

Cleaning Social Media Content Templates

Practical cleaning business template • Customize fields before use

Brand customization: This TidyOps-branded example shows a finished presentation. Replace the logo, colors, company details, and placeholders with your own brand before use.

cleaning-business owners a practical library of post ideas and ready-to-customize captions instead of the usual advice to “post consistently.”

It should cover educational posts, before-and-after content, trust-building, team posts, service promotion, seasonal content, reviews, local content, recruiting, and calls to action.

Template ID: TPL-MKT-005

Version: 1.0

Updated: September 2026

Provided by TidyOps

1. Before & After Post

Caption:

A little cleaning can make a big difference.

Here's a before-and-after from a recent [Service Type] in [City / Area].

Need help getting your home back to a clean starting point?

[Booking / Estimate Link]

CleaningService #[City]Cleaning #HouseCleaning

Important: Get appropriate permission before posting identifiable customer property or images.

2. Deep Cleaning Before & After

This is why a deep clean is different from routine maintenance cleaning.

Our team focused on:

✓ [Detail Task]

✓ [Detail Task]

✓ [Detail Task]

Once the detailed work is done, recurring cleaning can help keep things under control.

Need a deep clean?

[Estimate Link]

3. Kitchen Transformation

Today's kitchen reset. □



We tackled [grease/buildup/cabinet fronts/appliance exteriors/floors] and got this kitchen ready to enjoy again.

Looking for help with your kitchen and the rest of your home?

[Booking Link]

4. Bathroom Transformation

Bathrooms collect buildup quickly.

This [bathroom/deep-clean] included:

- ✓ Shower and tub
- ✓ Sinks and fixtures
- ✓ Mirrors
- ✓ Toilet
- ✓ Surfaces
- ✓ Floors

See what's included in our [Service Name]:

[Service Link]

Educational Posts

5. Standard vs. Deep Cleaning

Not sure whether you need a standard clean or a deep clean?

Standard cleaning is designed for routine maintenance.

Deep cleaning usually adds more detailed work in areas that don't need attention every visit.

The exact scope varies by company, so always check what's included before comparing quotes.

See our cleaning options:

[Services Link]

6. How Often Should You Have Your Home Cleaned?

There's no single schedule that's right for every household.

Things to consider:

- Number of people
- Pets
- Children
- Home size
- Cooking habits
- How much cleaning you do between visits

We offer [Available Frequencies].

Request an estimate:

[Link]

7. Why First Cleans Can Cost More

Why can the first cleaning cost more than recurring service?

The initial visit may require more time to bring the home to a maintainable baseline.

Once that detailed work is complete, recurring visits can often focus on maintaining the result.

Have questions about your home?

[Estimate Link]

8. What Affects Cleaning Prices?

Cleaning prices can vary based on:

- Property size
- Condition
- Service type
- Frequency
- Number of bathrooms
- Pets
- Add-ons
- Special surfaces
- Access and parking

That's why we [provide estimates / use property information / perform walkthroughs] before confirming certain services.

[Estimate Link]

9. Cleaning Checklist Education

What does a professional cleaner actually do?

A good cleaning service should have a defined scope rather than relying on memory.

Our team uses cleaning checklists so everyone knows what is expected for each service.

Learn more:

[Link]

Trust-Building Content

10. Meet the Team

Meet [Cleaner Name]! □

[First Name] is part of the [Company Name] team and helps us take care of customers throughout [Service Area].

A few quick facts:

Favorite cleaning task: [Answer]

Favorite local spot: [Answer]

Fun fact: [Answer]

We're glad to have [First Name] on the team.



11. Team Training Post

Good cleaning isn't just about working hard.

It's also about having a repeatable process.

Our training covers areas such as:

- ✓ Cleaning procedures
- ✓ Surface care
- ✓ Products and chemicals
- ✓ Equipment
- ✓ Property care
- ✓ Quality checks

That's how we work toward consistent service from one visit to the next.

12. Quality-Control Post

How do we check cleaning quality?

Our process includes [checklists / inspections / supervisor reviews / photo documentation where appropriate].

If something isn't right, we want to know so it can be addressed.

Learn about our service:

[Link]

13. Equipment Post

The right equipment makes a difference.

Today we're using [Equipment] for [Purpose].

Equipment is only one part of the job—the process and person using it matter too.

14. Behind-the-Scenes Post

What happens before your cleaner arrives?

Our team is already working on:

- ✓ Reviewing job instructions
- ✓ Preparing supplies
- ✓ Confirming the schedule
- ✓ Checking special requests
- ✓ Making sure the right team is assigned

Good cleaning operations start before anyone walks through the door.

Customer Review Posts

15. Customer Feedback

We're grateful for feedback like this:

"[Short Customer Review]"

Thank you, [Customer First Name / Initial if appropriate], for trusting [Company Name].

Need cleaning help?



[Estimate Link]

Use customer reviews only in ways permitted by the platform and applicable requirements.

16. Review Milestone

Thank you, [City / Community]!

We've reached [Number] customer reviews on [Platform].

We appreciate every customer who took the time to share their experience.

We're grateful for your support of our local cleaning business.

Service Promotion

17. Recurring Cleaning

Imagine getting to cleaning day and knowing someone else has it handled.

Our recurring cleaning options include:

[Weekly]

[Every Two Weeks]

[Every Four Weeks]

Availability varies by area and schedule.

Request an estimate:

[Link]

18. Deep Cleaning

When routine cleaning isn't enough, it may be time for a deeper reset.

Our [Deep Cleaning Service] is designed for homes that need more detailed attention before moving into a maintenance routine.

See what's included:

[Link]

19. Move-Out Cleaning

Moving is enough work already.

Our move-out cleaning service can help prepare an empty property for the next resident, owner, tenant, or sale.

Need a quote for your move?

[Link]

20. Move-In Cleaning

Starting fresh in a new home?

A move-in cleaning can help prepare the property before boxes and furniture arrive.

Request availability:

[Link]

21. Office Cleaning

A cleaner workplace starts with a defined plan.

We provide [office/commercial] cleaning for businesses in [Service Area].



Services may include:

- ✓ Restrooms
- ✓ Break rooms
- ✓ Offices
- ✓ Common areas
- ✓ Floors
- ✓ Trash and recycling

Request a walkthrough:

[Commercial Link]

22. Vacation Rental Cleaning

A vacation-rental turnover is more than a basic clean.

It can involve:

- ✓ Cleaning
- ✓ Linens
- ✓ Restocking
- ✓ Damage checks
- ✓ Staging
- ✓ Final turnover inspection

Ask about turnover service in [Area]:

[Link]

Seasonal Content

23. Spring Cleaning

Spring is a good time to tackle the details that may not get attention during routine cleaning.

If your home needs a deeper reset, we're now scheduling [Spring / Deep Cleaning] appointments.

[Booking Link]

24. Holiday Cleaning

Hosting this holiday season?

If cleaning the house is already on your list, we may be able to take it off.

Holiday availability can fill quickly.

Check availability:

[Link]

Avoid false scarcity; only make availability claims that are accurate.

25. Back-to-School

School is back—and so is the weekly routine.

If keeping up with the house is getting harder, recurring cleaning can give you one less



thing to manage.

See available cleaning options:

[Link]

26. New Year

New year. Cleaner starting point.

If you've been putting off a deep clean, this may be a good time to reset the home and create an easier maintenance routine.

[Estimate Link]

Local Content

27. Serving [City]

We're proud to provide cleaning services in [City / Neighborhood].

Our team helps local customers with:

[Service]

[Service]

[Service]

Looking for a cleaner in [City]?

[Local Landing Page]

28. Local Business Spotlight

One of the things we love about working in [City] is the local businesses that make the community unique.

This week's local favorite:

[Business Name]

[Short genuine comment]

Tag or mention another business only where appropriate.

29. Community Post

We're grateful to be part of the [City / Community] community.

[Community event / local observation / genuine company participation]

Thanks to everyone who supports local businesses.

Engagement Posts

30. Cleaning Poll

Which cleaning task would you most happily never do again?

A. Bathrooms

B. Floors

C. Dusting

D. Kitchen

Tell us below.

31. Cleaning Question



What's the one area of your home that seems to get messy five minutes after you clean it?

We have our guesses. 😊

32. This or That

Cleaning edition:

Vacuuming or Mopping?

Which one would you rather do?

33. Cleaning Tip

Quick cleaning tip:

[Useful, accurate cleaning tip]

Always make sure a cleaning method or product is appropriate for the specific surface before using it.

Recruiting Posts

34. We're Hiring Cleaners

We're hiring at [Company Name].

Position: [Role]

Location: [Area]

Schedule: [Schedule]

Pay: [Pay Range where appropriate/required]

We're looking for people who value:

- ✓ Reliability
- ✓ Attention to detail
- ✓ Customer care
- ✓ Teamwork
- ✓ Safety

Apply here:

[Application Link]

35. Why Work With Us?

Looking for cleaning work in [Area]?

At [Company Name], we focus on:

[Benefit]

[Benefit]

[Benefit]

See current openings:

[Careers Link]

Employment advertising should comply with applicable wage-transparency and employment requirements.

Referral Posts



36. Refer a Friend

Know someone who needs cleaning help?

Send them our way:

[Referral Link]

If you operate a referral reward program:

Referral Program: [Short Accurate Description]

[Terms Link]

Availability Posts

37. Open Cleaning Spots

We currently have [Number / Specific Availability] openings for [Service Type] in [Area].

Interested?

Request an estimate:

[Link]

Only use this post when the availability statement is accurate.

38. Last-Minute Opening

We had a schedule opening for [Date / Time Window] in [Area].

If you're looking for [Service Type], contact us to see whether the opening is still available:

[Contact Link]

FAQ Posts

39. Do I Need to Be Home?

Do you need to be home during your cleaning?

[Company-specific answer]

We arrange access based on the customer's property and agreed service instructions.

More FAQs:

[FAQ Link]

40. Do You Bring Supplies?

Do we bring cleaning supplies?

[Company-specific answer]

If you have special product or surface requirements, tell us before service so we can document them.

41. What About Pets?

We love meeting pets—but we also want everyone to have a safe cleaning visit.

Before service, let us know about pets and any special instructions.

[Company-specific pet policy]

Social Content Planning Calendar

Date

Platform

Content

Type

Topic

CTA

Asset

Status

Facebook

Education

Draft

Instagram

Before/After

Schedul

Google

Service

Publishe

Recommended content categories:

Education

Proof / Reviews

Before & After

Team / Culture

Services

Local

FAQ

Seasonal

Recruiting

Referral

Behind the Scenes

Simple Monthly Content Plan

Week 1

Educational tip

Before-and-after

Service post

Week 2

Team / behind-the-scenes

FAQ

Customer feedback

Week 3

Educational post

Local/community post

Service post

Week 4

Before-and-after

Engagement post

Referral or booking CTA

The goal isn't to publish the same volume for every company. Choose a sustainable cadence.

Content Asset Checklist

Before publishing:

- ☐ Caption reviewed
- ☐ Image/video approved
- ☐ Customer permission confirmed where needed
- ☐ No sensitive information visible
- ☐ Address hidden if appropriate
- ☐ Faces/license plates reviewed
- ☐ Claims accurate
- ☐ Price/offer accurate
- ☐ Link works
- ☐ CTA included where appropriate
- ☐ Spelling checked

Photo & Video Permission

Do not assume that permission to enter and clean a customer's property also grants permission to use images of that property for marketing.



Businesses should establish an appropriate photo/video permission process.

Extra caution may be appropriate for:

Customer faces

Children

Family photos

Addresses

Mail

Documents

Security systems

Keys

Vehicle plates

Valuable possessions

Computer screens

Medical information

Other identifying information

Content Metrics

Track:

Posts Published:

Reach / Views:

Engagement:

Website Visits:

Estimate Requests:

Leads:

Customers Won:

Revenue Attributed: \$

The business outcome matters more than follower count alone.

Template Notice

These templates are general marketing examples and are not legal, advertising, privacy, employment, intellectual-property, or platform-compliance advice.

Platform rules and features change over time. Verify current requirements for the platforms your business uses.

Obtain appropriate permission for customer photos, testimonials, employee content, copyrighted materials, and other third-party content.

Make promotional, pricing, availability, service, and performance claims accurately.

Template Version: 1.0

Updated: September 2026

Template ID: TPL-MKT-005



Provided by TidyOps

For the library:

I'd make the landing page especially substantial for SEO: expose all 40+ examples on-page, grouped by intent, and offer the DOCX/PDF as the convenient downloadable version.

There's also a useful product boundary here. I wouldn't try to turn TidyOps into a full social-

media management platform. The stronger connection is using operational events—great inspection scores, completed jobs, reviews, milestones, team achievements—to identify marketing opportunities, while keeping TidyOps focused on running the cleaning business.

Template ID: TPL-MKT-005

Slug: cleaning-social-media-post-templates

SEO Title: Cleaning Social Media Post Templates | 40+ Free Ideas

Meta Description: Get 40+ cleaning social media post templates and ideas for house

Category: Sales & Marketing

Formats: DOCX, PDF, Copyable Web Templates

Version: 1.0

Updated: 2026-09

Legal Review Flag: Marketing / privacy / photo-permission disclaimer

Primary CTA: Turn Cleaning Customers Into Repeat Business with TidyOps

Product Route: Customers / Reviews / Referrals / Marketing