

PORTFOLIO DELIVERABLE - SOCIAL MEDIA STRATEGY

Beacon Solar New England Organic Social Playbook

*TikTok, Instagram, Facebook, and Reddit - formats, series,
hooks, cadence, and measurement for a local lead-gen brand.*

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Spec work: fictional brand created to demonstrate senior-level strategy and execution.

Strategy Foundation

The job social does in this funnel

Social does not close solar customers - it manufactures familiarity and trust before search does its job. Success is measured in branded search lift and assessment starts, not follower count. Every piece of content maps to one of four pillars, and every pillar maps to a funnel objection.

Content pillars

1. Myth-busting	Winter, snow, roof damage, 'solar is a scam' - counterintuitive truths with data. Objection: distrust.
2. Real nu	

Voice and the honesty asset

Same voice as the site: the assessor, not the salesman. The single most differentiating content move on every platform is publicly saying 'this roof should NOT get solar.' Nobody in the vertical does it. It is the hook that earns the follow.

The repurposing waterfall

One blog post (see Content Briefs) becomes: 3-5 TikTok/Reels scripts, 1 Instagram carousel, 1 Facebook informative video + discussion post, 1 Reddit value post. Production order: blog first (SEO asset), vertical video second (highest reach per hour), carousel third (highest save rate), Reddit last (highest trust yield, needs the most care).

TikTok - Short-Form Video Engine

Role	Top-of-funnel reach; myth-busting and real-numbers pillars
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Cadence

Series 1: 'Your Roof Called' (myth-busting)

Hook formulas to rotate:

- 'Solar companies hate telling you this, so I will...'
- 'Your neighbor's panels produced MORE in January. Here's why...'
- 'We tell 1 in 5 homeowners NOT to buy solar. This is what disqualifies a roof...'

Structure: hook (0-3s) > counterintuitive claim (3-10s) > one piece of proof (10-30s) > soft CTA to free assessment (last 5s). Never more than one claim per video.

Series 2: 'The Math, Live' (real numbers)

Screen-record the savings calculator on real (anonymized) scenarios: 'This is a \$214/month National Grid bill in Warwick. Watch what happens.' End every video on the payback year, not the savings total - the year is the shareable number.

Series 3: 'Install Day' (local proof)

Crew b-roll with voiceover: one interesting decision per install ('why we skipped the north face of this roof'). Humanizes the crew, feeds local geotags.

Instagram - Carousels + Reels

Role	Consideration; the save-and-send platform - depth over reach
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Cadence

Carousel spec: 'The \$1,400 Question' (10 slides)

- Slide 1 (hook): bold text on brand navy - 'Your roof is either an asset or a missed one.'
 - Slide 2: the problem - RI rates up 11% in two years (one number, huge type)
 - Slides 3-4: the math - system cost, credit, net cost (one figure per slide)
 - Slides 5-6: payback timeline graphic - 'year 7: the bill flips'
 - Slide 7: the honesty slide - 'When we say no' (1-in-5 stat)
 - Slide 8: proof - Maria R. bill: \$217 to \$31 (redacted screenshot style)
 - Slide 9: objection kill - '\$0 down, payment lower than your current bill'
 - Slide 10 (CTA): 'Free assessment. No site visit. Link in bio.'
- Design rules: one idea per slide, 6 words max headline, brand navy/amber only, progress dots.

Stories cadence

- Daily: one poll or quiz ('Guess the average RI electric bill'), one behind-the-scenes, one link sticker to the assessment.
- Weekly AMA sticker feeds the FAQ content loop and surfaces new objection material.

Facebook - Community + Informative Video

Role	The 45+ homeowner platform; longest watch times, highest lead quality
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Cadence

Informative video series: 'Solar, Explained Slowly'

2-4 minute single-topic explainers, calm pacing, captioned: 'How the 30% federal credit actually reaches your bank account,' 'Net metering in Rhode Island, drawn on a whiteboard,' 'Reading your National Grid bill line by line.' These outperform short-form for this demographic and double as retargeting-audience builders (95% viewers become the warm pool for later paid).

Local group participation

Join town/community groups as the brand's founder profile, not the page. Answer solar questions with zero links until asked. One genuinely helpful answer in a 12k-member town group outperforms any organic page post. Log every question asked - it is free keyword research.

Reddit - Value-First Authority

Role	Trust layer; where researchers verify you exist and aren't a scam
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Targets

The rules (non-negotiable)

- 1. Flair and bio disclose affiliation: 'I run a solar company in RI.' Reddit rewards disclosed expertise and destroys hidden marketing.
- 2. Answer the question fully with zero CTA. The profile does the converting.
- 3. Never post company links in comments. If someone asks, DM or let them find the profile.
- 4. Downvotes on honesty are fine; getting caught marketing is fatal and permanent.

Monthly data post format

'We assessed 214 New England roofs this quarter. 19% shouldn't go solar. Here's what disqualified them [OC data].'
Original data + honest framing is the only reliably welcomed brand content on Reddit - and it earns links that feed the SEO flywheel (r/solar threads rank in Google).

AMA play (quarter 2)

One r/RhodeIsland AMA: 'I assess roofs for solar and tell 1 in 5 people not to buy. AMA.' Coordinate with mods first. Harvest every question into the content calendar.

Calendar, Measurement, Ownership

Sample week

Mon: TikTok myth-bust + FB informative video

Tue: IG carousel + Reddit comment sweep

Wed: TikTok math video + IG Reel (crosspost)

Thu: FB local proof + TikTok install b-roll

Fri: IG carousel #2 + TikTok myth-bust

Daily: IG Stories. Monthly: Reddit data post. All source material pulls from the two most recent blog posts.

Measurement stack

Every link is UTM-tagged by platform/format/series (see Measurement deliverable). Weekly scorecard: hold rate and completion (TikTok), saves and link taps (IG), 1-min views and comments (FB), upvote ratio and branded-search lift (Reddit). Monthly: assessment starts by social source in Looker Studio. Kill any series below benchmark two months running; double production on the winner.

Portfolio spec work. Beacon Solar New England is a fictional brand created by Nicholas Bushell (NBP Strategy). nbpstrategy.com