Grow That Local

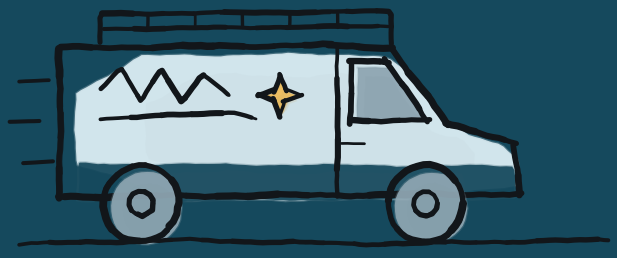
a free guide

Holiday and season post pack

A year of dated post ideas with ready text: every US holiday, every season, and the moments that matter in your trade.

For any local business owner.

- 14 short sections in 6 parts
- 42 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 **How to use the pack** 3

1 Plan the month in ten minutes 3
2 Make each post yours, and keep holidays simple 4

Part 2 **Winter** 5

3 January 5
4 February 5

Part 3 **Spring** 7

5 March 7
6 April 8
7 May 8

Part 4 **Summer** 10

8 June 10
9 July 10
10 August 11

Part 5 **Fall** 13

11 September 13
12 October 13
13 November 14

Part 6 **The holidays** 16

14 December 16

Your first 24 hours, in one list 18

Where to go next 19

If you'd rather hand it off 20

Sources 21

GTL estimates 21

Before you start

The hardest part of posting is knowing what to say this week. This pack answers that for a whole year. It runs month by month through 2027: each US holiday with its date, each change of season, and lines for six trades (roofers, landscapers, plumbers, HVAC, house cleaners and painters) where the season changes the work.

Each month has one line on when to post, the ready posts, and a short checklist. Fill in the brackets: [business], [town], [neighborhood], [phone], [your name], plus the odd [day] or [month].

Two rules we kept while writing it:

- Every date and rule has a public source you can check, listed at the end. Dates are for 2027, with the rule for finding them in later years. 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, with no real customers or results.

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

How to use the pack

1 Plan the month in ten minutes

The idea. On the first of each month, open that month's section, pick three or four posts, and put their dates in your phone. That's it. GTL estimate: three or four posts a month from this pack, plus your own job photos, is enough to keep a page looking active all year.

Post on or a day before a holiday, not after. For a season change, post a week or two before the work starts, so people book ahead of the rush.

Example. A made-up HVAC owner opens the March section on March 1. They pick the clocks-change post for March 13, the first-day-of-spring tune-up post for March 19, and one job photo a week. Done in ten minutes.

Do it in 24 hours

- [ ] Open this month's section and pick three posts.
- [ ] Put each one in your phone's calendar with the text pasted in.
- [ ] Set a reminder for the first of next month to do it again.

2 Make each post yours, and keep holidays simple

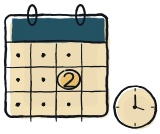
The idea. Two rules make this pack work.

- **Change the words.** Nextdoor counts "unoriginal/templated content with no personalization or original commentary" as spam, along with "repeatedly posting the same or similar content" (Nextdoor Help, help.nextdoor.com). Add one real detail each time: your town's weather, a job this week, a local event.
- **No sales on days of remembrance.** On Memorial Day, Veterans Day, Martin Luther King Jr. Day and Juneteenth, post a simple thank-you or nothing at all. GTL estimate: an offer on those days reads as using the day, and neighbors notice.

Example. A made-up painter takes the spring post "Exterior season is close" and adds "the dogwoods on Main Street are already out." Same post, but now it's from someone who lives here.

Do it in 24 hours

- [ ] Before each post, add one detail only someone in your town would know.
- [ ] Mark the four remembrance days in your calendar as "thank-you only."
- [ ] Use a real photo where you can, from your own work or your town.



Part 2

Winter

3 January

When to post. New Year's Day is Friday, January 1. Martin Luther King Jr. Day is Monday, January 18 (third Monday in January). Cold snaps can come any week.

New Year's Day:
"Happy New Year from all of us at [business]. Thank you to every neighbor in [town] who had us over in 2026: [number] homes, and [one job you're proud of]. Here's to a good 2027."

Martin Luther King Jr. Day:
"Today we remember Dr. Martin Luther King Jr. Wishing our [town] neighbors a meaningful day."

Plumbers, cold snap:
"Single digits coming to [town] this week. If a faucet slows to a trickle on a cold morning, call before it thaws. A frozen pipe that's caught early is a much smaller job. [phone]"

HVAC, cold snap:
"Cold week ahead. If your furnace is short-cycling or making a new noise, call us now, not at 2am. We're booking same-week checks. [phone]"

Roofers, ice and snow:
"Icicles along the gutter edge can mean heat escaping into the roof. If you see them or a ceiling stain this winter, text us a photo from the ground. [phone]"

House cleaners, the reset:
"The decorations are down and the house needs a reset. We have openings the next two [day]s in [neighborhood]. [phone]"

Landscapers, plan ahead:
"Thinking about a patio, new beds or a lawn redo this spring? January is when we plan them. Spring calendars fill fast. [phone]"

Painters, inside season:
"Winter is a good time for inside painting: no rain delays, and we can often start sooner. Booking rooms for February now. [phone]"

Do it in 24 hours

- [ ] Schedule the New Year's post for January 1.
- [ ] Write your trade's cold-weather post now, so it's ready the day the forecast turns.
- [ ] Add one local detail to each before it goes out.

4 February

When to post. Valentine's Day is Sunday, February 14. Washington's Birthday (Presidents Day) is Monday, February 15 (third Monday in February).

Valentine's Day:
"Happy Valentine's Day, [town]. Thanks for letting us look after the homes you love. This week's favorite: [a job from this week, in one line]."
Presidents Day:
"Open as usual on Presidents Day. Have a good long weekend, [town]."
House cleaners, a gift:
"A clean house is a good Valentine's gift. Gift cards for a first clean are available. Text [phone] and we'll send one the same day."
Landscapers, spring booking opens:
"Spring cleanup and mowing spots for [neighborhood] are open. We keep routes tight, so streets near our current yards fill first. [phone]"
HVAC, get ahead:
"Spring tune-ups book up the first warm week. Get on the list now and we'll call you to pick a day. [phone]"
Painters, exterior booking:
"Booking spring exterior jobs in [town] now. The first dry weeks go to whoever's on the list first. Free estimates. [phone]"
Roofers, after the storms:
"Winter wind and ice can loosen flashing and shingles you can't see from the ground. Booking late-winter roof checks in [town]. [phone]"

Do it in 24 hours

- [ ] Schedule the Valentine's post for February 13 or 14.
- [ ] Post your trade's booking line in the first week of February.
- [ ] Pin the booking post to the top of your page for the month.



Part 3

Spring

5 March

When to post. Clocks go forward on Sunday, March 14 (second Sunday in March). St. Patrick's Day is Wednesday, March 17. Spring starts Saturday, March 20. Easter is Sunday, March 28 (it moves every year).

Clocks forward:
"Clocks go forward this Sunday. A good day to test your smoke alarms, too. From all of us at [business]."

St. Patrick's Day:
"Happy St. Patrick's Day, [town]. The only green we're adding this week is in [neighborhood] lawns." (Landscapers can keep the second line. Everyone else, stop after the first.)

First day of spring:
"Spring starts Saturday. Thanks for a good winter, [town]. Here's what we're booking for the season ahead: [your spring jobs]. [phone]"

Easter:
"Happy Easter from our family to yours, [town]. Hope the weather holds for [a local Easter event]."

HVAC, spring check:
"ENERGY STAR suggests checking your cooling system every spring. We're booking AC tune-ups in [town] now, before the first hot week. [phone]"

House cleaners, spring cleaning:
"Spring cleaning without giving up your weekend. Deep-clean openings in [neighborhood] this month: baseboards, windowsills, inside the fridge. [phone]"

Landscapers, cleanup:
"Spring cleanups start this week in [town]: beds cleared, edges cut, first mow. Two openings left on our [day] route. [phone]"

Roofers, spring checks:
"Winter's done with your roof. If you saw shingles in the yard or a stain on a ceiling, we're booking spring inspections now. Text a photo to [phone]."

Plumbers, outside faucets:
"Turning the outside water back on this month? If a spigot drips, sprays or won't shut off, a pipe may have cracked over winter. Call before it soaks the wall. [phone]"

Painters, exterior season:
"Exterior painting season is close in [town]. Our spring calendar is half full. Free estimates this month. [phone]"

Do it in 24 hours

- [ ] Schedule the clocks post for Saturday, March 13.
- [ ] Post your trade's spring line the week of March 15.
- [ ] Take one photo of spring in your town to use with the first-day-of-spring post.

6 April

When to post. Earth Day is Thursday, April 22. Spring storms can come any week, and in the Midwest hail peaks in June, July and August, so April is the time to get ahead.

Earth Day:
"Happy Earth Day from [business]. We recycle [what you recycle: old shingles, metal, paint cans] from every job we can."

Plumbers, Earth Day:
"Earth Day tip: a running toilet or dripping faucet wastes water every hour of every day. Most are a quick fix. [phone]"

Landscapers, Earth Day:
"For Earth Day, we're planting native shrubs in [neighborhood]. They need less water once they're settled. Ask us about yours. [phone]"

HVAC, Earth Day:
"Earth Day is a good day to ask if your system is wasting energy. An old, worn unit costs more to run every month. Free replacement quotes. [phone]"

Roofers, storm season:
"Storm season is starting. Save our number now: [phone]. If a storm hits, take photos from the ground and don't climb up. We'll come look."

Painters, exterior:
"April in [town] means the first exterior jobs. Here's the before on today's house. After coming Friday."

House cleaners, pollen:
"Pollen season in [town] means yellow windowsills and dusty floors. Openings for a spring deep clean this month. [phone]"

Do it in 24 hours

- [ ] Schedule the Earth Day post for April 22, with a real photo from your work.
- [ ] If you're a roofer, pin the storm-season post to the top of your page.
- [ ] Post one job in progress this month, with the after later that week.

7 May

When to post. Mother's Day is Sunday, May 9 (second Sunday in May). Memorial Day is Monday, May 31 (last Monday in May). Thank-you only on Memorial Day.

Mother's Day:

"Happy Mother's Day to every mom in [town], including ours: [your name]'s mom, who [one true line about her]. From all of us at [business]."

House cleaners, Mother's Day:

"Give Mom the gift of a clean house. Gift cards for a first clean are ready to send today. Text [phone]."

Landscapers, Mother's Day:

"Flower beds for Mother's Day: we'll plant, mulch and edge by Saturday in [neighborhood]. Two spots left. [phone]"

Memorial Day:

"Today we remember those who gave their lives serving our country. Thank you to their families in [town]."

HVAC, before the heat:

"The first hot week always brings a rush. If your AC hasn't run since last fall, turn it on now and call us if it's weak or noisy. [phone]"

Painters, outside season:

"Peak exterior season in [town]. If you're thinking about this year, ask now. Free estimates. [phone]"

Roofers, before summer:

"Summer storms are coming. If your roof is more than 15 years old, a check now beats a leak in July. Booking in [town]. [phone]"

Plumbers, outside water:

"Sprinklers and hoses back on? If your water bill jumps or you find a soft, wet spot in the yard, there may be a leak. [phone]"

Do it in 24 hours

- [ ] Schedule the Mother's Day post for May 8 or 9.
- [ ] Schedule the Memorial Day post for May 31, with no offer and no link.
- [ ] Post your trade's before-summer line in mid-May.



Part 4

Summer

8 June

When to post. The Atlantic hurricane season starts Tuesday, June 1. Juneteenth is Saturday, June 19 (the federal day off is Friday, June 18). Father's Day is Sunday, June 20 (third Sunday in June). Summer starts Monday, June 21. Thank-you only on Juneteenth.

Roofers, hurricane season (coastal):
"Hurricane season starts today. Before a storm: photos of your roof and gutters from the ground, so you have a before. After: call us, and don't climb up. [phone]"

Juneteenth:
"Happy Juneteenth, [town]. Today we celebrate freedom and remember the history behind it."

Father's Day:
"Happy Father's Day to every dad in [town], especially the ones who tried to fix it first. [Your name] learned the trade from [who taught you]. From all of us at [business]."

First day of summer:
"Summer starts today. Here's what we're working on in [town] this season: [your summer jobs]. [phone]"

HVAC, the first heat:
"Heat is here. If your AC is running all day and the house still isn't cool, call before it quits. Booking same-week. [phone]"

Landscapers, watering:
"Summer watering tip for [town]: early morning is best. Less water lost to the sun, and the grass dries before night."

Roofers, hail (Midwest):
"June through August is peak hail season in the Midwest. After any hailstorm in [town], text us photos from the ground. Free inspections. [phone]"

House cleaners, summer:
"Kids home, doors open, sand everywhere. Every-other-week openings in [neighborhood] for the summer. [phone]"

Do it in 24 hours

- [ ] Schedule the Juneteenth post with no offer and no link.
- [ ] Schedule the Father's Day post for June 19 or 20.
- [ ] If you're on the coast or in hail country, pin your storm post for the summer.

9 July

When to post. Independence Day is Sunday, July 4 (the federal day off is Monday, July 5). Heat waves can come any week.

Independence Day:
"Happy Fourth of July, [town]. See you at [local fireworks or parade], and stay safe tonight. From all of us at [business]."
Closed for the holiday:
"We're closed Monday, July 5, and back Tuesday. For anything urgent, text [phone] and we'll reply as soon as we can."
HVAC, heat wave:
"Heat wave this week in [town]. If your AC stops, call early in the day. Booking repairs today, current wait about [number] days. [phone]"
Landscapers, dry spell:
"Dry week ahead. Water deep and less often, early morning. We can adjust your sprinkler timer on our next visit. [phone]"
House cleaners, after the party:
"Hosting on the Fourth? We'll handle the day-after clean. Openings Monday and Tuesday in [neighborhood]. [phone]"
Painters, summer:
"Hot days mean we start early and finish exterior work before the afternoon sun. Here's today's house in [neighborhood], before we start."
Plumbers, summer guests:
"Full house for the holiday? Extra showers and laundry are hard on an old water heater. If yours is over ten years old, have it checked. [phone]"

Do it in 24 hours

- [ ] Schedule the Fourth of July post for July 3 or 4.
- [ ] Post your holiday hours by July 1.
- [ ] HVAC owners: write the heat-wave post now and fill in the wait time the day you use it.

10 August

When to post. Back-to-school dates vary by district: check yours. Hurricane season builds toward its peak around September 10.
Back to school:
"Good luck to every student in [town] going back this month. Drive slow near the schools."
House cleaners, back to school:
"Kids are back in school. Time for a fresh start at home. Recurring openings for fall in [neighborhood]. [phone]"
Landscapers, fall booking:
"Fall is the best season for many lawns to recover. Aeration and seeding spots for September in [town] are open now. [phone]"
HVAC, end of summer:
"Your AC has worked hard all summer. If it's struggling now, it'll struggle more next year. Booking end-of-summer checks. [phone]"

Roofers, storm peak (coastal):
"Hurricane season is heading into its busiest weeks. Save our number: [phone]. After a storm, photos from the ground first, ladders never."
Painters, last outside slots:
"Our last exterior slots of the year in [town] are going now. Cooler fall days are good painting weather. [phone]"
Plumbers, before school:
"Back-to-school mornings mean everyone showers at once. Running out of hot water? We'll check your water heater this week. [phone]"

Do it in 24 hours

- [ ] Look up your school district's first day and schedule the back-to-school post.
- [ ] Post your trade's fall booking line by mid-August.
- [ ] If you're on the coast, re-pin your storm post.



Part 5

Fall

11 September

When to post. Labor Day is Monday, September 6 (first Monday in September). Fall starts Thursday, September 23 (the evening of September 22 on the West Coast). The Atlantic hurricane peak is around September 10.

Labor Day:
"Happy Labor Day to everyone who works with their hands in [town]. We're closed Monday and back Tuesday."

First day of fall:
"Fall starts this week. Here's what we're booking before winter: [your fall jobs]. [phone]"

HVAC, fall check:
"ENERGY STAR suggests checking your heating system every fall. Booking furnace tune-ups in [town] now, before the first cold night. [phone]"

Landscapers, aeration and seeding:
"Aeration and overseeding this month in [neighborhood]. Here's a lawn we did last fall, before and after. Two spots left. [phone]"

Roofers, before winter:
"Fall is the best time to fix a roof before winter. Booking roof checks and gutter cleanings in [town]. [phone]"

Painters, last call:
"Last call for exterior painting this year in [town]. After [month], we move inside. [phone]"

House cleaners, fall:
"Summer's over and the house shows it. Fall deep-clean openings in [neighborhood]. [phone]"

Plumbers, before the cold:
"Before the first freeze, know where your main water shut-off is. Not sure? We'll show you on any visit, free. [phone]"

Do it in 24 hours

- [ ] Post your Labor Day hours by September 3.
- [ ] Post your trade's before-winter line the week of September 20.
- [ ] Pin your fall booking post to the top of your page.

12 October

When to post. Halloween is Sunday, October 31. The first freeze comes in October in many northern towns and later further south: watch your local forecast.

Halloween:

"Happy Halloween, [town]. Best-decorated porch we've seen on the job this month: [neighborhood]. Watch for little ones on the sidewalks tonight."

Plumbers, first freeze:

"First freeze is in the [town] forecast. Unhook garden hoses tonight. If an outside faucet still drips after you shut it off, call us before it freezes. [phone]"

HVAC, first cold night:

"First cold night coming. Turning the heat on for the first time? A dusty smell for a few minutes is normal. A burning smell that lasts isn't. Call us. [phone]"

Roofers, leaves and gutters:

"Leaves are coming down in [neighborhood]. Full gutters can back water up under shingles. Booking gutter cleanings before winter. [phone]"

Landscapers, leaves and lights:

"Leaf cleanups start this week in [town]. And yes, we hang holiday lights. November dates are filling. [phone]"

Painters, inside season:

"Exterior season is wrapping up in [town]. Booking inside rooms for November and December, before the holidays. [phone]"

House cleaners, before the holidays:

"Hosting Thanksgiving? Book your pre-holiday clean now. The week before Thanksgiving fills up first. [phone]"

Do it in 24 hours

- [ ] Schedule the Halloween post for October 31.
- [ ] Write your trade's first-freeze or first-cold post now, so it's ready when the forecast turns.
- [ ] Post your holiday booking line by mid-October.

13 November

When to post. Clocks go back on Sunday, November 7 (first Sunday in November). Veterans Day is Thursday, November 11. Thanksgiving is Thursday, November 25 (fourth Thursday in November). Small Business Saturday is November 27 (the Saturday after Thanksgiving). Thank-you only on Veterans Day.

Clocks back:

"Clocks go back an hour Sunday. Darker evenings mean we'll start our days a little earlier. A good day to test your smoke alarms, too."

Veterans Day:

"Thank you to every veteran in [town] for your service. From all of us at [business]."

Thanksgiving:

"Happy Thanksgiving, [town]. We're thankful for every neighbor who had us over this year."

Small Business Saturday:

"It's Small Business Saturday. Thank you for choosing local businesses in [town], this week and all year."

Plumbers, Thanksgiving:

"Thanksgiving tip: grease, peels and bones go in the trash, not the disposal. If the sink backs up anyway, we're on call Friday. [phone]"

House cleaners, after Thanksgiving:

"Guests gone, kitchen wrecked? Day-after-Thanksgiving openings in [neighborhood]. [phone]"

HVAC, holiday guests:

"Guests coming for Thanksgiving? Make sure your heat is ready before the house is full. Booking furnace checks this week. [phone]"

Landscapers, snow and lights:

"Snow plowing spots for this winter in [town] are open. Holiday lights go up next week. [phone]"

Roofers, before the snow:

"Last chance before winter. If your roof leaked this year, let's fix it before the snow. Booking in [town]. [phone]"

Do it in 24 hours

- [ ] Schedule the Veterans Day post for November 11, with no offer.
- [ ] Schedule the Thanksgiving post for November 24 or 25.
- [ ] Post your holiday hours by November 20.



Part 6

The holidays

14 December

When to post. Winter starts Tuesday, December 21. Christmas is Saturday, December 25 (the federal day off is Friday, December 24). New Year's Eve is Friday, December 31.

First day of winter:
"Winter starts today in [town]. Here's what we're working on through the cold months: [your winter jobs]. [phone]"

Christmas:
"Merry Christmas from all of us at [business]. Thank you, [town], for a good year. The crew's favorite job this year: [one job, in one line]."

Holiday hours:
"We're closed [days] for the holidays. For anything urgent, text [phone] and we'll reply as soon as we can."

Year-end thank you:
"This year we finished [number] jobs in [town]. Thank you to every neighbor who had us over. See you in 2028."

Plumbers, holiday guests:
"Full house for the holidays? Extra showers and dishes are hard on drains and water heaters. We're on call through the holidays. [phone]"

HVAC, no heat:
"No heat on a holiday is no fun. We're answering calls through Christmas week. Text [phone]."

House cleaners, holiday cleans:
"Holiday cleans before guests arrive, and gift cards for anyone hard to buy for. Text [phone]."

Landscapers, lights and snow:
"Lights are up across [neighborhood]. Here's one we did this week. Snow plowing starts with the first storm. [phone]"

Roofers, ice dams:
"Snow on the roof, icicles at the edge? That can mean an ice dam. If water shows up inside, call us. Don't climb up. [phone]"

Painters, new year rooms:
"New year, new rooms. Booking inside painting for January and February in [town] now. [phone]"

Do it in 24 hours

- [ ] Post your holiday hours by December 15.
- [ ] Schedule the Christmas post for December 24 or 25.
- [ ] Count your jobs for the year and fill in the year-end post.

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 pick three posts (section 1).
- [ ] Put each one in your phone's calendar with the text pasted in (section 1).
- [ ] Mark the four remembrance days as "thank-you only" (section 2).
- [ ] Write your trade's next weather post now, so it's ready the day the forecast turns.
- [ ] Set a reminder for the first of next month.



Where to go next

Season posts work best next to real job photos. Our free 30 Before-and-After Captions has five ready captions for your trade. And to share these posts where neighbors actually look, read our free guide, Nextdoor and Facebook Groups for Local Trades.



If you'd rather hand it off

Grow That Local writes and posts for local businesses every week, timed to the season and made from their 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 date and rule above, with where to check it. Each was checked on 2026-11-12:

1. US Office of Personnel Management, federal holidays 2027: New Year's Day (Jan 1), Martin Luther King Jr. Day (Jan 18), Washington's Birthday (Feb 15), Memorial Day (May 31), Juneteenth (observed Fri June 18), Independence Day (observed Mon July 5), Labor Day (Sept 6), Veterans Day (Nov 11), Thanksgiving (Nov 25), Christmas (observed Fri Dec 24). opm.gov (sections 3, 4, 7, 8, 9, 11, 13 and 14)
2. US Naval Observatory, Earth's seasons 2027 (Eastern Standard Time): equinox March 20, solstice June 21, equinox September 23 at 1:02am Eastern, solstice December 21. aa.usno.navy.mil (sections 5, 8, 11 and 14)
3. Time and Date, daylight saving time 2027: starts Sunday March 14, ends Sunday November 7, in most of the US. timeanddate.com (sections 5 and 13)
4. National Hurricane Center, tropical cyclone climatology: the Atlantic season runs June 1 to November 30, and its peak is September 10. nhc.noaa.gov (sections 8, 10 and 11)
5. USDA Midwest Climate Hub hail factsheet (2024): June, July and August are the Midwest's peak hail months. cropwatch.unl.edu (sections 6 and 8)
6. ENERGY STAR, maintenance checklist: check the cooling system in spring and the heating system in fall. energystar.gov (sections 5 and 11)

Days that aren't federal holidays (Valentine's Day, St. Patrick's Day, Easter, Mother's Day, Father's Day, Halloween, Small Business Saturday) follow calendar custom. We worked out their 2027 dates from the rules given in each section.

Rules cited (not statistics):

- Nextdoor Help, "Business page policy and posting guidelines": templated and repeated content counts as spam. help.nextdoor.com (section 2)
- FCC, unwanted robocalls and texts, consent and STOP: fcc.gov (before you start)

GTL estimates

These are our own judgment, not measured facts:

1. Three or four pack posts a month, plus your own job photos, keep a page active (section 1). Reasoning: one post a week is a pace a busy owner can keep all year, and a page with weekly posts looks open for business to anyone checking you out.
2. No offers on days of remembrance (section 2). Reasoning: those days honor people and history, and a sales post on them reads as using the day.
3. Post a week or two before a season's work starts (section 1). Reasoning: people book when the need is on their mind, and the businesses already in their feed get the first calls.

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