



# Social Media Toolkit

So, you've found a social post that speaks to you – now it's time to bring it to life! Social media plays an important role in our daily lives, not only recreationally, but it creates an opportunity for our businesses, as well. Consumers can connect with brands and companies they love more than ever before, and better yet, are able to refer their friends easier, too.

The world of managing social media can be overwhelming, but we're here to help. In addition to the photos included in your download, we've put together suggested captions to remove the guesswork for you. Each campaign we've designed has multiple captions that are available for use. You'll notice some include specific actions requested of the readers – this is to help promote engagement for the post.

## Why is engagement important on social media posts?

Popular social media platforms – like Facebook and Instagram – do not show their posts in chronological order but by engagement. Therefore, the more comments on a post, the more likely it is to be closer to the top of someone's feed. This will help make sure your content reaches as many of your followers as possible!

## How to Use

1. Save one of our pre-designed photos. By [downloading this zip file](#).
2. Copy and paste the suggested copy into the caption.
3. Upload image to your platform of choice (Facebook, Instagram, LinkedIn, Twitter, etc.)
4. Hit post!

## Co-Branding Marketing Campaign

### Suggested copy for caption:

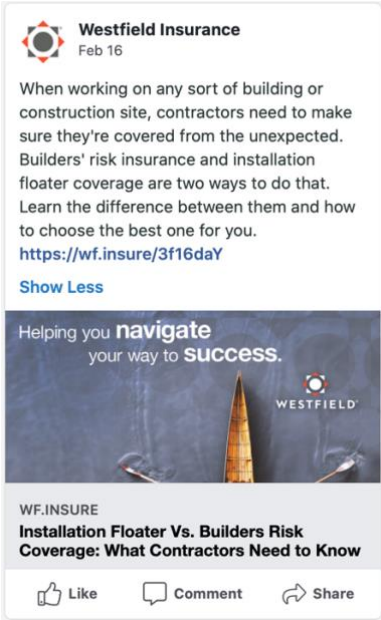
1. Bonded vs. Insured: What's the Difference?
  - a. Insurance plays a big role in protecting the consumer and contractor—and so do surety bonds. Here's a breakdown of what it means to be insured and bonded. <http://wf.insure/2w7SFEx>
2. Installation Floater vs. Business Risk Coverage
  - a. When working on any sort of building or construction site, contractors need to make sure they're covered from the unexpected. Builders' risk insurance and installation floater coverage are two ways to do that. Learn the difference between them and how to choose the best one for you. <https://wf.insure/3f16daY>
3. Strategy Sessions: How Contractors Can Survive and Thrive in a Post-Pandemic World
  - a. These smart immediate and long-term strategies can help your contracting business during an economic slowdown. <http://wf.insure/3ds5PBD>
4. No Better Opportunity Than Shooting Out of a Recession
  - a. COVID-19 has impacted everyone, but some industries are being impacted a little differently. Construction is one of them. <http://wf.insure/2WytARS>

Examples of what your post can look like:

Instagram



Facebook



If you have any questions, please reach out to [WestfieldBrand@westfieldgrp.com](mailto:WestfieldBrand@westfieldgrp.com).