

# Handy Dudes

## Six-Month Facebook Content Calendar

April – September 2026

*1-10-10 Strategy | Organic Facebook Group Reach*

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**Business:** Handy Dudes

**Phone:** (205) 341-9500

**Website:** myhandydudes.com

**Email:** handyman@myhandydudes.com

**Address:** One Perimeter Park South, Suite 100 N, Birmingham, Alabama 35243

**Service Area:** Birmingham, Hoover, Homewood, Mountain Brook, Vestavia Hills, Pelham, Helena, Alabaster, Calera, Chelsea, Trussville, and surrounding Jefferson and Shelby County communities

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### Content Anchor Principles

Every post in this calendar is built around four non-negotiable content rules:

- 1. OPEN ON THE HOMEOWNER'S CONCERN,** not on the company name. The cover slide earns attention by speaking to a problem the reader already has or a task they know they need to address.
  - 2. ANCHOR TO LOCAL GEOGRAPHY.** Birmingham, Hoover, Homewood, Mountain Brook, Vestavia Hills, Pelham — every post is written for the specific communities Handy Dudes serves and the specific conditions Alabama's climate creates for their homes.
  - 3. CREDIBILITY ANCHOR ON SLIDE 9.** Every ninth slide names Handy Dudes, references the team's 20-plus years of collective experience, the licensed and insured status, the service area, and the transparent pricing model. This is the moment the educational post converts to a trust-building brand statement.
  - 4. SINGLE CTA ON SLIDE 10.** The free quote offer, the phone number, and the URL appear only on the designated closing slide. No promotional language anywhere else in the carousel.
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## **Post Structure: Every Post, Every Month**

**SLIDE FORMAT:** Cover slide + 8 educational content slides + Slide 9 credibility anchor + Slide 10 CTA = 10 total slides per carousel

**FACEBOOK COPY:** Short group variant — one or two sentences, local geography reference, single CTA. Used for all community group shares.

**POSTING CADENCE:** One post per week, shared to a minimum of 10 local Facebook community groups spanning Jefferson and Shelby counties.

**GROUP TARGETING:** Hoover, Vestavia Hills, Mountain Brook, Homewood, Pelham, Helena, Alabaster, Chelsea, Calera, Trussville, and Greystone community and neighborhood groups; Birmingham-area home improvement, real estate, and homeowner groups; Jefferson and Shelby County neighborhood watch and community pages.

**BLOCK SCHEDULING NOTE:** Multiple posts in the calendar reference the 4-hour and 8-hour service block option. This is a key conversion offer for Handy Dudes and should be featured in community group shares as a value-based CTA: one visit, multiple problems solved.

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# April 2026

*Seasonal Context: Spring Home Maintenance Season | Deferred Winter Repairs | Deck and Fence Prep | Dryer Vent Cleaning*

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## **Week 1 — The Spring Home Maintenance List Every Birmingham Homeowner Should Be Working From Right Now**

**Series:** Spring Maintenance Series

**Service Tie-In:** General Home Repair / Seasonal Maintenance

### **Facebook Post Copy (Group Variant):**

*Spring is here in Birmingham — and so is the list of everything your home needs after winter. Handy Dudes helps homeowners across Hoover, Vestavia Hills, and the whole metro knock out that list in one visit. (205) 341-9500*

### **Carousel Slides:**

#### **Cover**

Spring Has Arrived in Birmingham. Here's the Home Maintenance List You Should Be Working Through Right Now.

#### **Slide 2**

Alabama winters are mild but not harmless. Temperature cycling, wind events, and rain stress caulk joints, door and window seals, exterior paint, and wood trim in ways that are not obvious until warmer weather reveals them. Spring is when deferred winter damage becomes visible and addressable.

#### **Slide 3**

Start outside. Walk the full perimeter and look at fascia boards, soffit panels, window casing, door frames, and any painted wood trim. Winter moisture causes wood to absorb water and swell. As it dries in spring, paint cracks and peels and rot begins where water has collected.

#### **Slide 4**

Check every exterior door and window for proper seal. Weather stripping that has compressed, dried, or pulled away from the frame is creating an air infiltration point that raises cooling costs throughout the summer. This is a quick repair with a significant return.

#### **Slide 5**

Inspect the dryer vent. Lint accumulation in dryer vent runs is the leading preventable cause of house fires in the United States. Spring — when the dryer has been running all winter — is the ideal time to have the vent professionally cleaned before summer heat adds to the risk.

#### **Slide 6**

Test every smoke detector and carbon monoxide detector in the home. Alabama building code requires working detectors on every level and in every sleeping area. The standard

recommendation is to replace batteries in spring and fall — and to replace the detectors themselves every ten years.

### Slide 7

Inspect window screens that have been stored or left in place through winter. Damaged screens are an open invitation for insects throughout Birmingham's long outdoor season. Spring repair of damaged screens costs a fraction of replacing them after a full season of use.

### Slide 8

The spring to-do list for most Birmingham homeowners runs long. A block of time from Handy Dudes — four or eight hours with a skilled technician — addresses multiple items in a single visit, which is more efficient and less disruptive than calling a different service for each small job.

### Slide 9

Handy Dudes serves Birmingham, Hoover, Homewood, Mountain Brook, Vestavia Hills, Pelham, Helena, Alabaster, Trussville, and communities throughout Shelby and Jefferson counties. Over 20 years of collective experience, licensed and insured, with transparent pricing and a team that cleans up before they leave.

### Slide 10

Free quote. No hassle. (205) 341-9500 | myhandydudes.com

## AI BACKGROUND IMAGE PROMPT

Square 1:1 aspect ratio. Exterior of a well-maintained suburban home in Birmingham, Alabama on a clear spring morning. The home has brick or hardie board siding, mature trees beginning to leaf out, and a neatly kept lawn. Photographed from a slight angle showing the front corner and one side elevation. Bright, natural daylight. Photorealistic documentary style, no people. The home and landscape are fully detailed and visible only in the rightmost third of the image. A wide, gradual linear gradient begins at the right edge of the image and flows leftward, transitioning slowly and softly from full photographic detail into solid deep forest green (#1A4A28). The gradient reaches complete opacity — full solid green with no image visible beneath — by the time it reaches 60% from the left edge, leaving the entire left three-fifths of the image as a clean, flat, solid color field. The transition across the right third is gentle with no hard lines or visible banding.

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## Week 2 — Deck and Fence Season Is Here: What Birmingham Homeowners Need to Do Before Summer

**Series:** Outdoor Living Series

**Service Tie-In:** Deck Repair / Deck Staining / Fence Repair

### Facebook Post Copy (Group Variant):

*Deck and fence season in Birmingham starts now — and the wood repairs that get done in April hold up through the summer in a way that July repairs simply don't. Here's what Handy Dudes wants every homeowner to know. (205) 341-9500*

## **Carousel Slides:**

### **Cover**

Deck and Fence Season in Birmingham Starts Now. Here's What to Address Before Summer Gets Here.

### **Slide 2**

Spring is the window for deck and fence work in Birmingham. The wood has dried from winter moisture, temperatures are moderate enough for proper stain and sealer adhesion, and summer entertaining season has not yet arrived. Work done in April lasts. Work deferred until July competes with heat and humidity that compromise finishes.

### **Slide 3**

Start with a board-by-board structural inspection. Probe every decking board and joist end with a screwdriver. Sound wood resists the probe. Soft, spongy resistance indicates rot that has advanced beyond surface treatment. Rotted boards need replacement before any finishing work proceeds.

### **Slide 4**

Ledger board attachment is the most critical structural element on an attached deck. The ledger connects the deck to the house framing. Inadequate flashing at this connection allows water intrusion that rots both the ledger and the house band joist behind it — a structural failure that is expensive to repair once established.

### **Slide 5**

Deck stain versus sealer: transparent sealers preserve the wood's natural appearance but require more frequent reapplication. Semi-transparent and solid stains provide better UV protection and longer recoat cycles. For Birmingham's intense summer sun and humidity, a quality semi-transparent stain is typically the right balance of appearance and protection.

### **Slide 6**

Fence repair follows the same priority logic as deck repair. Post bases are the first failure point — ground contact accelerates rot even in pressure-treated lumber. A fence that leans noticeably has a compromised post. Straightening the fence without replacing the post only delays the inevitable.

### **Slide 7**

Privacy fence boards that are cupping, splitting, or pulling away from rails allow wind to catch the fence and amplify load on the remaining sound structure. Spring is the time to replace individual damaged boards before a summer storm converts a maintenance issue into a complete fence section replacement.

### **Slide 8**

Handy Dudes handles deck inspection, board replacement, structural repairs, power washing, and stain and sealer application throughout the Birmingham metro area. The team brings the tools, the materials knowledge, and the experience to address deck and fence issues in a single scheduled visit.

## Slide 9

Handy Dudes serves Birmingham area homeowners with deck and fence work from their Birmingham office. The team has over 20 years of collective experience in carpentry repairs, outdoor structures, and wood restoration across Jefferson and Shelby counties.

## Slide 10

Free quote. Get the deck ready before summer. (205) 341-9500 | myhandydudes.com

## AI BACKGROUND IMAGE PROMPT

Square 1:1 aspect ratio. Close-up view of a wooden backyard deck in Birmingham, Alabama in early spring. Weathered pressure-treated decking boards with visible grain and slight surface graying from winter exposure. A wooden privacy fence is visible in the background, slightly out of focus. One section of railing is shown. Warm afternoon light coming from the right side. Photorealistic, no people, no furniture. The deck and fence are fully detailed and visible only in the rightmost third of the image. A wide, gradual linear gradient begins at the right edge of the image and flows leftward, transitioning slowly and softly from full photographic detail into solid deep forest green (#1A4A28). The gradient reaches complete opacity — full solid green with no image visible beneath — by the time it reaches 60% from the left edge, leaving the entire left three-fifths of the image as a clean, flat, solid color field. The transition across the right third is gentle with no hard lines or visible banding.

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## Week 3 — Dryer Vent Cleaning: The Home Safety Item Birmingham Homeowners Keep Skipping

**Series:** Home Safety Series

**Service Tie-In:** Dryer Vent Cleaning / Vent Repair

### Facebook Post Copy (Group Variant):

*Dryer vent fires are the most preventable house fire in America — and most Birmingham homeowners have never had theirs cleaned. Here's what Handy Dudes wants every family to know. (205) 341-9500*

### Carousel Slides:

#### Cover

This Is the Home Safety Item Most Birmingham Homeowners Skip — and It's One of the Leading Causes of House Fires.

#### Slide 2

The U.S. Fire Administration reports that dryers cause approximately 2,900 house fires annually, with lint accumulation in the vent run as the primary cause. In Alabama's humid climate, lint binds more readily and packs more densely than in drier climates — making regular cleaning especially critical.

### Slide 3

Signs that your dryer vent needs cleaning: clothes taking longer than one cycle to dry fully, the dryer running hot to the touch on the exterior, the laundry room feeling unusually warm during operation, and a burning or musty smell during or after a drying cycle.

### Slide 4

Vent run length and configuration determine cleaning frequency. A short, straight run to an exterior wall needs cleaning once per year. A longer run with one or more elbows — common in Birmingham homes where the laundry room is in the interior — collects lint faster and may require cleaning twice per year.

### Slide 5

The exterior vent cap is a commonly missed element of dryer vent maintenance. Louvers that are stuck closed or partially blocked by debris restrict airflow even when the interior run is clean. Replacing a damaged vent cap is a quick fix that meaningfully improves system function and safety.

### Slide 6

Gas dryers present an additional hazard when vent runs are restricted. Blocked venting can push combustion byproducts — including carbon monoxide — back toward the appliance and into the living space. Carbon monoxide poisoning from a blocked gas dryer vent is rare but documented and entirely preventable.

### Slide 7

Birds frequently nest in dryer vent runs that terminate in accessible locations. A nest inside the vent run is a fire hazard and a pest introduction risk. If your dryer performance has degraded suddenly in spring, a bird nest in the vent run is worth checking before assuming an appliance problem.

### Slide 8

Professional dryer vent cleaning takes 30 to 45 minutes. The technician clears the full run from the appliance connection to the exterior cap, inspects the vent cap, checks elbow connections for proper seal, and confirms airflow is restored. This is a service with direct fire safety and energy efficiency implications.

### Slide 9

Handy Dudes provides dryer vent cleaning and repair throughout the Birmingham metro, Hoover, Homewood, Vestavia Hills, Mountain Brook, Pelham, Helena, and surrounding communities. Licensed, insured, and transparent in pricing — the kind of service Birmingham families should have on call for safety and maintenance needs.

### Slide 10

Schedule dryer vent cleaning this spring. (205) 341-9500 | [myhandydudes.com](http://myhandydudes.com)

## AI BACKGROUND IMAGE PROMPT

Square 1:1 aspect ratio. A residential laundry room in a Birmingham-area home, photographed from a mid-distance angle showing a front-load dryer against a wall. The flexible silver vent hose connects the dryer to the wall. The scene is clean and well-lit with soft interior lighting. Photorealistic, no people. Focus on the dryer and vent connection. The dryer and vent are fully detailed and visible only in the rightmost third of the image. A wide, gradual linear gradient begins at the right edge of the image and flows leftward, transitioning slowly and softly from full photographic detail into solid deep forest green (#1A4A28). The gradient reaches complete opacity — full solid green with no image visible beneath — by the time it reaches 60% from the left edge, leaving the entire left three-fifths of the image as a clean, flat, solid color field. The transition across the right third is gentle with no hard lines or visible banding.

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## Week 4 — Plumbing Leaks: What Birmingham Homeowners Should Inspect Every Spring

**Series:** Spring Maintenance Series

**Service Tie-In:** Plumbing Leak Detection / Faucet Repair / Toilet Repair

### Facebook Post Copy (Group Variant):

*Most Birmingham homes have at least one slow plumbing leak right now — and most homeowners won't find it until it causes visible damage. Here's what Handy Dudes recommends every spring. (205) 341-9500*

### Carousel Slides:

#### Cover

Most Birmingham Homes Have a Plumbing Leak Right Now. Here's How to Find It Before It Finds You.

#### Slide 2

A slow drip from a kitchen or bathroom faucet wastes thousands of gallons of water per year and signals a failing washer or cartridge that will eventually fail completely. Spring is an ideal time to address minor plumbing issues before summer heat accelerates both water use and mineral buildup.

#### Slide 3

Running toilets are the most common and most overlooked source of water waste in Alabama homes. A running toilet can waste up to 200 gallons per day. The simple test: place a few drops of food coloring in the tank. If color appears in the bowl without flushing, the flapper is failing and needs replacement.

#### Slide 4

Under-sink inspection is a spring task that regularly uncovers slow leaks at supply line connections and drain trap joints. Stored cleaning products and seasonal inattention allow these connections to develop drips that go unnoticed until water damage to the cabinet floor is significant.

### Slide 5

Water heater inspection: check the pressure relief valve, look for corrosion at the inlet and outlet connections, and inspect the base of the tank for rust staining or moisture. Water heaters in Birmingham homes typically have a 10 to 12 year service life — many homeowners discover end-of-life conditions only after a leak event.

### Slide 6

Outdoor faucet condition matters in spring. Freeze damage to a hose bib may not have produced an obvious leak during winter but can produce a slow weep at the packing nut as the spring season's water use increases. Check every outdoor faucet before connecting hoses for the season.

### Slide 7

Garbage disposal problems often surface in spring when increased kitchen activity follows outdoor entertaining. A disposal that hums but does not spin typically has a jammed plate — a simple reset or clearing. One that leaks from the sink flange needs remounting or replacement of the flange seal.

### Slide 8

Handy Dudes handles faucet repair and replacement, toilet repair and replacement, drain clearing, sink and disposal service, supply line replacement, and sump pump inspection throughout the Birmingham metro area. Plumbing work within the handyman scope — delivered on schedule, at transparent pricing.

### Slide 9

Handy Dudes serves Birmingham area homeowners with plumbing maintenance and repair from their Birmingham office. The team handles the scope of work that solves most household plumbing problems without the cost of a full plumbing service call.

### Slide 10

Free quote on plumbing repair. (205) 341-9500 | [myhandydudes.com](http://myhandydudes.com)

## AI BACKGROUND IMAGE PROMPT

Square 1:1 aspect ratio. Under a kitchen sink in a Birmingham-area home, photographed from slightly outside the cabinet looking in. Visible elements include chrome p-trap, braided supply lines connecting to shut-off valves, and the underside of the sink basin. A small amount of water staining or mineral deposits visible on one pipe joint to suggest a slow leak. Photorealistic, close-range documentary style, no people, warm interior lighting. The pipes and cabinet interior are fully detailed and visible only in the rightmost third of the image. A wide, gradual linear gradient begins at the right edge of the image and flows leftward, transitioning slowly and softly from full photographic detail into solid deep forest green (#1A4A28). The gradient reaches complete opacity — full solid green with no image visible beneath — by the time it reaches 60% from the left edge, leaving the entire left three-fifths of the image as a clean, flat, solid color field. The transition across the right third is gentle with no hard lines or visible banding.

Contact Fortenberry Marketing for your custom-built six-month content calendar!

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