Facebook is a great way to help future customers understand the project process and get excited about what's possible. Use these tips to show off your work!

Choose a focal point (patios, fire pits and pool decks get lots of likes) then take a few shots. Get up close for detail work and grab a wide shot of the whole space. Be sure to ask the homeowner’s permission.

Always add photos or video

Wide shots look good on laptops and phone screens—hit “record” and slowly turn in a circle to get an awesome 360º video.

Turn your phone sideways

You don’t have to wait for the big reveal. Post the milestones in between like grading, stacks of pavers, and grill delivery. Show off what goes behind the pretty finishes.

Prep & process are cool

Try including the name of products or the homeowner’s inspiration for a quick and interesting update. If a job is running behind, don’t mention it. Remember that Facebook is great word-of-mouth advertising.

Keep descriptions short & sweet

We love seeing what our products can do! Tag us so we can share the love and help you reach even more customers. Just type “@outdoorlivingbybelgard” after your description before hitting “Post.”

Tag us with @outdoorlivingbybelgard

Boost posts 1-2 times/month to help your posts appear more frequently.
Always include a link in your posts to help customers know where to stop.
Share posts from other feeds, such as Belgard, to keep your page fresh and interesting.

Extra tips