since March, [number] roofs later. Here's the finished one, and the crew that did it."
Photo: the crew in front of the finished house, wide shot.
Week 45, tip: "If a leak starts in a storm: bucket and towels under it, move what you can, take photos, then call us. Don't go up on a wet or icy roof. We'll tarp it as soon as it's safe. [phone]"
Photo: a bucket under a drip, with towels around it.
Week 46, team: "[name] has been with [business] since [year]. In that time: [number] roofs, one broken ladder (not their fault), zero missed cleanups. Thanks, [name]."
Photo: [name] on the ladder of the truck, or with their favorite tool.
Week 47, before and after: "Wind took the ridge cap off this [town] roof last month. We replaced it and checked every nail along the peak. Before and after, from the same window."
Photo: the ridge from a neighbor's window or the street, before and after.
Week 48, local: "This winter we're giving [local food bank or shelter] a free roof check and gutter cleaning. Thank you for everything you do for [town]."
Photo: the crew on the food bank's roof, or in front of the building.

Do it in 24 hours

- [ ] Take a crew photo on your last big job of the year.
- [ ] Save week 45 on your phone for the next storm.
- [ ] Ask a local food bank or shelter if they'd like the free roof check in week 48.



Part 5

Year end

12 December

This month. Quiet for big jobs, busy for leaks in snow country. Bank reviews now: spring shoppers read the latest ones first. Book January quotes so spring fills early.
Week 49, review: "'[Their words].' Thank you, [first name]. If we put a roof over your head this year, a short review helps the next neighbor who's nervous about hiring a roofer: [review link]"
Photo: a screenshot of the review with the last name cropped.
Week 50, job photo: "Snow-day repair in [neighborhood]. A small leak by the vent pipe, fixed between storms. Winter roof work is about picking the right hours."
Photo: a crew member on a lightly snowy roof, safely tied off.
Week 51, team: "The crew's year in roofs: steepest roof, [neighborhood]. Oldest roof we tore off, [number] years old in [town]. Best lunch stop, [place]. Thanks for a good year, [town]."
Photo: the crew at the shop, end of the year.
Week 52, season reminder: "Thinking about a new roof next year? A January quote means first pick of spring dates. Message us now and we'll come out in the first quiet week. [phone]"
Photo: a finished roof on a clear winter day.

Do it in 24 hours

- [ ] Ask every customer from the last three months for a review this month.
- [ ] Fill in the three numbers for week 51 with your crew.
- [ ] 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 roofing post today.
- [ ] Put a "post" reminder in your phone for every Monday.
- [ ] Write and save your three storm-week posts (section 5).
- [ ] Ask one past customer for permission to share their review.
- [ ] Take one before photo on your next job, from the sidewalk.



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 roof. For holidays, our Holiday and Season Post Pack has a dated post for every one. And for the whole job of getting more roofing calls, read The Roofer Marketing Playbook.



If you'd rather hand it off

Grow That Local writes and posts for roofers 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. NOAA Storm Prediction Center, severe weather maps, graphics and data: hail and wind records back to 1955. spc.noaa.gov (section 4)
2. USDA Midwest Climate Hub hail factsheet (2024): June, July and August are the Midwest's peak hail months. cropwatch.unl.edu (sections 5, 6)
3. National Hurricane Center, tropical cyclone climatology: the Atlantic season runs June 1 to November 30, with its peak around September 10. nhc.noaa.gov (sections 6, 8, 9, 11)
4. InterNACHI Standard Estimated Life Expectancy Chart: three-tab asphalt shingles about 20 years, architectural about 30 years. nachi.org (section 2, week 8)

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)
- FTC, How To Avoid Scams After Weather Emergencies: ask for a license, insurance and a written contract, and don't pay in full up front. consumer.ftc.gov (section 5, week 19)

GTL estimates

These are our own judgment, not measured facts:

1. One post a week is enough to keep a roofing page looking open (before you start). Reasoning: it's a pace a busy owner can keep all year, and a homeowner checking you out mostly looks at whether the last few posts are recent and real.
2. Drop the plan in a storm week and post what people need that day (section 6). Reasoning: after hail, people want to know who's booking and how soon, and a planned post about crew birthdays reads as out of touch.
3. Post spring booking reminders in February and fall ones in August (sections 2, 8). Reasoning: people book when the need is on their mind, and the roofers already in their feed get the first calls.
4. A free roof check takes under an hour (section 5, week 18). Reasoning: a walk of the roof and a set of photos on an ordinary house is a short visit; change the line if yours take longer.

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