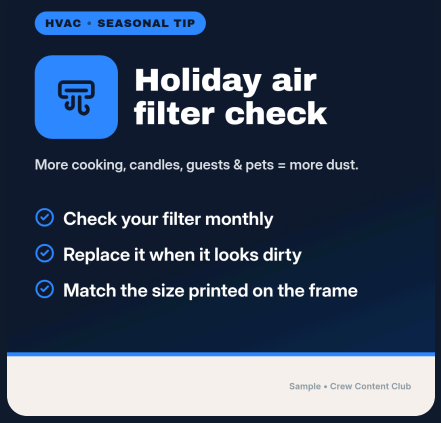
CREW CONTENT CLUB | FOR CONTRACTORS

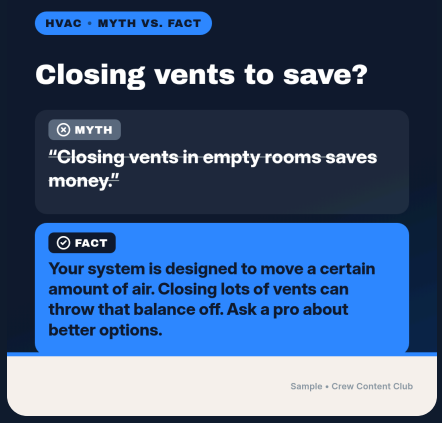
Free Sample Pack

10 ready-to-post social posts for HVAC pros

Made for HVAC contractors. Weather posts come in Warm and Cold climate versions. Real graphics, captions and hashtags, exactly like you'd get each month.







Ready-to-post content for local pros.

What you get every month

- **About 30 posts per trade, per month**: one for almost every day
- **Finished graphics**, sized for Facebook & Instagram, with nothing to edit
- **Captions & hashtags** written for homeowners, ready to copy and paste
- **Seasonal tips** that are safe for homeowners and checked against public sources
- **Review-request & promo posts** to bring in reviews and booked jobs
- A **posting calendar** (spreadsheet) so you always know what goes out when

Pricing

Ready-to-Post

$79/mo

The full monthly kit. Post the images as-is; add your name and phone in the captions.

Branded

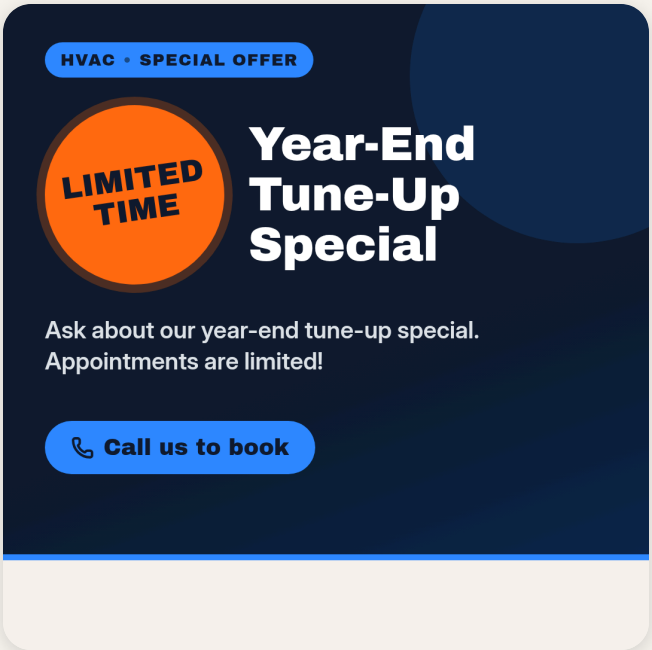
$149/mo

Everything in Ready-to-Post, plus your logo, company name and phone on the graphics, and posts made from your job photos and reviews.

Founding price: **$49/mo** on the Ready-to-Post kit (normally $79) for our first 20 customers.

$79 vs. $149: same post, two ways

Example only. "Example HVAC Co." is a made-up company.



$79 Ready-to-Post: clean graphic, ready to post. Your details go in the caption.



$149 Branded: your logo, name, phone and offer right on the graphic.

The 10 sample posts



POST 1 · HVAC · EDUCATIONAL

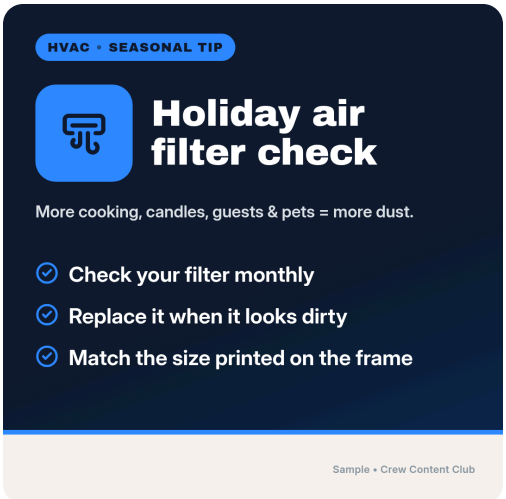
What do AUX & EM HEAT mean?

Seeing "AUX" or "EM HEAT" on your thermostat? Here's the simple version:

🔹 AUX (auxiliary) heat: your heat pump is getting a little help from its backup heat. It's common on chilly mornings or during a defrost cycle.

🔹 EM (emergency) heat: only the backup heat runs. It's meant for when the heat pump itself can't run. Backup heat costs more to run, so keep your thermostat on regular HEAT. If AUX seems to run all the time, or your home isn't warming up, call [YOUR COMPANY] at [PHONE].

#HVAC #HomeComfort #Homeowners #[YourCity]HVAC #HeatPump #Thermostat #EmergencyHeat #AuxHeat #HVACTips #WinterReady #HomeOwnerTips



POST 2 · HVAC · TIP

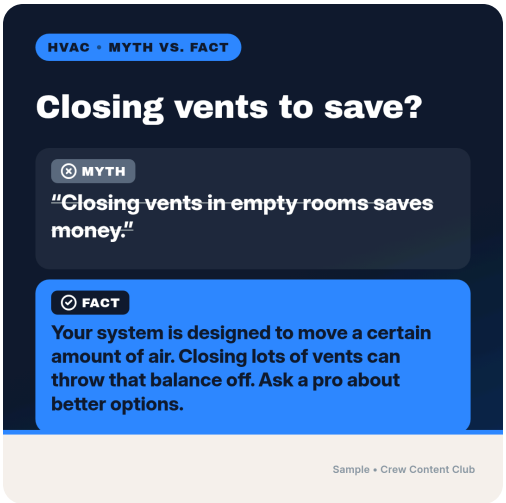
Holiday air filter check

Holiday cooking, candles, guests and pets all add up to more dust in the air. 🎄 Your air filter catches a lot of it, right up until it's clogged. Slide it out and take a look once a month. If it's gray and dusty, replace it with the same size (it's printed on the frame). Pro tip: write today's date on the new filter so you know when you changed it. Not sure where your filter is? Ask [YOUR COMPANY] at [PHONE].

#HVAC #HomeComfort #Homeowners #[YourCity]HVAC #AirFilter #IndoorAirQuality #HolidayHome #HVACTips #HomeMaintenance #HomeLife #CleanAir

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

The 10 sample posts



POST 3 · HVAC · MYTH-BUSTER

Closing vents to save?

Holiday guest room sitting empty? It's tempting to close the vents. 🚫 Here's the catch: your system was designed to move a certain amount of air through your ductwork. Closing several vents can throw that balance off and leave some rooms uncomfortable. Keep vents open and clear of furniture, gifts and holiday décor. If certain rooms are always too warm or too cool, [YOUR COMPANY] can check your airflow and talk through options. Call [PHONE].

#HVAC #HomeComfort #Homeowners #[YourCity]HVAC #MythBusters #HVACTips #Airflow #HomeOwnerTips #Ductwork #EnergyTips #HomeLife



POST 4 · HVAC · ENGAGEMENT

Ceiling fan in winter: ON or OFF?

This or that? Comment ON or OFF! 👇 Fun fact: many ceiling fans have a small direction switch on the housing or a reverse button on the remote. In winter, the U.S. Department of Energy suggests running the fan clockwise on low to gently push warm air near the ceiling back down into the room. Just turn it off when nobody's in the room. Follow [YOUR COMPANY] for more simple comfort tips all winter long!

#HVAC #HomeComfort #Homeowners #[YourCity]HVAC #ThisOrThat #CeilingFan #ComfortTips #WinterReady #HomeHacks #EnergyTips #HomeLife

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

The 10 sample posts

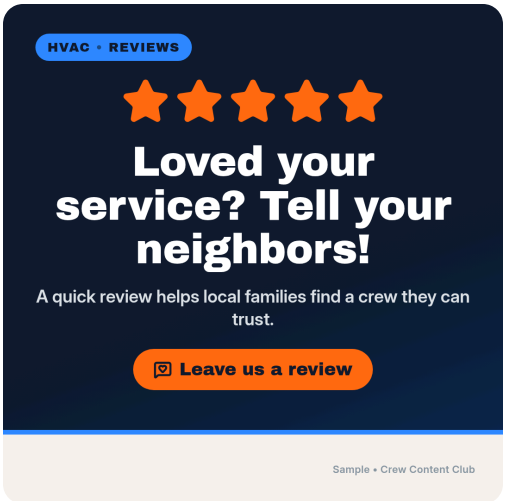


POST 5 · HVAC · TIP

Using a space heater? Do it safely.

Cold snap = space heaters come out of the closet. Please use them safely! 🔥 NFPA recommends keeping anything that can burn at least 3 feet away, plugging heaters directly into a wall outlet, and turning them off when you leave the room or go to bed. And never use your oven to heat your home. If you need space heaters just to stay comfortable, your heating system may need attention. Call [YOUR COMPANY] at [PHONE].

#HVAC #HomeComfort #Homeowners #[YourCity]HVAC #SpaceHeaterSafety #FireSafety #HomeSafety #WinterReady #ColdSnap #SafetyFirst #HomeOwnerTips



POST 6 · HVAC · REVIEW REQUEST

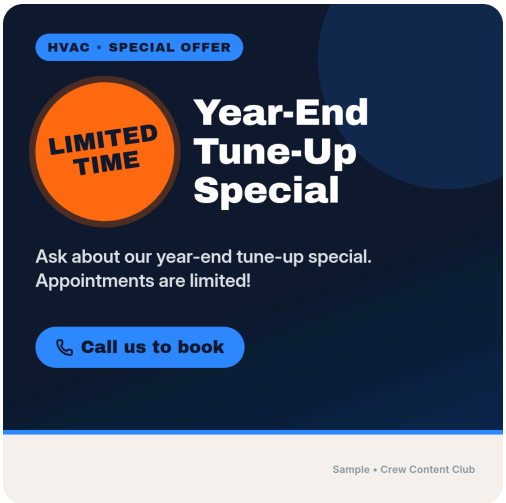
Loved your service? Tell your neighbors!

If we've kept your home comfortable this year, would you take a minute to leave us a review? ⭐⭐⭐⭐⭐ Reviews help your neighbors find a local HVAC team they can trust, and they mean the world to our crew. Just tap the link, pick your stars and share a sentence or two about your experience. Leave your review here: [REVIEW LINK]. Thank you for supporting a local business! — The [YOUR COMPANY] team

#HVAC #HomeComfort #Homeowners #[YourCity]HVAC #Reviews #SupportLocal #ShopLocal #5Stars #CustomerLove #LocalBusiness #SmallBusiness

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

The 10 sample posts

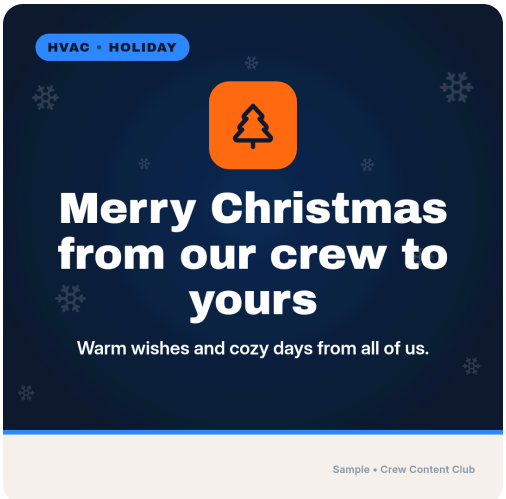


POST 7 · HVAC · PROMO

Year-End Tune-Up Special

Ring in the new year with a system you can count on. 🎉 Our Year-End Tune-Up Special is here: [OFFER]. A tune-up is a professional inspection and cleaning of your heating and cooling system, so it's ready for cold snaps now and for the heat that comes back in spring. Appointments are limited this time of year, so grab yours early. Offer ends [DATE]. Call [YOUR COMPANY] at [PHONE] to book.

#HVAC #HomeComfort #Homeowners #[YourCity]HVAC #TuneUp #HVACMaintenance #HVACSpecial #HeatPump #WinterReady #YearEnd #HomeComfort2027



POST 8 · HVAC · HOLIDAY

Merry Christmas from our crew to yours

Merry Christmas from all of us at [YOUR COMPANY]! 🎄 Thank you for trusting our team with your home's comfort this year. Today, we hope you're warm, cozy and surrounded by the people you love, with plenty of good food and maybe a nap on the couch. And if your system acts up over the holiday, we're a call away at [PHONE].

#HVAC #HomeComfort #Homeowners #[YourCity]HVAC #MerryChristmas #Christmas2026 #HappyHolidays #FromOurFamilyToYours #ChristmasSeason #ThankYou #LocalBusiness

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

The 10 sample posts



WARM CLIMATE



COLD CLIMATE

POST 9 · HVAC · TIP · WARM & COLD VERSIONS

Windy cold front? Check your outdoor unit.

A windy, rainy cold front can toss leaves, branches and debris all over the yard. 🌬️ Afterward, give your outdoor unit a quick once-over. First, turn your system off at the thermostat. Then walk around the unit and clear away leaves, branches and yard debris by hand. Look for anything unusual, like bent fins, a leaning pad or damage from flying debris. Never open the unit or try repairs yourself. Spot something? Call [YOUR COMPANY] at [PHONE] for a quick check.

#HVAC #HomeComfort #Homeowners #[YourCity]HVAC #ColdFront #StormCleanup #OutdoorUnit #HVACMaintenance #HomeLife #HomeMaintenance #HVACTips

Cold climate version: Snow day? Keep your outdoor unit clear.



WARM CLIMATE



COLD CLIMATE

POST 10 · HVAC · TIP · WARM & COLD VERSIONS

Sticky indoors, even in December?

Mild winters can still feel muggy indoors, especially with a full house during the holidays. 💧 EPA recommends keeping indoor humidity below 60%, ideally between 30% and 50%. A simple, inexpensive humidity meter tells you where you stand. Quick wins: run exhaust fans while cooking and showering, and keep interior doors open so air can move. If your home feels clammy or smells musty, call [YOUR COMPANY] at [PHONE] to check your system and talk through dehumidifier options.

#HVAC #HomeComfort #Homeowners #[YourCity]HVAC #IndoorAirQuality #Humidity #HomeLife #Dehumidifier #HealthyHome #HVACTips #MoldPrevention

Cold climate version: Dry air this winter?

Words in [BRACKETS] appear only in captions: swap in your own details before posting. Images never have brackets.

CREW CONTENT CLUB | FOR CONTRACTORS

Stop worrying about what to post.

Get a full month of ready-to-post content for your trade, delivered every month.

Start your subscription

[CHECKOUT LINK]

$79/mo Ready-to-Post · $149/mo Branded
Founding price: $49/mo on the Ready-to-Post kit (normally $79) for our first 20 customers.