

THRYVE

April 2025

# THRYVE Dealer Social Media Post Templates



# This is the agenda slide

1. Introduction
2. Be Prepared
3. Templates
4. Tag THRYVE



# This is the Introduction Slide

Hello from THRYVE.

I'm Kathryn, and I'm here to walk you through how to make a hole-in-one with your online presence.

Besides your website, your social media is how you establish credibility with your brand, respond to customer feedback and comments, research new ideas for your company, collaborate with other brands, and much more.

To get you started, we are sharing a toolkit with tips on how to succeed in your social media profiles. This deck provides links to a few editable templates to get you started. Beyond these templates, consider what other types of posts match your brand style.



# Be Prepared



Know your brand colors



Have your logo ready



Get familiar with Canva

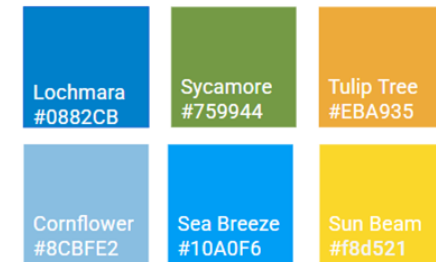


Have your social media logins ready

# Brand Colors

If you are unfamiliar with brand colors, search 'Hex color from image' or use a website like <https://colors.artyclick.com/> to upload your brand logo or images from your website to decide which colors you use most and represent your brand.

Write down these color names and hex codes, or take a screenshot (Windows +shift + s) to remember your color codes.




# Instructions

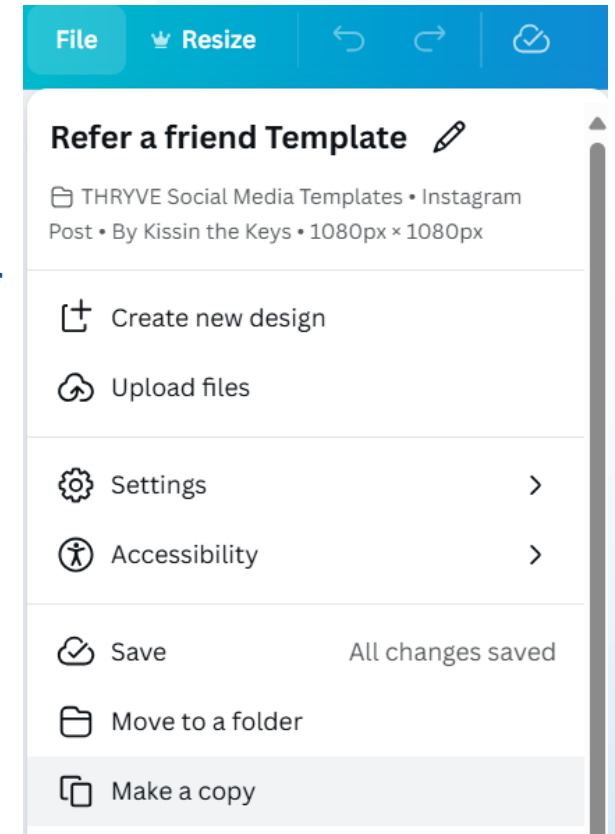
To use the templates on the following slides, copy and paste the Column 1 text into your own social media platform.

In Column 2, click the Canva link to open the template. Make a copy of the template and update it to include your company's colors, logos, and team/installation photos.

Reach out to [kathryn.youngie@THRYVEhome.com](mailto:kathryn.youngie@THRYVEhome.com) if you have any questions.

**Anyone with the link**

 Anyone can access the design using this link. **No sign in required.**



# Refer a Friend template

## Text to accompany graphic

“I love helping homeowners save money with solar—so if you’ve had a great experience with me, pass it on!

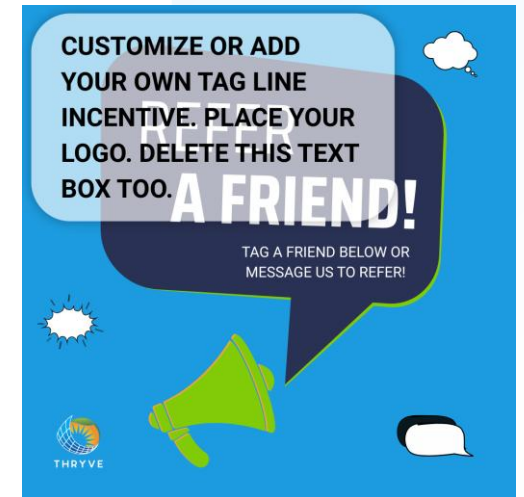
💡 Tag a friend who might be interested.

✉️ Or message me their name and I’ll reach out.

“I’ll handle the rest. You might even earn a referral bonus!”

\*Consider adding a referral bonus for every successful referral for a post like this.

## Graphic



## Download link:

[https://www.canva.com/design/DAGjZ92osKA/bG1zZtZ0b8sj4-N9gmONPA/edit?utm\\_content=DAGjZ92osKA&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGjZ92osKA/bG1zZtZ0b8sj4-N9gmONPA/edit?utm_content=DAGjZ92osKA&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

# Customer Testimonial template



## Text to accompany graphic

“I’m very glad that I trusted [Dealer].”

Nothing beats hearing that from a happy customer!



We're honored to help homeowners like [Customer Name] go solar and start saving.

Thinking about making the switch?  
Let's chat. DM us or leave a comment below!”

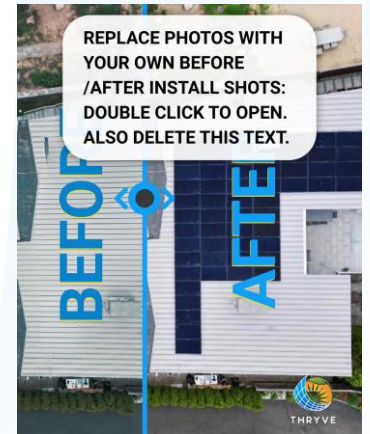
## Graphic

Download link:

[https://www.canva.com/design/DAGjaEjK7d8/srRot5fMVMoz0XXWI7LbYA/edit?utm\\_content=DAGjaEjK7d8&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGjaEjK7d8/srRot5fMVMoz0XXWI7LbYA/edit?utm_content=DAGjaEjK7d8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

\*Always include a call to action - to message you, or sign up, etc.

# Before & After Installation template



## Text to accompany graphic

“What does solar actually look like on your home?

Here’s a real before & after from one of our recent installs.

Notice the clean fit, the shade-friendly placement, and the modern aesthetic.

And yes—it’s already generating power!

#BeforeAndAfter #SolarUpgrade  
#THRYVE”

\*Hashtags are used across platforms - especially Instagram - to organize and search for posts about specific topics. Adding hashtags can widen your post’s audience.

## Graphic

Download link:

[https://www.canva.com/design/DAGjaLZ4wG8/Ud3zx\\_HzsWMfpdc-gJWNrg/edit?utm\\_content=DAGjaLZ4wG8&utm\\_campaign=designshare&utm\\_medium=link2&utm\\_source=sharebutton](https://www.canva.com/design/DAGjaLZ4wG8/Ud3zx_HzsWMfpdc-gJWNrg/edit?utm_content=DAGjaLZ4wG8&utm_campaign=designshare&utm_medium=link2&utm_source=sharebutton)

# Tag THRYVE and Your Company

## Tag THRYVE

Tagging THRYVE using the @ symbol @THRYVE will notify our company page when you list a post that has THRYVE products or a THRYVE shoutout. Also, your posting will be opened to not only your followers, but the THRYVE page followers, potentially doubling or tripling the audience who sees your post.

## We tag YOU

THRYVE tags your company name in online social media posts, so that the homeowners following your page are seeing the posts that brag about you. This makes sure our content regarding you is being seen by your state, your homeowners, and directing our audience to check out your social media page.



# Thank You

