

The Home Watch Photo & Video Content Guide

Turn the Work You're Already Doing Into Authentic Marketing Content

As a Home Watch professional, you already have content happening around you every day.

The homes you visit.
The things you notice.
The problems you prevent.
The weather you're dealing with.
The communities you serve.
And most importantly, **you doing the work.**

You don't need professional photo shoots or complicated videos to create effective marketing content.

In fact, authentic photos and videos from your actual day-to-day work can often tell your story better than another perfectly designed graphic.

This guide will help you know **what to capture, how to capture it, what to avoid, and how to turn a few minutes of content gathering into weeks of marketing material.**

1. Why Real Photos Matter

Home Watch is built on trust.

A homeowner isn't simply hiring a company to perform a checklist. They're trusting a real person to enter, inspect, and help protect their home while they're away.

Your marketing should help them see the people behind the business.

It's easy for a Home Watch social media page to become filled with:

- Beautiful homes
- Pools
- Palm trees
- Landscapes
- Stock photography
- Designed graphics

Those can absolutely be part of your content.

But don't forget to show **yourself.**

Homeowners want to see who will actually be showing up.

Real photos and videos can help potential clients see:

- Who you are
- How you work
- What you look for
- How thorough you are
- How involved you are in your community
- The knowledge you bring to every visit
- The personality behind your business

People connect with people.

Your logo builds recognition.

Your graphics help create a professional brand.

But showing the real person behind the business helps create connection.

2. Don't Wait Until You "Need Content"

One of the easiest ways to make marketing harder is waiting until it's time to post and then asking:

"What should I post today?"

Instead, start building a **content bank**.

Create an album on your phone called:

Home Watch Content

Then, whenever you're working, attending an event, networking, or simply see something relevant to homeowners, take a picture or short video and save it there.

You don't have to post it that day.

You're simply collecting content while you're already doing the work.

Over time, you'll have a library of real photos and videos ready whenever you need them.

3. Your Home Watch Content Shot List

Not sure what to photograph?

Start here.

During a Home Watch Visit

Capture photos or short video clips of:

- You arriving for a visit
- Your vehicle or branded vehicle signage
- Walking toward a property
- Checking a front door
- Checking locks
- Looking at windows
- Inspecting for visible water issues
- Checking under sinks
- Looking around plumbing fixtures
- Checking ceilings or walls for signs of moisture
- Looking at the thermostat
- Checking indoor temperature
- Checking humidity levels
- Inspecting the HVAC area
- Looking for signs of pests
- Checking appliances when appropriate
- Checking the refrigerator or freezer when included in your service
- Inspecting a garage
- Walking the exterior of a property
- Looking at gutters or drainage areas from ground level
- Checking outdoor faucets
- Looking around a pool area
- Checking lanai or patio areas
- Looking for storm-related damage
- Noticing landscaping or irrigation concerns
- Checking for packages, mail, or flyers when included in your service
- Documenting something unusual you've discovered

You don't need to photograph everything during every visit.

Capture **one or two things** whenever it's appropriate.

Those photos add up quickly.

4. Put Yourself in the Content

This is one of the easiest ways to make your marketing stand out.

Don't make your entire page pictures of houses.

Include yourself.

Try:

- A selfie before starting your route
- A photo beside your branded vehicle
- A picture of you performing an inspection
- A photo of you checking a thermostat
- A quick video from your first stop of the day
- A picture at a networking event
- A photo with another local business owner
- A picture at your Chamber
- A team photo
- A photo celebrating a business milestone
- A quick "behind the scenes" moment

If you have employees, introduce them too.

Homeowners should be able to see the people behind the company.

5. Easy Videos You Can Record

Video does **not** have to mean a professionally produced commercial.

Some of the most useful videos can be 15–30 seconds long.

Take out your phone and talk.

Try These:

Introduce Yourself

"Hi, I'm _____ with _____ Home Watch. We serve homeowners throughout _____, and I wanted to introduce myself and tell you a little about what we do."

Before a Visit

"I'm getting ready to head into one of our Home Watch visits. Today we're checking..."

Quick Homeowner Tip

"If you're leaving your home for an extended period of time, here's one thing you may want to check before you leave..."

Something You Noticed

"I wanted to show you something we found during a recent Home Watch visit because this is a great example of why regular visits matter..."

Weather Update

"We have some pretty heavy storms expected in our area this week, so here are three things homeowners should be thinking about..."

Frequently Asked Question

"One question I get asked all the time is..."

Then answer it.

That's a post.

6. Use the "One Visit = Multiple Posts" Method

You don't need a new client visit for every piece of content.

One Home Watch visit can give you several posts.

Example:

During one visit you capture:

- Photo of yourself arriving
- Photo of a humidity monitor
- Short video explaining humidity
- Photo of something you inspected
- Exterior photo
- Quick homeowner tip

You now potentially have:

Post 1: Behind the scenes of a Home Watch visit

Post 2: Educational post about humidity

Post 3: Short educational video

Post 4: "What do we actually check during a Home Watch visit?"

Post 5: Seasonal homeowner reminder

Post 6: Why professional Home Watch matters

One visit.

Several pieces of content.

7. Capture Vertical Video

When you're recording quick videos for social media, **vertical video is usually the most versatile format.**

Hold your phone upright.

Vertical videos work well for:

- Facebook Reels
- Instagram Reels
- Stories
- YouTube Shorts
- Short-form video content

Keep clips short.

You don't always need to speak on camera either.

Capture 5–10 second clips of:

- Walking toward a home
- Checking a thermostat
- Opening a cabinet
- Inspecting an area
- Looking at a pool
- Walking around an exterior
- Checking equipment

Several short clips can later be combined into one video.

8. Your Photos Don't Have to Be Perfect

You don't need expensive equipment.

Your phone is enough.

Before taking the photo:

- Wipe your camera lens
- Look at what's in the background
- Use natural light when possible

- Avoid extremely dark photos
- Hold your phone steady
- Take several versions
- Move closer instead of relying heavily on digital zoom
- Make sure the subject of the photo is clear

And remember:

Authentic doesn't mean careless.

A real photo can still look professional.

9. Mix Up Your Visuals

Your page shouldn't look like the same post repeated 30 times.

Create visual variety.

Mix:

- Real photos
- Branded graphics
- Videos
- Reels
- Team photos
- Client testimonials
- Educational graphics
- Community photos
- Checklists
- Seasonal reminders
- Behind-the-scenes content

Also vary the layout and format.

If every graphic uses the exact same template, placement, and design, people can begin scrolling past it without even realizing it.

Give them something different to notice.

10. Show Your Community

Your content doesn't always have to happen inside a client's home.

Home Watch is a **local business**.

Show the community you serve.

Take photos when you're:

- Attending Chamber events
- Networking
- Visiting another local business
- Sponsoring an event
- Volunteering
- Attending community events
- Meeting with referral partners
- Supporting a local organization

And remember to **tag the businesses and organizations involved**.

If you're attending a Chamber event, tag the Chamber.

If you're meeting with a Realtor, tag their business.

If you're supporting another local company, tag them.

They may engage with or share your post, introducing your business to their audience as well.

11. Stay Relevant to Your Area

Some of your strongest content will come from what's happening **right now** where you live.

Watch for:

- Hurricanes
- Tropical storms
- Freezing temperatures
- Heavy rain
- Extreme heat
- Seasonal resident arrivals and departures
- Local events
- Holiday weekends

- Local construction
- Seasonal maintenance concerns
- Community news relevant to homeowners

Ask yourself:

"What are homeowners in my area thinking about today?"

Then create content around that.

Relevant content gives people a reason to stop scrolling.

12. Protect Your Clients' Privacy

This is extremely important.

Your content should never compromise the security or privacy of the homeowners who trust you.

Before posting anything from a client's property, consider what someone could learn from the image.

Avoid Showing:

- House numbers
- Street signs that reveal the location
- Alarm systems or security codes
- Keys
- Lockbox codes
- Garage codes
- Client documents
- Mail with visible names or addresses
- Vehicle license plates
- Personal photographs
- Financial information
- Computer screens
- Calendars showing travel dates
- Valuable items
- Security camera placement when that could create a security concern
- Anything indicating exactly when a homeowner is away

When in doubt...

Don't post it.

13. Get Permission

Your client relationship always comes first.

If a property will be clearly recognizable or you're unsure whether an image is appropriate to share, ask permission.

Consider including a simple photo/media permission option in your client paperwork if you regularly create content during visits.

Clients should always understand what they are agreeing to.

And if someone says no?

Respect it.

There will always be another content opportunity.

14. You Don't Have to Identify the Client

You can tell a great story without saying:

"Today we were at the Smith family's home at..."

Instead, say:

"During a recent Home Watch visit..."

or

"Here's something we recently discovered during a routine visit..."

or

"One of our recent visits was a great reminder of why we always check..."

The lesson is what matters.

Not whose home it happened in.

15. Turn Everyday Situations Into Educational Content

Some of your best content is already happening.

Did you find:

- A leak?
- High humidity?
- An HVAC issue?
- Pest activity?
- Storm damage?
- An open window?
- A malfunctioning appliance?
- A plumbing concern?
- An unexpected package?
- Something unusual outside?

Don't just think:

"Problem solved."

Also think:

"Is there something homeowners could learn from this?"

You don't have to scare people.

Educate them.

Explain:

- What happened
- Why it mattered
- What you noticed
- What action was taken
- What homeowners can learn from it

You're showing your expertise without having to say:

"We're experts."

16. Create a Monthly Content Capture Routine

Make content collection part of your normal routine.

Once a Month:

Choose one day to intentionally capture:

- 5–10 general Home Watch photos
- 3–5 photos of yourself
- 3 short educational videos
- 5–10 short B-roll video clips
- 1 community photo
- 1 team or personal photo
- 1 seasonal piece of content

You don't have to post everything immediately.

Save it.

Now you have content available throughout the month.

17. Your 15-Minute Content Challenge

Don't overthink this.

Sometime this week, set a timer for **15 minutes**.

Capture:

3 Photos

- One of yourself
- One showing what you do
- One showing your community

2 Short Videos

- One quick homeowner tip
- One behind-the-scenes clip

1 Introduction Video

Simply say:

"Hi, I'm _____ with _____ Home Watch. We serve _____ and help homeowners have peace of mind while they're away."

That's it.

You now have enough material to create several different posts.

18. 30 Content Shots to Save

Use this list whenever you need inspiration.

1. You beside your vehicle
2. You walking toward a property
3. Checking a door
4. Checking a window
5. Thermostat
6. Humidity reading
7. Sink inspection
8. Plumbing fixture
9. Ceiling inspection
10. HVAC area
11. Exterior walk
12. Pool area
13. Patio or lanai
14. Storm preparation
15. Post-storm inspection
16. Package collection
17. Seasonal maintenance item
18. Team member working
19. Team photo
20. Networking event
21. Chamber event
22. Local business visit
23. Community event
24. Quick selfie
25. Educational video
26. Frequently asked question video
27. Behind-the-scenes clip
28. Client testimonial graphic
29. Branded educational graphic
30. Something interesting from your workday

19. Before You Post: Quick Check

Before publishing a photo or video, ask:

- Is anything private visible?
- Can someone identify the client's address?
- Am I accidentally showing security information?
- Do I have permission if it's needed?
- Does this actually help tell the story of my business?
- Is the photo clear?
- Does the caption provide value?
- Does this sound like me?

- Is it relevant to the homeowners I serve?
- Have I tagged any appropriate local businesses or organizations?

If you're comfortable with those answers...

Post it.

20. Remember: You Are Part of the Brand

You can have a beautiful logo.

You can have professional graphics.

You can have a great website.

But Home Watch is personal.

Your clients are trusting **you**.

Let them see you.

Let them hear you.

Let them see the work you're doing.

Let them see your knowledge.

Let them see your community involvement.

And let them see the heart behind your business.

You don't need to create a perfect version of your company online.

You need to create an **honest, professional, consistent picture of the people behind it.**

Show up. Stay visible. Be helpful. And let people get to know the person behind the business.