The Social Media Algorithm Breakdown

A Practical Guide to Getting More Visibility, Leads & Booked Jobs

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Introduction

Social media platforms don't randomly show content. They reward specific behaviours. When you understand what the algorithm prioritises, you can intentionally create content that increases:

- Reach
- Engagement
- Trust
- Inbound leads
- Booked estimates

This guide breaks down exactly how social media algorithms work and how roofing businesses can leverage them.

Part 1: How Social Media Algorithms Actually Work

While each platform has its own system, they all prioritize the same 5 signals:

1. Watch Time

The longer someone watches your video, the more the platform pushes it.

For roofers:

- Short "before and after" clips with strong hooks
- Storm damage reveals
- "You won't believe this roof…"
- Time-lapse tear-offs

If people watch past the first 3 seconds, your reach increases significantly.

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2. Engagement

Likes, comments, shares, and saves signal value.

But not all engagement is equal.

- Shares > Comments > Saves > Likes

For roofing businesses:
Content that sparks comments:

- "How long has it been since you gave your roof some TLC?"
- "Metal or shingle — what would you choose?"
- "Have you ever seen damage like this?"

The more interaction, the more the algorithm distributes your content locally.

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3. Retention

Retention measures how much of your content is consumed.

If someone watches 90% of a 30-second video, that's powerful.

Pro Tip for Roofers:
Keep most videos between 15–35 seconds unless storytelling.

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4. Consistency

Posting consistently trains the algorithm to expect content from you.

For roofing businesses:

- 3–5 posts per week minimum
- Stories daily (job sites, crews, materials arriving)

Inconsistent posting resets momentum.

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5. Relevance

The algorithm shows your content to people who previously engaged with:

- Roofing
- Home improvement
- House damage
- Insurance claims

This means niche content works better than generic content.

Part 2: Platform-Specific Algorithm Tips

Facebook (Local Dominance Platform)

Facebook prioritizes:

- Shares
- Comments
- Community relevance
- Groups interaction

Best Content for Roofers on Facebook:

- Storm updates
- Insurance claim education
- Customer testimonials
- Local job site updates
- Community involvement posts

Key Strategy:
Post in local community groups (where allowed). Local relevance dramatically increases reach.

Instagram (Visual Authority Platform)

Instagram pushes:

- Reels (short-form video)
- Saves
- Shares
- High retention videos

Best Roofing Content:

- Satisfying tear-offs
- Dramatic before & after
- Drone footage
- Quick roofing tips
- Working culture

Reels are currently prioritized 2–3x more than photos.

TikTok (Mass Exposure Platform)

TikTok prioritizes:

- Watch time
- Completion rate
- Rewatches

Follower count matters less than performance.

High-Performing Roofing Content:

- "POV: You ignored this leak…"
- Exposing bad installs
- Damage breakdowns
- Insurance myths
- Roofing horror stories

TikTok rewards personality — not polish.

Part 3: Content Types That Win for Roofing Companies

Here's what consistently performs:

1. Before & After Transformations

Visual proof builds trust instantly.

2. Damage Education

People don't know what damage looks like.

3. Insurance Claim Guidance

This builds authority and positions you as helpful.

4. Job Site Reality

Authentic footage performs better than polished ads.

5. Customer Reactions

Emotion drives shares.

6. Myth Busting

Example:

- "Metal roofs aren't always more expensive."

Part 4: The Roofing Content Formula

Use this simple 4-part framework:

Hook (First 3 Seconds)

"You won't believe what we found on this roof…"

Problem

"Homeowner had no idea this was happening…"

Value

"This is what hail damage actually looks like…"

Call to Action

"If your roof looks like this, send us a message."

This structure increases watch time and conversions.

Part 5: Posting Strategy for Roofing Businesses

Weekly Structure Example:

Monday: Educational post
Tuesday: Job site video
Wednesday: Before & After
Thursday: Insurance tip
Friday: Testimonial
Weekend: Damage-related or reactive content

Stories: Daily
Reels/Shorts: 3–5 per week

Part 6: Why Most Roofing Companies Fail on Social Media

1. They post like a business, not a person
2. They only post promotions
3. They don't use video
4. They stop after 2–3 weeks
5. They don't include calls to action

Social media rewards consistency and personality.

Part 7: Turning Views into Roofing Leads

Visibility alone doesn't produce revenue.

You must include:

- Clear contact information
- "Message us for a free inspection"
- "Comment ROOF for details"
- Link in bio to estimate form
- Automated DM responses

Engagement builds trust.
Trust builds conversations.
Conversations close jobs.

Final Takeaway

The algorithm does not care about:

- How long you've been in business
- How many employees you have
- How great your work is

It cares about:

- Engagement
- Watch time
- Consistency
- Relevance

Roofing companies that understand this dominate their local market online.

Those who don't remain invisible.