



Social Media Marketing for Field Service



As of this summer, the global population was around 7.5 billion people. Three point seventeen billion (give or take) [have Internet access](#), and of those, [2.3 billion are on some form of social media](#). If you do that math, only about 42 percent of the global population is even on the Internet -- but among that set, 72 percent are using social media. It's clearly a force. In America, we may have just seen a [national election completely shifted by social media use](#).

That's politics, though. We're not here to discuss that. Rather: How does this apply to field service work? Well, if you Google "social media and field service," there are 34.6 million results. Clearly this is something people in FSOs are thinking about. The problem for businesses has long been this: [Social media ROI is hard to measure](#). We seem to know tons of people in our personal lives who are on Facebook or Instagram or LinkedIn or wherever else, but they usually post life updates, career changes, baby pictures, or the dreaded ["awesome vacation photo you probably can't match."](#) Could any of this drive customers to you?

The short answer: yes. We're going to walk you through a little bit of how to make that happen. If you reference above and the 34.6 million results on this topic, there's a lot out there for you to consume. Our goal here is to make this pretty easy, especially if you don't have a lot of experience with social media so far. We'll start with what networks to be on. Logical starting point, right?



Social Media Marketing in Field Service: How Do I Select Which Networks to Be On?

Here are the big social networks:

- Facebook (by far the biggest)
- Twitter
- LinkedIn
- Pinterest
- Snapchat
- Instagram
- Google+

There are others (many others), but think of these as **"the big seven."**

Now here are the seven and whether it makes sense for a field service shop to have a page on each network:



Facebook: Yes. The context of how people see things on Facebook is different (i.e. they are probably there for personal reasons and not necessarily professional ones), but the audience and engagement (time on site, etc.) is too big to pass up.



Twitter:

The future of Twitter as a service is currently very unclear. But ... it is important in two respects for service businesses. (1) is that it's great for customer service -- someone can tweet at you and you can respond semi-instantly with an answer. (2) is that it's a form of vetting. Twitter may not be as popular as Facebook for many people, but if someone looks up your company and you don't have a Twitter, they may not take you as seriously. Get on it. It doesn't mean you need to tweet every second, but having a presence there is valuable.



LinkedIn:

Yes. You should have a company page there (**this is how you set one up**). You don't need to post often, but you can use it for hiring and vetting potential candidates (both techs and office staff).



Pinterest:

Probably not. This is a better network for lifestyle brands and DIY/crafters.



Snapchat:

Probably not (right now). This is **one of the fastest-growing networks** and there are more brands on there now, but these are typically brands that sell consumer goods directly. For example (as you can see at that link), Taco Bell has had a lot of success with branding and customers on Snapchat. It works less well for FSOs.



Instagram:

Yes. This is a mobile-only photo-sharing site. You may not end up posting often on here because it's similar to Facebook (who owns it) in that people go there looking for personal more than professional engagement, but it's a good account to have. (More in the next section.)



Google+:

Yes. Some people think of Google+ as a joke now -- it has nowhere near the engagement level of Facebook or most of the above platforms -- but being on Google+ is helpful for SEO, or search engine optimization. Even if you don't end up posting often on Google+, you should definitely claim your business address for Google Maps. And from Google itself, [here's how you do that \(with a video!\)](#)

That's the first step: network selection.
Up next: what should you post?

Social Media Marketing in Field Service: What Should I Post?

Humans have a negativity bias (most of our thoughts in a given day are negative, sadly) and respond more to “do not” than “do,” so we’re going to open this section and explain the things not to do on social media:

- Don't sound sales-y all the time
- Don't just talk about yourself
- Don't share things without some context to them
- Don't overly automate the processes
- Don't link all of your accounts because it seems easier and then share the same thing in seven places
- Don't share any customer information or photos without permission

That's a beginning list of the “do not” category. Take a deep breath. Let's explore some options for what we **can** share:

- Pictures of your internal team/technicians (with their permission)
- Industry news
- Local news relevant to field service (new ordinances, HVAC regulations, overtime pay, etc.)
- Sales or offers on products related to your service
- Sales or offers you have
- Memes you think would engage people (within reason)
- Blogs or other articles/content you've produced
- Client testimonials turned into an image (Instagram, Facebook)
- Job postings (LinkedIn)

That's a beginning list for the "you can and should share this" category. Now we'll come to a tricky question for a lot of FSOs.

Social Media Marketing in Field Service: What If I Don't Have Content?

This is where many FSOs get confused. It's possible to be active on social media without having official content -- i.e. your own blog -- although definitely having content is nice and makes this all a little bit easier. (If you want to know a few agencies who work with FSOs on content and branding, let us know. We have some names.)

You can always find articles about field service trends or local news via a simple Google or Google News search. (You can also get a Twitter account but not actively post from it, and use that Twitter account to search recent news as well.)

Getting photos of your team and technicians is easy enough with any phone -- just make sure you have permissions.

Taking a client testimonial and turning it into an image is a 10-minute process at most with a tool like Photoshop; there are even online tools such as [Pablo](#) where you can easily design a text-based image.

When you have a sale/offer (such as 20 percent off for a given period), use your website to promote it -- then take the link from your website and use that on social media.

Now you have quite a bit to potentially post -- and you're doing all this without "having content."

Social Media Marketing in Field Service: Will This Make Me Money and Bring Me Customers?

It likely will, but there are two important caveats:

It takes time: Social media is inherently about relationships (hence the first word being "social") and anything involving relationship-building isn't an immediate sale.

It probably won't be your biggest channel: That will likely remain referral or trade shows or partnerships or something else.

Is it still worth it? Absolutely. There's a concept around social media called "the invisible audience." Here's how it works:

- You share an article with your network. Let's say that is 100 people.
- 25 of them (¼) share it with their networks. Let's say (easier math) all those 25 people have 100 people as friends/connections.
- Now your article is in front of 2,500 people instead of the original 100 you had.
- ¼ of those -- 600 or so -- share it.
- Now it's in front of 60,000.

Look, you won't get those numbers often. Most of the time, something you share might have 1-2 likes and 1 comment. It can get frustrating. But stick with it. There are customers out there, in your local area, that you don't even know exist yet -- but they need your service offering. And social media marketing can be a great way to find them.

Social Media Marketing in Field Service: **What Should We Do First?**

The first step would be network selection (outlined above) and establishing profiles on your selected networks. Choose a good, quality photo -- either your logo or something that represents you.

If you're past that step and have profiles, delete the ones you don't think will be valuable and focus on the others. At that point, you can move to some of the posting advice offered in this eBook.

Consider setting up a Google News alert for your industry, geography, and terms you often use when courting new customers. It will give you a wealth of content coming in.

If you have additional questions about any of this, don't hesitate to ask us. We've worked with a few FSOs on this and, as we mentioned, we know a few agencies that do this for FSOs too.