

## **SPECK USA Social Media Posts for Facebook and Instagram**

Backyard Reinvention 2022 Social Media Campaign

Inspiring families to imagine the year-round potential of their backyard with the help of SPECK USA's pools, firepits, outdoor kitchens and living spaces using relatable memes and through the company's video footage on Facebook and Instagram.

Duration: 02/2022

Goal: To increase SPECK USA's social media presence as they enter the pool industry. To also expand customers' knowledge of SPECK as a company that can reinvent your whole backyard, rather than only do concrete driveways and building work.



Speck USA

February 2 · 🌐

It'll be easy to bring the family together for some outdoor fun when you invest in a Speck USA inground pool.

[#ingroundpool](#) [#BackyardFun](#) [#BackyardGoals](#)

<https://speckusa.com/out.../pool-services/pool-construction/>



Speck USA

February 18 · 🌐 · 📷

Worried that your backyard will be a mess after a pool install? Not with Speck USA! This time-lapse video shows you how our pool pros turn your backyard into a beautiful summer oasis!

[#BackyardFitness](#) [#SwimmingPool](#) [#backyardgoals](#)

<https://youtu.be/o1BtK2tqao>



YOUTUBE.COM

**Pool Construction Time-Lapse - Ankeny, IA - Spring 2020**

Spring 2020 Pool - Ankeny, Iowa Vinyl Liner In-ground Pool Custo...



Speck USA

February 11 · 🌐

Dreaming of a device-free summer of family togetherness? Prepare your backyard by investing in a Speck USA inground pool.

#BackyardFun #HomeWithAPool #VinylLinerPool #GunitePool

<https://speckusa.com/out.../pool-services/pool-construction/>

**WHAT IF SWIMMING POOLS**



Speck USA

February 15 · 🌐

From dirt hole to crystal blue pool: Watch this construction time-lapse video to get a good idea of what your pool installation will look like.

#BackyardGoals #PoolBuild #SpeckUSA #IowaPoolBuilders

<https://www.youtube.com/watch?v=LgmVmyRFZrA...>



YOUTUBE.COM

**Pool Construction Time-Lapse**

- Start to Finish Swimming Pool Project- October 2019 near Des ...





**Speck USA**

February 10 · 🌐



If you were to invest in your backyard, what choice would maximize your family's quality time together? Comment with the corresponding emoji: Firepit = 🍷 Outdoor fireplace = ❤️ Outdoor kitchen = 🍴 Outdoor living room = 🛋️ Pool = 🏊 All of the above = 🐼

[#FamilyFunTime](#) [#GetOutside](#) [#SpeckUSA](#)

<https://speckusa.com/outdoor/>

