Grow That Local

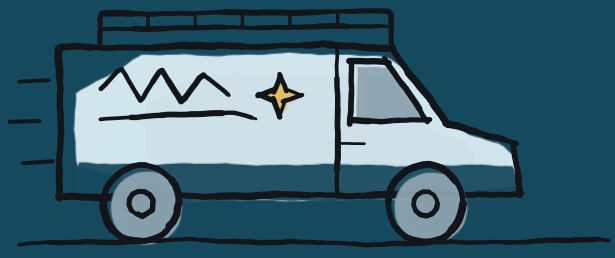
a free guide

Nextdoor and Facebook groups for local trades

How to become the name neighbors give when someone asks "anyone know a good one?", without spamming anybody.

For owners in neighborhood groups.

- 10 short sections in 4 parts
- 30 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

"Can anyone recommend a good plumber?" gets posted in town groups every week. The replies decide who gets the call. This guide shows how to be the name in those replies: the rules each platform sets for businesses, how to set up, what to post, what never to post, and the exact words for answering a recommendation request.

Each section has the idea, a made-up example and a short checklist. Most take less than an hour.

Two rules we kept while writing it:

- Every platform rule we quote comes from that platform's own page, checked on 2026-11-12 and listed at the end. Platforms change their rules, so check again before you lean on one. When we give our own judgment, we say "GTL estimate" and tell you why we think it.
- Every example is made up to show the idea. None of them are real people, groups or businesses.

Some replies below are texts to your own customers. 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

The rules, from each platform

1 Nextdoor's rules for businesses

The idea. Nextdoor tightened its rules in 2026. On August 19, 2026, it said promotion "must be done from a free Business Page, not a personal neighbor account," and that this covers "posts and comments in the main feed, as well as unsolicited direct messages" (Nextdoor blog, blog.nextdoor.com). Neighbors can still ask who to call and recommend "a business you love" from their personal accounts. Nextdoor Groups are different: "admins decide what promotion is welcome in their community."

Its business posting guidelines list what a Business Page may post, including "expert advice related to a service you provide," local events and informational updates (Nextdoor Help, help.nextdoor.com). They also list what counts as spam or is not allowed:

- "Repeatedly posting the same or similar content."
- "Posting unoriginal/templated content with no personalization or original commentary."
- "Negative posts about competitors."
- "False promises, exaggerated claims, or untrue statements."
- Posting a neighbor's information or content "without their consent."

Breaking the rules can mean a warning, removed posts, read-only access or a suspended account. Your Business Page must use your real business name and a real address or service area, and "P.O. boxes or mailboxes located at remote locations are not acceptable."

Example. A made-up roofer used to answer "who does roofs?" threads from their personal account with "Call me." Under the 2026 rules, they claim a free Business Page, answer from it, and ask happy customers to recommend them from their own accounts instead.

Do it in 24 hours

- [ ] Read Nextdoor's business posting guidelines in the sources, start to finish.
- [ ] Stop promoting your business from your personal Nextdoor account.
- [ ] Note which Nextdoor Groups near you allow business posts, from their own rules.

2 Facebook groups: each group writes its own rules

The idea. On Facebook, the group's admins make the rules, and Facebook's own spam rules sit on top. Facebook's help page says Pages "can only request to join groups," groups can't invite Pages, and some admins "don't allow Pages to join their groups." In a private group "you need to be approved by an admin" (Facebook Help, facebook.com).

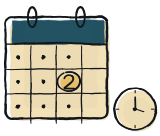
Meta's spam policy applies in every group. It bars posting "at very high frequencies," warns that "posting repetitive content" can get an account restricted, and bans links that promise one thing and deliver another and posts that trade prizes for likes or follows (Meta Transparency Center, transparency.meta.com).

Most town groups add their own rules on top, often something like "no business posts except on Fridays" or "only reply when someone asks." They're usually pinned at the top or under "About."

Example. A made-up landscaper joins their town's main group as their business Page. The rules say business posts are allowed only in a weekly thread. They post there once a week and otherwise only reply when someone asks for a landscaper.

Do it in 24 hours

- [ ] For each group you're in, find and read the rules.
- [ ] Write down, for each group, whether business posts are allowed and when.
- [ ] Leave any group where you've been posting against the rules, or start following them today.



Part 2

Set up so you're easy to recommend

3 Make your pages match your Google profile

The idea. When a neighbor tags you, the next person taps your name. What they find should look like the same business they'll find on Google: same name, same phone, same photo, same service area. A mismatch makes people wonder if it's the same company.

- **Nextdoor:** claim your free Business Page. Use your real name and service area.
- **Facebook:** set up a business Page, separate from your personal profile.
- **Both:** same logo or truck photo, same phone, a short "what we do and where" line, and five recent job photos.

Example. A made-up house cleaner's Facebook Page said "Sparkle Clean" and their Google profile said "Sparkle Cleaning Co." They change the Page to match Google exactly, add the same phone and their service towns, and post five before-and-afters.

Do it in 24 hours

- [ ] Claim or check your Nextdoor Business Page.
- [ ] Check your Facebook Page name, phone and area match your Google profile word for word.
- [ ] Add five recent job photos to each.

4 Join the right groups, then listen first

The idea. The groups that matter are the ones your customers are in, not the ones full of other trades. Search Facebook for your town's name, your neighborhoods and your county. On Nextdoor, your neighborhood feed comes with your address, and Groups are separate.

Then read before you post. Search each group for your trade's word and read how people ask, what they praise and what they complain about.

Example. A made-up plumber searches their town's group for "plumber" and finds the same three complaints in a year of threads: nobody calls back, surprise prices, and muddy boots in the house. Those three become the things they talk about when they reply.

Do it in 24 hours

- [ ] Join your town's main Facebook group and one or two neighborhood groups.
- [ ] Search each for your trade's word and read the last ten threads.
- [ ] Write down the top three things people praise and the top three they complain about.



Part 3

Show up without spamming

5 Give far more than you ask

The idea. In a neighborhood group, people remember who helped them, not who posted an ad. GTL estimate: for every post about your business, aim for many more helpful replies, and no more than one post of your own a month in any one group. Both platforms flag repeated and templated posts, so one good post beats four copies.

Helpful means answering the question someone actually asked, even when the answer isn't "hire me."

Example. A made-up HVAC tech sees "my AC is blowing warm, is it dead?" They reply: "Check the filter and the breaker first. If both are fine and the outside unit isn't running, it's worth a call. Happy to help if you need someone." No link, no price. Two neighbors message their Page that week.

Do it in 24 hours

- [ ] Reply helpfully to one question in a group today, with no sales pitch.
- [ ] Set your limit: one post of your own per group per month.
- [ ] Write each post fresh for each group. Never paste the same post into five groups.

6 What to post, by trade

The idea. The posts that do well in neighborhood groups are local, timely and useful. They're about the neighborhood or the season, not about you. Nextdoor's own guidelines name "expert advice related to a service you provide" as allowed (Nextdoor Help, help.nextdoor.com). Use these as starting points and write them in your own words for each group.

Roofers:
"Big wind on Tuesday. If you see shingles in the yard, take photos from the ground and don't climb up. Happy to take a look for anyone on [neighborhood]."

Landscapers:
"We're seeing a lot of brown patches on [neighborhood] lawns this month. Most of it is watering at the wrong time of day. Early morning is best."

Plumbers:
"Hard freeze tonight. If your hose is still connected outside, unhook it before bed. It's the cheapest freeze fix there is."

HVAC:
"First hot week is coming. If your AC hasn't run since last fall, turn it on today, not on the hottest afternoon. Better to find a problem now."

House cleaners:

"Hosting this weekend? Guests notice the guest bath and the kitchen sink first. We have two openings Thursday in [neighborhood] for a clean before company arrives."

Painters:

"Exterior painting season in [town] is short. Most paints need dry days above a set temperature, so spring and early fall book up first."

Do it in 24 hours

- [ ] Pick the post for your trade and rewrite it for this week's weather in your town.
- [ ] Post it in one group where the rules allow it.
- [ ] Reply to every comment on it the same day.

7 What never to post

The idea. One bad post can undo a year of good replies. These get businesses removed from groups, reported on Nextdoor, or quietly ignored:

- The same post pasted into many groups.
- Posts about a competitor, even a joke.
- Prices or deals in a group that bans them.
- A customer's house, name or street without their OK. Nextdoor lists posting a neighbor's information without consent as not allowed.
- "Like and share to win" posts. Meta's spam policy bans trading prizes for engagement.
- Arguing with a neighbor in public.

Example. A made-up painter is tagged in a thread where someone complains about a different painter. They stay out of it. A week later the same person asks for painter suggestions, and two neighbors tag the one who stayed quiet.

Do it in 24 hours

- [ ] Scroll back through your own posts in each group and delete any that break the list.
- [ ] Write the list on a note on your phone.
- [ ] Tell anyone else who posts for your business.



Part 4

When someone asks for a recommendation

8 Answer a request when you're tagged

The idea. When a customer tags you, your reply is read by everyone who's choosing. Keep it short: thank the person who tagged you, say one specific thing, and say how to reach you. Reply from your Business Page on Nextdoor and from your Page on Facebook where the group allows Pages.

Thank the customer who tagged you:

"Thanks, [first name]. Glad the new [job] is holding up. [Neighbor's first name], happy to come take a look. Easiest is a text to [phone]."

When a few people tagged you:

"Thank you all, that means a lot. [Neighbor's first name], we work in [neighborhood] most weeks. Text [phone] and we'll get back to you today."

When you can't take the job:

"Thanks for the tag, [first name]. We're booked out until [month], so I don't want to hold you up. If it can wait, text [phone] and we'll put you on the list."

Example. A made-up roofer is tagged three times under "who did your roof?" They reply once, under the first tag, with the second line above. They don't add a link, a price or a photo of their truck.

Do it in 24 hours

- [ ] Turn on notifications for tags on your Nextdoor Business Page and Facebook Page.
- [ ] Save the three replies above in your phone's notes.
- [ ] Reply to any tag you missed in the last month, if the thread is still open.

9 Answer a request when nobody tagged you

The idea. This is the hard one. On Nextdoor's main feed, promoting yourself from a personal account is not allowed. Reply as your business only where Nextdoor gives you that option on the post. If it doesn't, stay out of it from your personal account and ask a happy customer nearby to tag you instead. In Facebook groups, check the rules: many allow a business to reply to a direct request, and some don't.

Reply only when you do exactly what was asked, in that area. One reply per thread, and never knock the other names in it.

A direct match:

"Hi [first name], I own [business] and we do this kind of job in [neighborhood] most weeks. Happy to take a look. Text [phone] if you'd like."

When you can give a quick useful answer:
"That sounds like [likely cause]. Worth getting looked at before it gets worse. I own [business] and can come out this week, or happy to answer questions here."
When it's not your kind of job:
Don't reply. Or, if you know someone good, tag them. Neighbors remember that.

Example. A made-up plumber sees "Anyone know a plumber for a water heater?" with no replies after two hours. They answer once from their Business Page with the first line above, name their business plainly, and leave it there.

Do it in 24 hours

- [ ] Check each group's rules on replying to requests as a business.
- [ ] Save the two replies above in your phone's notes.
- [ ] Decide which kinds of requests you'll answer and which you'll leave.

10 Help your customers recommend you

The idea. Recommendations from neighbors carry the weight. On Nextdoor, only a verified neighbor can recommend a business, and the more recommendations you get in a neighborhood, "the higher you will rank in each neighborhood's Recommendations section" (Nextdoor Help, help.nextdoor.com). Ask happy customers, and make it easy.
After a job, in person:
"If a neighbor ever asks for a [trade] on Nextdoor or the town Facebook group, we'd love the mention."
By text, to a customer who's agreed to texts:
"Hi [first name], it's [your name] at [business]. Thanks again for having us. If you're on Nextdoor, a quick recommendation helps neighbors find us: [Nextdoor page link]. Reply STOP to opt out."
When a customer says "you're the best":
"Thank you, that means a lot. If anyone on your street ever asks, we'd love the tag."

Example. A made-up landscaper adds the in-person line to their end-of-season walk-around with every customer. Over the winter, they're tagged in four "who does your yard?" threads without posting a thing.

Do it in 24 hours

- [ ] Find your Nextdoor Business Page link from its "Share" button.
- [ ] Ask three happy customers this week, in person or by text.
- [ ] Reply to every recommendation you get, with a short thank-you that names the job.

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

or we can do it for you

Free sample: Your first 10 requests sent

Review requests is $100 a month, with a 7-day full refund.

Review requests: growthatlocal.com/services/reviews



Your first 24 hours, in one list

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

- [ ] Read Nextdoor's business rules and each Facebook group's rules (sections 1 and 2).
- [ ] Make your Nextdoor and Facebook pages match your Google profile (section 3).
- [ ] Search your town group for your trade's word and read the last ten threads (section 4).
- [ ] Reply helpfully to one question, with no pitch (section 5).
- [ ] Ask three happy customers to recommend you when a neighbor asks (section 10).



Where to go next

Posts in groups work best when they fit the season. Our free Holiday and Season Post Pack has a year of dated post ideas with ready text, including lines for your trade's busy and slow months.



If you'd rather hand it off

Grow That Local writes and posts for local businesses every week, 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

This guide quotes platform rules, not statistics. Each was checked on 2026-11-12:

- Nextdoor blog, "Changes to self-promotion policy" (August 19, 2026): promotion from a free Business Page, not a personal account; covers feed posts, comments and unsolicited messages; recommending a business is still welcome; Groups are set by their admins. blog.nextdoor.com (section 1)
- Nextdoor Help, "Business page policy and posting guidelines": what business posts may and may not contain, real name and address rules, and what happens on a violation. help.nextdoor.com (sections 1, 6 and 7)
- Nextdoor Help, "Get recommendations as a business on Nextdoor": only Nextdoor neighbors can recommend; more recommendations rank a business higher in a neighborhood's Recommendations section. help.nextdoor.com (section 10)
- Facebook Help, "Join a Facebook group": Pages can only request to join, admins can block Pages, private groups need admin approval. facebook.com (section 2)
- Meta Transparency Center, "Spam": very high posting frequency, repetitive content, misleading links and trading for engagement. transparency.meta.com (sections 2 and 7)
- FCC, unwanted robocalls and texts, consent and STOP: fcc.gov (before you start)

GTL estimates

These are our own judgment, not measured facts:

1. No more than one post of your own per group per month, with many more helpful replies (section 5). Reasoning: town groups tire of businesses fast, and both platforms flag repeated posts, so a rare post from a familiar helpful name lands better.
2. Which kinds of posts do well in neighborhood groups (section 6). Reasoning: local, seasonal and useful posts answer something neighbors are already thinking about, while ads ask for something.

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.

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