

ASTER BRANDS

Thanks for joining our webinar, "*Leveraging Social Media to Grow Your Brand.*" We hope that you find this posting plan helpful as a guide to kick start your social media strategy! Click through these tabs to access examples and schedule.

Purpose

This 30-Day Social Media Plan helps precast manufacturers stay visible, credible, and consistent on Instagram and LinkedIn using practical post ideas that showcase expertise and build trust.

How to Use This Plan

Post 3x per week (Mon/Wed/Fri). Use Stories 2–3x per week for behind-the-scenes, polls, or short updates. Repurpose content between platforms and tag partners for reach.

Best Times to Post - Instagram

Best Days: Tuesday, Wednesday, Friday. Best Times: 9–11 AM or 1–3 PM. Avoid weekends except for Stories.

Best Times to Post - LinkedIn

Best Days: Tuesday, Wednesday, Thursday. Best Times: 8–10 AM or 12 PM. Focus on business hours for B2B engagement.

Tips

Use consistent visuals and tone. Include project partners. Keep captions short and professional. Use AI tools to write captions or repurpose content efficiently.

Week	Day	Post Type	Theme	Example Prompt	Best Post Time	Notes
1	Mon	Project Highlight	Recent Project Spotlight	Before/after photos with short caption on challenge & solution.	9:00 AM	Tag contractor; use #precast #construction.
	Wed	Tip/Educational	Quick Ways to Improve Efficiency	Share 3 tips for faster installs in a carousel post.	9:00 AM	Include 3 bullet points.
	Fri	Personal/Trust	Meet the Team	Introduce a team member or show behind-the-scenes.	1:00 PM	Use candid team photo.
2	Mon	Industry Knowledge	Trends in Precast 2025	Summarize 1–2 key trends and add your insight.	8:00 AM	Use hashtags like #precast #manufacturing.
	Wed	Project Reel	From Mold to Site	Short timelapse or video with process highlights.	9:00 AM	Include upbeat background music.
	Fri	Personal Story	Why I Believe in Precast	Share your company mission or story.	12:00 PM	Write in first person for authenticity.
3	Mon	Tips & Tricks	Better Mix Design Results	Carousel with mix design improvements.	9:00 AM	Add value with clear visuals.
	Wed	Project Highlight	Customer Success Story	Highlight a partner project, tag collaborators.	9:00 AM	Show customer testimonial.
	Fri	Personal	Flashback Friday	Throwback photo of early projects.	1:00 PM	Engage with comments.
4	Mon	Industry Knowledge	Top 3 Reasons Engineers Specify Precast	Share quick stats and a quote from your engineer.	8:00 AM	Include data visuals.
	Wed	Project Video/Reel	Finishing Touches	Video clip of installation completion.	9:00 AM	Keep under 20 seconds.
	Fri	Community/Team	Community Involvement	Show event, partnership, or local involvement.	12:00 PM	Tag community partners.
				TIP! Make sure you are tagging the main brand so we can see and share your post too. Be sure to include all other relevant accounts like the contractor, sales rep accounts, etc.		

Week	Story Idea	Suggested Format	Engagement Element	Example
1	Behind-the-scenes at plant	Video clip	Poll: "Want to see more project clips?" Q&A: "Ask us about precast installation."	Record a 10-sec pouring process. Share a 15-sec tip and invite questions.
2	Quick tip or Q&A	Talking head clip		Show two projects and ask audience preference.
3	Poll about product types	Poll sticker	Poll: "Which project do you like best?" Swipe-up or link sticker to catalog/contact page	Highlight 3 best posts and thank followers.
4	Monthly recap	Photo collage or reel		