

From Google Maps to TikTok: Adapting Local Content for Every Platform

How to make every local platform work **for you,**
not against you

Melissa Popp

Content Strategy Director, RicketyRoo

My Charity: Human Rights Campaign

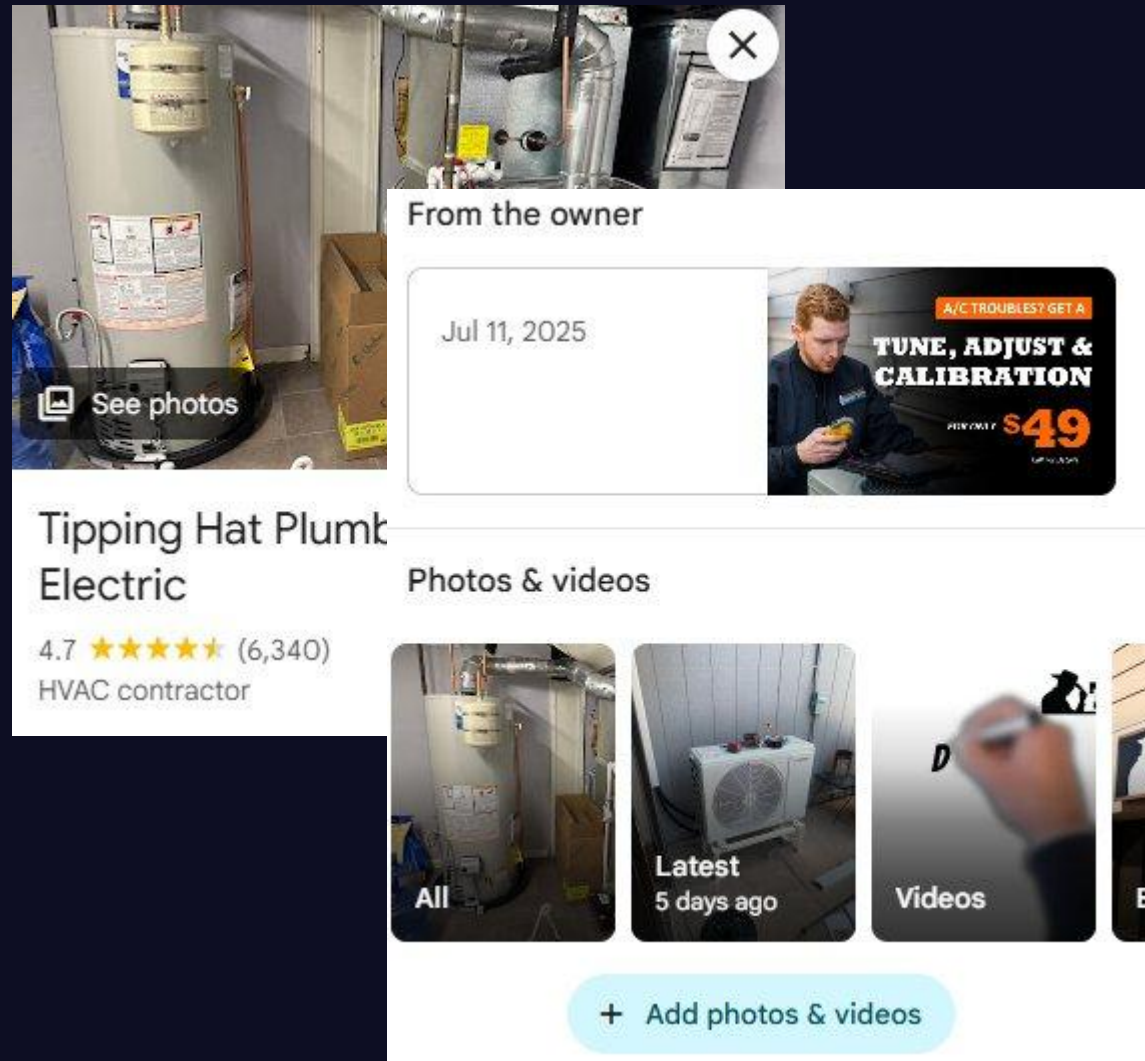
<https://www.hrc.org/>



Leading the fight for LGBTQ+ rights.

We've spent more than 40 years creating the most powerful movement for equality our country has ever seen. But despite this progress, our most marginalized are still suffering from violence, discrimination and fear. Our goal is to ensure that all LGBTQ+ people, and particularly those of us who are trans, people of color and HIV+, are treated as full and equal citizens within our movement, across our country and around the world.

Google Business Profile: Intent & Trust



M Michael T.
Highlands



"They saved us during last winter's freeze in **Denver**. They arrived within an hour of my call and fixed our burst pipes before any major damage. Will call them again!"

S Sarah L.
Capitol Hill



"Best plumbers in **Denver**! They handled our water heater replacement quickly and for a fair price. Their team was professional and cleaned up perfectly after."

Questions & Answers

? Do you handle burst pipes in winter storms?

Facebook: Community & Conversation



Front Range Fixers

Yesterday at 8:45 AM

Hey, neighbors! Got hail damage after last night's storm? We're waiving estimates this week for all Denver metro homes. Drop a photo in the comments and we'll get back to you within the hour. Our emergency teams are stationed throughout Denver, Aurora, and Lakewood for quick response times.

Update: We've already helped 27 Denver families with emergency repairs since the storm hit. Our team will be working extended hours through Sunday to make sure everyone affected gets the help they need.



Denver Neighbors Talking

JS

Jessica S. (Park Hill)

You guys fixed my basement pipe last winter in record time! Definitely recommend to anyone in Capitol Hill area.

MT

Mike T. (Lakewood)

Just sent you a pic of my roof damage. Hope you can come by this week!

RF

Front Range Fixers

Thanks Mike! Just responded to you. We'll be in touch.

Boring vs. Community-Focused

BORING: "Front Range Fixers is proud to offer plumbing services throughout the Denver area. Licensed and insured."

COMMUNITY: "Highlands neighbors! Seeing lots of frozen pipe calls this week. Here's our 3- minute DIY fix until we can get to you."

Name our newest truck — vote now!

Rocky the Repair Rig

65%

Denver Drainmaster

25%

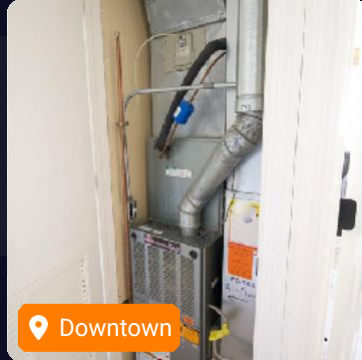
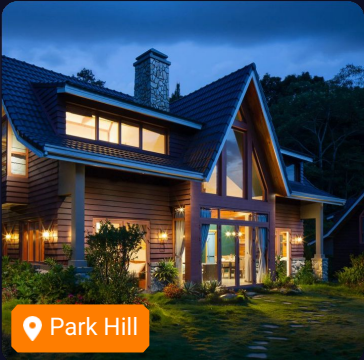
Instagram: Visual Storytelling



Instagram Success Factors

- 📷 Show real team members in action
- 📍 Geo-tag every Denver post
- 🖼️ Before & after transformations
- 🏛️ Tag local Denver landmarks

Stories that connect:



Real vs. Stock: The Trust Test

REAL TEAM



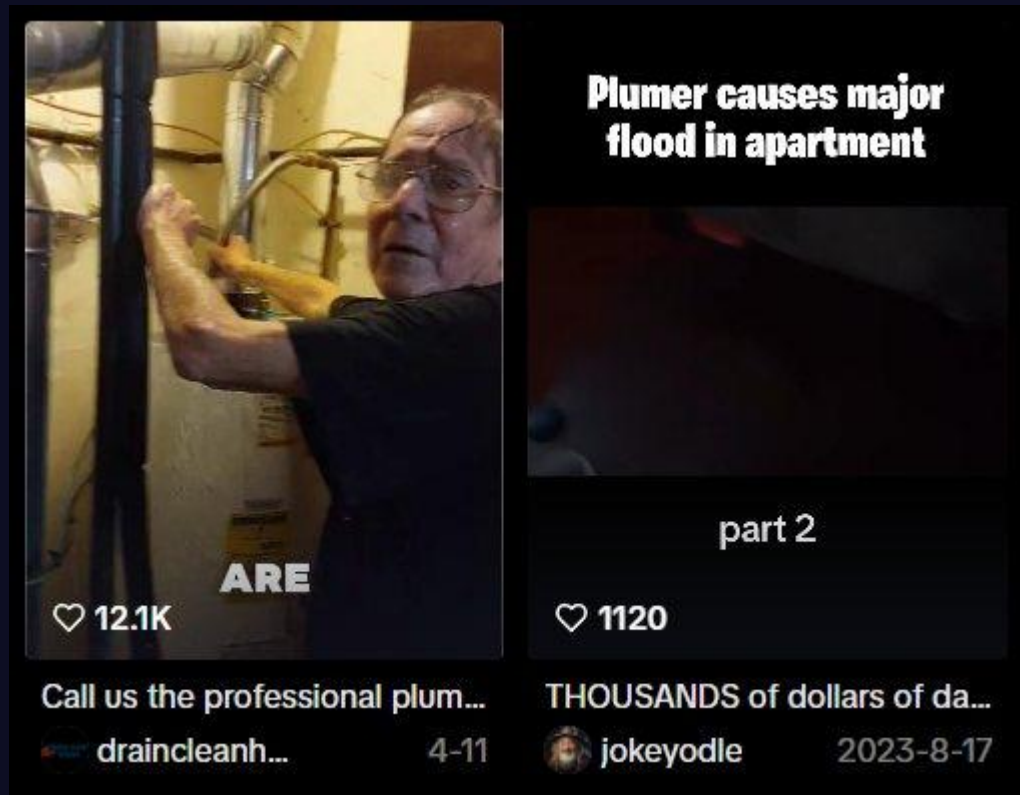
Denver plumber fixing pipes during snowstorm

STOCK PHOTO



Generic wrench image with no local connection

TikTok: Micro-Moments & Authenticity



#PlumberFail #EpicFail ...
#InstantRegret ...

The TikTok Advantage

- ⚡ Fast, scrappy videos win over polished productions
- 🕒 Race against time repairs become micro-moments
- 😄 Show outtakes and team jokes, even embarrassing ones
- 📍 Tag landmarks and use local slang

Repurposing Without Recycling

Bad Repurpose

Copy-paste = **identical content**

📍 Protect your pipes from winter freezing ~~×~~. Call our Denver plumbers today!

f Protect your pipes from winter freezing ~~×~~. Call our Denver plumbers today!

📷 Protect your pipes from winter freezing ~~×~~. Call our Denver plumbers today!

🎵 Protect your pipes from winter freezing ~~×~~. Call our Denver plumbers today!

Smart Repurpose

One idea, **four voices**



Google Business Profile

Winter pipe protection FAQ and customer photos from last year's freeze



Facebook

"Remember the 2022 freeze?" post asking for local tips in comments



Instagram

Timelapse Reel of crew wrapping pipes with Denver snow in background



TikTok

Quick "What NOT to do" demo with self-deprecating humor

Real World Example: Denver Plumber Case

Water Heater Repair Special

Platform	Goal	Unique Angle	Unique Angle
Google Business Profile	Emergency service visibility & trust	Emergency water heater service: Denver + updated weekend hours + recent job photos	Urgency & service readiness signals
Facebook	Community engagement & relatability	Live video from a snowy driveway: "Here's what a broken heater looks like at 8am in Lakewood "	Real-time connection with neighborhood context
Instagram	Visual education & brand aesthetics	Carousel post: "Top 3 things Denver homeowners miss on their water heaters"	Educational value with visual demonstrations
TikTok	Entertainment & authenticity	Watch us replace a busted water heater in under 3 minutes. Guess how cold that basement was...	Challenge/humor aspect with time-lapse excitement

Other Local Platforms: Beyond The Big Four

Each platform has its own local content ecosystem so adapt accordingly



Nextdoor

Hyper-Local Neighborhood Focus

- Post as a neighbor first, business second
- Share specific neighborhood-level advice
- Reference exact streets and local landmarks for maximum engagement



Yelp

Review Ecosystem Strategy

- Respond to every review; positive ones build credibility, negative ones show accountability
- Feature neighborhoods in your business description
- Add local event-specific service offerings



LinkedIn

Professional Community Builder

- Share team expertise with location-specific challenges
- Connect with other local businesses and tag them in relevant updates
- Post local industry insights and trends



YouTube

Searchable Visual Education Hub

- Create how-to videos
- Optimize titles and descriptions with neighborhood names for local search
- Showcase projects with local landmarks visible in background

Your Repurposing Playbook

1

Start with audience intent

Who's scrolling? What do they want: Info, inspo, or a good laugh?

2

Pick your hero asset

Video, testimonial, killer before and after transformation

3

Tweak tone and format

Each platform needs a unique approach.

4

Add local flavor

Double-check: Do you actually sound like where you're located?

⚠ MISTAKE ALERT

- ✗ Overusing stock photos
- ✗ Skipping geo-tags and location indicators
- ✗ Letting "About" page do all the heavy lifting
- ✗ Using same image across platforms
- ✓ Custom-fit every message, every channel

Key Takeaways

✓ DO

- ✓ Localize everything, this builds trust between you and your community
- ✓ Let real team members shine, not just your logo
- ✓ Show fails, repairs, and human stories
- ✓ Geo tag every post and location reference

✗ DON'T

- ✗ Paste reviews as posts, always add context, respond, invite conversation
- ✗ Use the same photo or video across platforms, people notice
- ✗ Skip geo tags and local mentions, they're essential
- ✗ Let your About page do all the heavy lifting

Want to **learn** more?



Be real, be specific, and give your audience something **worth talking about**