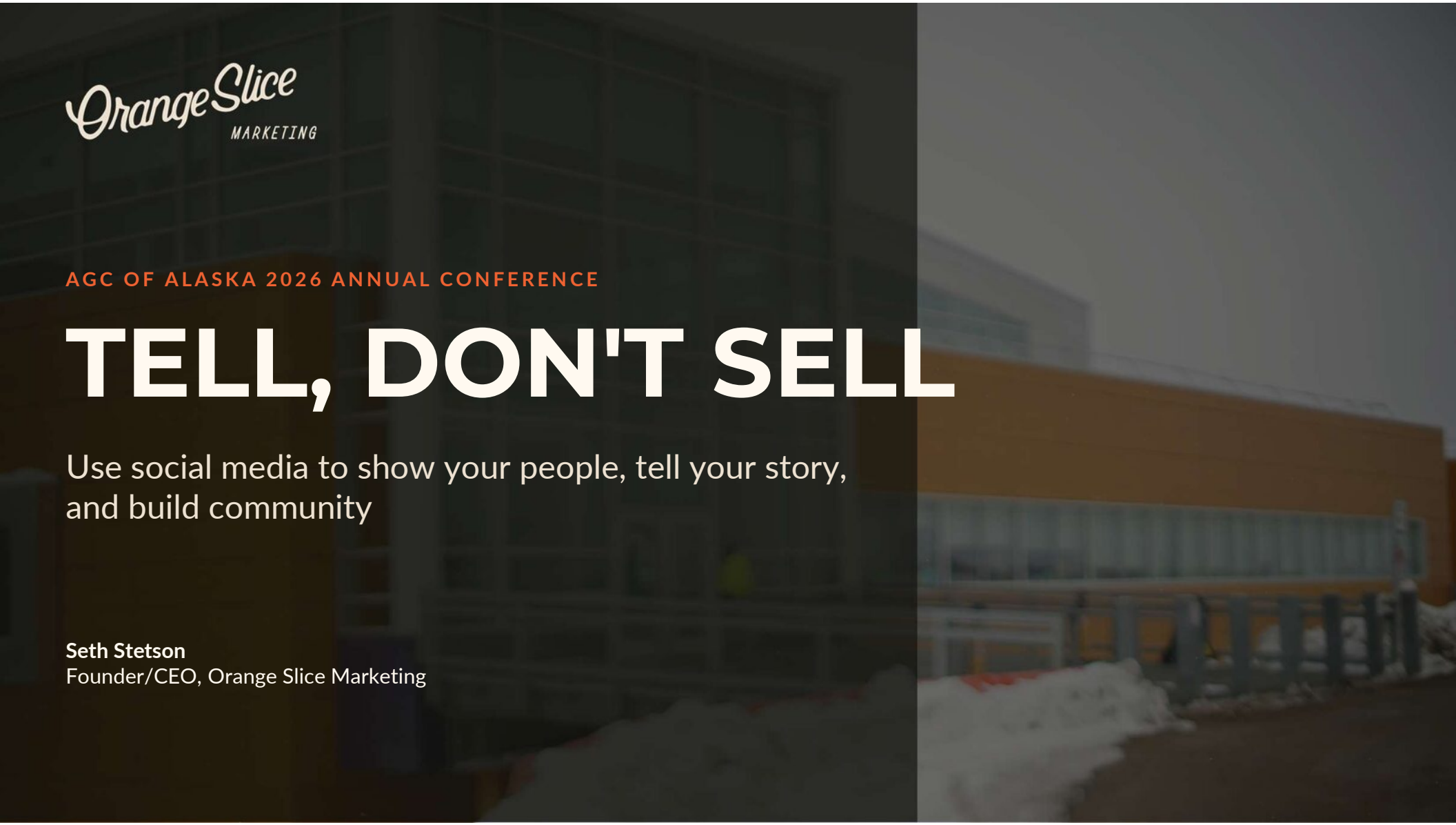

Orange Slice MARKETING

AGC OF ALASKA 2026 ANNUAL CONFERENCE

TELL, DON'T SELL

Use social media to show your people, tell your story, and build community

Seth Stetson
Founder/CEO, Orange Slice Marketing

WHO IS TALKING

HI, I'M SETH

Anchorage native

More than two decades of marketing experience, all of it learned in Alaska.

Skinny Raven Sports

Over a decade leading sales and marketing.

Kaladi Brothers Coffee & family

Director of marketing and business development for the company behind Kaladi Brothers, Rustic Goat, Black Cup, and Silverhook Coffee.

Orange Slice Marketing

Founded in 2020. A local team and systems that help Alaska businesses, including contractors, turn good work into real results.



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Most people scroll past a sales pitch.

They stop for people and stories they recognize.

Today: what to post, who it is for, and how to keep it going without adding another full-time job.

WHAT YOU WILL WALK AWAY WITH

TODAY, IN FIVE PARTS AND A PLAN

01 **Why it matters**
A busy market, and how owners and job seekers pick a shortlist.

02 **Spot your stories**
Every milestone, every person, every job. What good posts look like.

03 **Capture the content**
How to get your crew sending photos, and how to reward them.

04 **Share it**
Who to talk to, where to post, how often, and scheduling.

05 **Learn and repeat**
What did well, why, and how to do more of it.

06 **Your first 30 days**
A simple plan to take back to the office.

Plus 10 minutes at the end for your questions.

BUSY YEAR. LOTS OF COMPETITION FOR WORK AND FOR PEOPLE.

$6.7B

Alaska construction spending in 2026. Private projects were 56% of it.

Sharply higher

Anchorage building permits and permit values in 2026.

92%

Share of contractors nationally who report trouble filling craft positions.

When everyone is busy, the companies people already know get the first call, from owners and from job seekers.

Source: AGC of Alaska 2026 Construction Spending Forecast (McKinley Research Group); AEDC 2026 Economic Forecast; AGC 2025 Workforce Survey (national)

THE SHORTLIST IS MADE BEFORE YOU GET THE CALL

94%

of B2B buying groups had already ranked their preferred vendors before first contact.

77%

of the time, they bought from that early favorite.

Owners, developers, and GCs look you up before they invite you to bid. Your social pages are part of that research.

Source: 6sense 2025 Buyer Experience Report (4,000+ B2B buyers)

WHAT SOCIAL MEDIA CAN DO FOR A CONTRACTOR

THREE JOBS, ONE SET OF STORIES

01

Win work

Owners, developers, architects, agencies, and GCs see your track record before they meet you.

02

Win people

Job seekers see your crews, your safety culture, and what it is like to work for you.

03

Win the community

Neighbors, local leaders, and the public see the local jobs and projects behind your name.

The same post about a finished project can do all three.

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PART 2 | SPOT YOUR STORIES

YOUR JOB SITES ARE ALREADY FULL OF STORIES

The people

A superintendent with 30 years in, an apprentice's first big pour, a promotion.

The problem you solved

The tight window, the weather, the half inch of clearance.

Progress

Same spot, every two weeks. People love watching something get built.

Safety

What your crew does every day so everyone goes home.

History and values

Why the company started, what you will not compromise on.

Community

Local hires, sponsorships, the school or clinic your work made possible.

PART 2 | SPOT YOUR STORIES

EVERY MILESTONE IS A STORY

Even the slow parts count. A permit or funding approval is a story if you say what it means for people.

INSTEAD OF "Phase 1 permit approved."

TRY "Phase 1 is a go. Our crews break ground in May, and families will have care closer to home by next winter."

POSTABLE MOMENTS ON EVERY PROJECT

- Contract award
- Permit approved
- Groundbreaking
- Big milestones
- Ribbon cutting
- One year later

TURN TO YOUR NEIGHBOR | 2 MINUTES

What is one thing your crew did this year that nobody outside your company knows about?

That is your next post.

PART 2 | SPOT YOUR STORIES

PUT A PERSON IN EVERY STORY

A person

Who did the work? Use their name and their face.

+

The project

What did they build, fix, or finish?

+

The capability

What it proves you can do: remote jobs, tight timelines, occupied buildings.

+

The value

Why it matters to the client, patient, or neighbor.

Ray checked the dust barriers every morning **on a hospital job that never closed**. That is **how we build in occupied buildings**: **patients breathed clean air and nobody got hurt.**

People look at the photo before they read a word. A face they know is what makes them stop.

DONE RIGHT VS. NOT SO GREAT | 1 OF 3

A FINISHED PROJECT

BEFORE: EASY TO SCROLL PAST

PPB **Ptarmigan Peak Builders**
June 2025

Another one in the books! Great job team. #construction #alaska #proud



9 reactions

AFTER: WORTH STOPPING FOR

PPB **Ptarmigan Peak Builders**
June 2025

Meet the crew who brought a new MRI to a remote Alaska hospital. No road and no winter barge, so they flew it in on a C-130 and had it running inside a seven-day window. Nice work, Tasha, Ray, Joe, and team. Hard place, hard deadline: that is our kind of job.



214 reactions | 31 comments | 48 shares

WHAT CHANGED

Faces first
People look at the photo before they read a word.

Names the crew
They share it. So do their families.

Shows what you can do
Remote logistics and a seven-day window.

Ends with the value
Tells the next owner why to call you.

Example based on real client work. Company, names, and photos are illustrative.

DONE RIGHT VS. NOT SO GREAT | 2 OF 3

SAFETY

BEFORE: EASY TO SCROLL PAST

PPB **Ptarmigan Peak Builders**
Safety Week

Safety first! Always. #safetyweek #construction #safetymatters



6 reactions

AFTER: WORTH STOPPING FOR

PPB **Ptarmigan Peak Builders**
Safety Week

This is Ray, our superintendent on a hospital job that stayed open the whole time. Every morning he checked the dust barriers and air scrubbers that keep patients breathing clean air. Four months, zero lost-time incidents. That is how we build in occupied buildings.



132 reactions | 18 comments | 9 shares

WHAT CHANGED

A real photo

Ray doing the work beats a "safety first" graphic.

Plain language

"Clean air for patients," not ICRA.

Shows what you can do

Working in occupied buildings is a selling point.

Proof

Zero lost-time incidents.

Example based on real client work. Company, names, and photos are illustrative.

DONE RIGHT VS. NOT SO GREAT | 3 OF 3

HIRING

BEFORE: EASY TO SCROLL PAST

Ptarmigan Peak Builders
Now hiring

We're hiring! Multiple positions available. Apply on our website.



4 reactions

AFTER: WORTH STOPPING FOR

Ptarmigan Peak Builders
Now hiring

Dana started with us as a summer intern. Today she runs hospital jobs across rural Alaska. In her words: "We don't just build in a community. We build with it." We are hiring project engineers who want to grow like Dana. Link in the comments.



96 reactions | 22 comments | 14 shares

WHAT CHANGED

A real person
A face beats a "We're hiring" graphic.

A career path
Shows where the job can take you.

Values in her words
Her quote says what the company believes.

One clear ask
Which role, with the link in the comments.

Example based on real client work. Company, names, and photos are illustrative.

WHAT THE GOOD EXAMPLES HAVE IN COMMON

YOU HAVE ABOUT THREE SECONDS

Lead with the point	Put the most interesting thing in the first line or first second of video.
Show real people	Your crew, by name. People trust faces they recognize.
Keep it local	Your town, your project, your people. Close to home lands best.
Skip the jargon	Write it the way you would explain it at a barbecue.
Stay hopeful	People tune out anger and complaints. Give them something to root for.

PART 2 | SPOT YOUR STORIES

FEEL. THINK. DO.

Feel

How should people feel when they see your company?

"These are good people."

Think

What should they believe about you?

"They know what they are doing, and they would be easy to work with."

Do

What one action should they take?

"Invite them to bid." "Apply." "Tell a friend."

Take one minute and write yours down. Then check every post against it.

PART 3 | CAPTURE THE CONTENT

LET YOUR CREW BE YOUR PHOTOGRAPHERS

01

One place to drop photos

A shared album or a QR code upload page. No app, no login, no chasing people.

02

A monthly drawing

Every photo is an entry. A random winner gets a $50 gift card. Random beats best, so everyone plays.

03

Credit and reward

If we use your photo, you get company swag and a shout-out by name.

04

Make it part of the job

Each foreman snaps 2 to 3 photos or one 30-second video per site, every week.

WHAT TO SNAP

- People doing the work
- Team photo at every milestone
- Before and after
- The coolest detail, up close
- Early mornings, crew lunches, the weather

Already paying a photographer or drone pilot on a job? Ask for the right to post their shots.

Make photos easy to send and fun to share, and you will never run out of posts.

PART 4 | SHARE IT

KNOW WHO NEEDS TO HEAR IT

Business to business

Commercial, civil, industrial, government work

- Owners and developers
- Architects and engineers
- GCs and subs
- Agencies and Native corporations

Start with LinkedIn

Business to consumer

Residential, remodel, specialty trades

- Homeowners
- Property managers
- Neighbors and referrals
- People searching “near me”

Older: Facebook and Google

Younger: TikTok and YouTube

Future employees

Everyone who is hiring (so, everyone)

- Apprentices and students
- Experienced craft workers
- Their families
- Career changers

Older: Facebook and Instagram

Younger: TikTok and YouTube

Source: iHire State of Online Recruiting 2025

PART 4 | SHARE IT

WHERE TO SHOW UP, AND HOW TO SOUND

Platform	Who is there	What to post	How to sound
LinkedIn	Owners, developers, design teams, office hires	Project wins, lessons learned, people and promotions	Professional. Technical detail is welcome.
Facebook	Your community, crews' families, local job seekers	Crew shoutouts, community work, hiring posts	Neighborly and warm
Instagram	Younger workers, homeowners, design-minded clients	Progress photos, before and after, short video	Visual and quick
TikTok and YouTube Shorts	The next generation of trades workers	Day on the job, skills, behind the scenes	Fun, real, unpolished
Google Business Profile	Anyone who searches your name	Project photos, updates, reviews	Short and factual

PART 4 | SHARE IT

ONE PROJECT, A DOZEN POSTS

Award › Groundbreaking › Progress › Crew spotlight › Safety moment › **Finished project** › One year later

THEN CUT EACH STORY INTO DIFFERENT FORMATS

15-second video

Instagram, Facebook, TikTok

Photo and story

LinkedIn, Facebook

Hiring post

Facebook, Instagram

Project page

Your website and Google

Award entry

AGC Excellence in Construction, bids, proposals

Same story, many uses. You are not making more content. You are getting more out of the work you already did.

PART 4 | SHARE IT

CONSISTENCY BEATS VOLUME

4.5x

more engagement per post for accounts that posted at least once a week for 20+ weeks, compared with accounts that posted in four weeks or fewer.

What this means for you

- One good post a week beats five rushed ones.
- Going quiet for a month costs you more than a so-so post.
- Pick a pace you can keep for six months.

Source: Buffer consistency study (100,000+ accounts, 26 weeks)

PART 4 | SHARE IT

ABOUT 30 MINUTES A WEEK, SPLIT THREE WAYS

EVERY WEEK

In the field

Snap 2 to 3 photos or one 30-second video per site.

ONCE A MONTH

In the office

Write and schedule four posts.

ONCE A MONTH

The owner

Approve them in one sitting.

Write it down: who owns each step, and what day it happens.

PART 4 | SHARE IT

WHAT THE APPS AND SEARCH ENGINES REWARD

Showing up regularly	Accounts that go quiet lose reach. A steady weekly post keeps you in the feed.
Real conversation	Comments and shares count more than likes. Reply to every comment.
Keeping people on the app	Upload photos and video directly. Put links in the comments, not the post.
Matching info everywhere	Same company name, phone, website, and logo on every profile. It helps Google connect the dots.
Fresh photos on Google	Recent project photos and updates on your Google Business Profile help when people search your name or your trade.

PART 5 | LEARN AND REPEAT

LIKES ARE NICE. THESE PAY THE BILLS.

Calls and emails

that mention a post

Bid invitations

from owners and GCs who found you

Job applications

Ask “Where did you hear about us?”

Website visits

from social, in your website stats

The right followers

Owners, PMs, and future hires, not just friends

These are the numbers that matter. Check them once a month.

PART 5 | LEARN AND REPEAT

RINSE AND REPEAT

01

Look back

Once a month, pull your top three posts and your bottom three.

02

Ask why

Was there a person in it? A real photo? A local story? A clear ask?

03

Do more of it

Plan next month around what worked.

04

Skip the rest

Stop posting what nobody stops for.

Once a quarter, step back: which platforms and story types bring calls, bids, and applications?

TAKE THIS BACK TO THE OFFICE

YOUR FIRST 30 DAYS

WEEK 1

Clean up

Pick the two platforms that fit your audience. Update logo, phone, website, and a real crew or project photo.

WEEK 2

Set up

Name one owner for social. Create a shared photo folder. Ask the field for three photos a week.

WEEK 3

Schedule

Write four posts, one per week, from the six story types. Schedule them all at once.

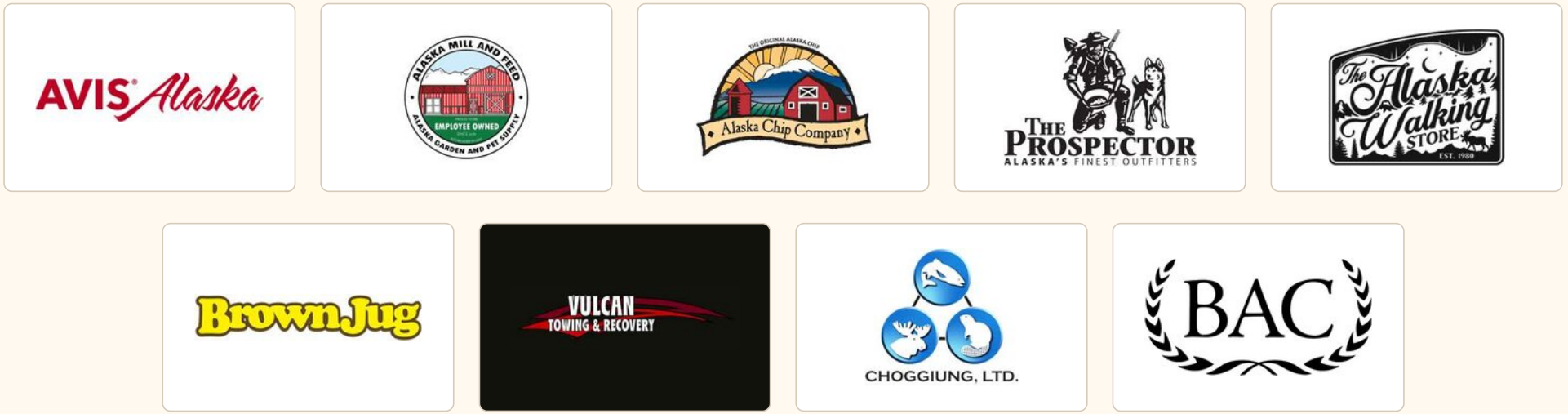
WEEK 4

Look back

What got comments, calls, or applications? Do more of that next month.

SEE IT IN ACTION

WANT EXAMPLES OF WHAT WE TALKED ABOUT TODAY?



Look up the social pages of these Alaska organizations. Because of our work, they stand out, get found, and get remembered.

Orange Slice MARKETING

Questions?

Want a second set of eyes on your social pages? I am happy to do a free 15-minute social checkup for anyone here.

Seth Stetson
Founder/CEO, Orange Slice Marketing
seth@orangesliceak.com
907-575-7384
orangesliceak.com

Scan to book your free checkup