

SOCIAL MEDIA STRATEGY

Lincoln Engineers Pty Ltd

Port Adelaide, South Australia

Prepared by

Digital Marketing Adelaide

March 2026

Founded 1966	Location Port Adelaide, SA	Certification ISO 9001 CC2	Capacity 200-250T / month
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01. OVERVIEW

Business Summary, Target Audience & Objectives

Business Summary

Lincoln Engineers Pty Ltd is one of South Australia's most established structural steel fabrication and erection businesses, founded in Port Lincoln in 1966 and now operating from a purpose-built 6,000m² workshop in Port Adelaide. With the capacity to fabricate 200-250 tonnes of structural steel per month, the company services the commercial, industrial, and residential construction markets across South Australia and nationally.

What sets Lincoln Engineers apart is their full in-house capability - from design and detailing using Tekla BIM 3D modelling software, through to workshop fabrication and on-site erection. The business holds ISO 9001 quality certification and AS/NZS 5131 Construction Category CC2 accreditation through Steelwork Compliance Australia, placing them among the most credentialed fabricators operating in South Australia.

Lincoln Engineers has delivered structural steelwork on hundreds of notable projects, including the Port Adelaide Football Club headquarters redevelopment, Playford Health Hub, shopping centres, schools, aged care facilities, and major industrial structures. Despite this impressive project track record, the business has a largely dormant digital and social media presence - representing a significant missed opportunity to build brand authority, generate enquiries, and attract skilled tradespeople.

Target Audience

Lincoln Engineers works across multiple audience segments. Understanding who the content is speaking to at any given time is critical to getting results.

Audience	Who They Are	What They Need From Lincoln
Builders & Head Contractors	Commercial and residential builders in SA who subcontract structural steel	Reliability, schedule certainty, in-house coordination, competitive pricing
Property Developers	Developers managing multi-storey, commercial, aged care, or mixed-use projects	Project management capability, BIM coordination, scale and capacity
Architects & Engineers	Design consultants specifying steel systems or seeking a fabricator partner	Technical capability, 3D modelling, clash detection, standards compliance
Industrial Clients	Mining, manufacturing, defence, energy, and processing industries	Heavy structural capacity, quality certification, site erection capability
Procurement Managers	Corporate procurement staff at major construction firms or institutions	ASI/SCA certification, ISO 9001, references, pricing transparency
Potential Employees	Boilermakers, welders, detailers, project managers seeking stable employment	Company culture, career stability, project variety, long-term reputation

Key Objectives

The social media strategy for Lincoln Engineers should be built around the following core objectives, in priority order:

- **01. Brand Awareness & Authority**
 - Establish Lincoln Engineers as the premier structural steel fabricator in South Australia
 - Build recognition among builders, developers, and architects who may not yet know the brand
- **02. Lead Generation & Enquiry**
 - Convert social media followers into warm project enquiries
 - Position Lincoln Engineers top-of-mind when decision makers are tendering structural steel packages
- **03. Talent Attraction & Recruitment**
 - Attract qualified boilermakers, welders, detailers, and project managers
 - Showcase the workshop culture, project scale, and long-term stability of the business
- **04. Trust & Social Proof**
 - Use project showcases, milestone posts, and certifications to reinforce credibility
 - Build a library of visual proof that communicates quality without saying it explicitly

02. POSITIONING & MESSAGING

Value Proposition, Differentiators & Tone of Voice

Core Value Proposition

Lincoln Engineers delivers complex structural steel projects - fully designed, fabricated, and erected in-house - with the precision, certifications, and experience that South Australia's leading builders have trusted since 1966.

Key Differentiators

These are the proof points that should feature consistently in social media messaging:

Differentiator	Why It Matters to Your Audience
Full in-house capability	One team manages design, fabrication, and erection - reducing coordination risk and delays for the builder
Tekla BIM 3D modelling	Clash detection with architectural and engineering drawings before fabrication starts - costly errors eliminated before steel is cut
60+ years of SA heritage	Longevity in the SA market signals reliability, relationships, and deep local knowledge that newer competitors can't match
ISO 9001 + CC2 Certification	Required for many government, commercial, and institutional projects - a real barrier to entry that Lincoln clears
200-250T monthly capacity	Can handle large-scale, concurrent, or time-critical projects that smaller fabricators cannot
Purpose-built 6,000m ² workshop	Scale, equipment, and purpose-built infrastructure signal a serious operation that delivers to program
Family-owned, SA-based	Decision makers in SA often prefer to support local. Authenticity and accountability are baked in
Cross-industry experience	Commercial, industrial, residential, aged care, health, sport - the breadth signals capability and reduces client risk

Tone of Voice

Lincoln Engineers is not a flashy brand. Its personality is built on deeds, not words. The tone across all social media should reflect:

Quality	Description	Example Language
Confident	You have earned the right to speak with authority	"We delivered. Again." / "This is what 60 years builds."
Proud but not boastful	Show the work, let the quality speak first	"The team knocked this one out of the park." + project photo

Direct & clear	No jargon, no waffle - speak like a tradesperson	"250 tonnes. On time. On budget."
Human	This is a family-owned business with real people	Employee milestones, workshop moments, team achievements
Technical when needed	Architects and engineers respect precision	"BIM-coordinated to eliminate clash before fabrication"
Locally proud	SA-made, SA-employed, SA heritage	"Proud to be part of [project name] - an Adelaide icon"

Phrases to Use (and Avoid)

Use These Phrases	Avoid These Phrases
"In-house from design to erection"	"We try our best"
"Designed, fabricated, erected by our team"	"We are passionate about..."
"SA-owned, SA-built"	"We leverage synergies..."
"Built to Australian standards"	"Going forward we aim to..."
"60+ years of delivering on our word"	"World-class outcomes" (unearned)
"Proud to support [builder/project]"	Excessive hashtags and emojis

03. COMPETITOR ANALYSIS

South Australian Structural Steel Market

Market Landscape

Lincoln Engineers operates in a competitive but relationship-driven market. The primary competitors are other SA-based structural steel fabricators, though interstate and national firms also tender for larger SA projects. The following analysis covers Lincoln's closest direct competitors.

SA Steelworks (sasteelworks.com.au)

	Strengths	Weaknesses / Gaps
1	Active website with project portfolio showcased	Social media presence appears limited and inconsistent
2	Multiple certifications and accreditations listed	No evidence of video or behind-the-scenes content
3	Claims coverage from metropolitan Adelaide to outback and interstate	No team or culture content - feels corporate and faceless
4	Clean website structure and clear CTA for quotes	Limited use of project photography on social platforms

Allsteel Fabrications (SA)

	Strengths	Weaknesses / Gaps
1	Diverse project portfolio (mezzanines, water storage, schools, reservoirs)	Minimal social media presence identified - a significant gap
2	Design, supply, and install capability	No evidence of BIM/Tekla-level capability marketed
3	Multi-sector experience across SA construction	Website content is text-heavy with limited visual project evidence

Gadaleta Steel Fabrication (Whyalla / Port Pirie / Adelaide)

	Strengths	Weaknesses / Gaps
1	Largest family-owned operation in Spencer Gulf - strong brand narrative	Heavy industrial / mining focus - less presence in Adelaide commercial construction
2	Multiple site locations (Whyalla, Port Pirie, Adelaide)	Their social content skews towards heavy industry, not commercial builds
3	Cranage, rigging, scaffolding, engineering as a full-service offering	Primary audience (mining / energy) is a different buyer to Lincoln's commercial targets

Strangio Structural Steel (SA)

	Strengths	Weaknesses / Gaps
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1	Strong local reputation in domestic and commercial markets	Appears to be a smaller operator - less capacity for large-scale commercial
2	Design, fabrication, and erection capability	Limited digital presence means hard to benchmark social media
3	Focus on client needs and detailed quoting process	Website and social content appear dated or thin compared to what Lincoln could build

KEY INSIGHT: The SA structural steel market has a major social media gap. Most competitors have minimal, inconsistent, or dormant digital presences. Lincoln Engineers has a real first-mover advantage if they invest in consistent, high-quality social media content now. The projects, the people, and the credentials are already there - they just need to be shown.

04. CURRENT SOCIAL MEDIA AUDIT

Lincoln Engineers' Existing Digital Presence

Platform Assessment

Platform	Status	Assessment
LinkedIn	Active - moderate posting	Best-performing platform. Posts showcase projects (Playford Health Hub stairs, PAFC HQ) and employee milestones. Good use of project photography and 3D models. Inconsistent frequency. Copy is too brief for LinkedIn's algorithm.
Facebook	Registered - low activity	322 likes. Minimal recent posting. Last observed content is sparse. The page exists but does not function as a marketing tool.
Instagram	Not identified	No active Instagram account found. This is a missed opportunity for visual project content, workshop footage, and time-lapse fabrication videos.
Website	Under maintenance	lincolngineers.com.au is currently showing a maintenance page ('Way Ahead Since 1968'). While this is temporary, it highlights the need to redirect digital activity to social platforms in the interim.

What Lincoln Engineers Does Well

- Project showcases on LinkedIn are compelling - 3D model images and fabrication progress photos are the right content
- Employee milestone posts (30-year anniversaries for Dario and Eddy) perform well and humanise the brand
- Use of branded hashtags (#Lincoln, #Steel, #Structural, #WayAhead1966) shows some intent
- High-profile project references (PAFC HQ, Playford Health Hub) demonstrate credibility that should be leveraged more

What Needs Improvement

- Posting frequency is inconsistent - there are gaps of weeks between posts on LinkedIn and months on Facebook
- Copy is too short - LinkedIn captions are often under 3 sentences with no context, story, or CTA
- No video content has been identified - the biggest missed opportunity given the visual nature of the work
- Facebook is effectively inactive and should either be properly resourced or redirected to LinkedIn
- No Instagram presence to capture the visual audience that makes decisions on trades and construction
- No structured content strategy - posts appear reactive rather than planned against a content calendar
- Bio and profile sections are not fully optimised for search or for communicating the value proposition
- Certifications and accreditations are not being regularly communicated through social content
- No tagging of builder clients, project partners, or architects - missing reach and relationship-building opportunities

OPPORTUNITY: Lincoln Engineers already has the raw ingredients - a rich project history, strong credentials, compelling 3D models and fabrication imagery, and loyal long-term employees. The gap is in consistency, strategy, and execution. This strategy addresses that gap directly.

05. CONTENT STRATEGY

Pillars, Buckets & Planning

Content Pillars

All Lincoln Engineers social media content should map to one of six content pillars. Each pillar serves a specific strategic purpose. Posts should be spread evenly across pillars each month - do not over-post in any single category, and never over-sell.

PILLAR 1 Project Showcases	Before/during/after content for completed and in-progress projects. 3D model reveals, fabrication progress, finished structures on site. This is the most powerful content Lincoln can produce - show the work.
PILLAR 2 Behind the Scenes	Workshop footage, fabrication in action, Tekla 3D modelling, paint and blast processes, loading and delivery. Humanises the brand and demonstrates scale, investment, and process.
PILLAR 3 Team & Culture	Employee milestones, work anniversaries, apprentice spotlights, team achievements, recruitment posts. The people are the brand - show them.
PILLAR 4 Industry Credibility	Certification updates, standards compliance, ASI membership, CC2 accreditation, ISO 9001 renewal. Proof posts for procurement and compliance audiences.
PILLAR 5 Educational Content	How structural steel is detailed and designed, what BIM coordination means for builders, how to read a structural drawing, what CC2 certification means. Positions Lincoln as thought leaders.
PILLAR 6 Partnerships & Community	Tag builder partners, acknowledge project collaborators, celebrate SA industry milestones, comment on ASI news. Extends reach and builds relationship capital.

Content Buckets

Within each pillar, the following content bucket types should be rotated across the month. Do not default to only one or two types.

Content Bucket	What It Looks Like	Strategic Goal
Brand Story / Awareness	Company heritage post, founding story, 1966 origins, SA family business	Build emotional connection and long-term trust
Social Proof / Build Trust	Completed project photos, client acknowledgement, certification badges	Reduce buyer risk, validate capability

Sell / Promote	Project capacity posts, RFQ invitations, "working on your next project?" CTAs	Generate direct enquiries and tender leads
Educate / Inform	"How we use Tekla to eliminate costly errors" explainers, steel standards posts	Position Lincoln as the expert, not just the supplier
Personal / Relatable	Employee milestone posts, Friday workshop photos, team BBQ moments	Humanise the brand, drive recruitment, build loyalty
Dream / Vision / Inspire	Finished skyline images featuring Lincoln steel, iconic SA builds	Inspire pride and aspiration in the audience

Monthly Content Mix

Target the following approximate split across a 30-day posting cycle:

Pillar	Suggested Posts/Month	Notes
Project Showcases	4-5 posts	Always include a mix of WIP and completed. Show 3D models and real site photos
Behind the Scenes	3-4 posts	Workshop shots, Tekla screen recordings, loading day photos work well as reels
Team & Culture	2-3 posts	Anniversaries, intros, and recruitment posts. High engagement content
Industry Credibility	1-2 posts	Certification reminders, ASI references, standards posts - great for LinkedIn
Educational Content	2-3 posts	"Did you know?" formats, process explainers, carousels perform well
Partnerships & Community	1-2 posts	Tag builders and partners on project completions. SA construction community posts

06. PLATFORM STRATEGY

LinkedIn, Facebook & Instagram

Platform Recommendations

Lincoln Engineers should focus on two primary platforms and one secondary platform, with clear differentiation in role and content type:

LinkedIn

PRIMARY PLATFORM - B2B Lead Generation & Authority

Role: Reach builders, developers, architects, engineers, procurement managers, and industry peers. This is where commercial project leads come from.

Frequency: 3-4 posts per week

Best posting times: Tuesday to Thursday, 7:30-9am or 12pm-1pm ACST

Content types: Project showcases with context (client, location, scope), 3D model reveals, BIM process explainers, certification announcements, employee milestones, industry commentary

Key tip: LinkedIn rewards copy with substance. Include 3-6 sentences of context with every project post. Tag the builder or project partner where possible.

Facebook

SECONDARY PLATFORM - Community, Recruitment & Visibility

Role: SA-based community presence, recruitment reach (trade workers use Facebook heavily), cross-posting project content, paid ad targeting.

Frequency: 2-3 posts per week (cross-post from LinkedIn)

Best posting times: Tuesday to Wednesday, 12pm-2pm ACST

Content types: Project photos (shortened captions), team posts, recruitment ads, company milestone posts, paid Meta ads for lead generation

Key tip: Facebook is the primary platform for attracting boilermakers and welders. Recruitment posts here will outperform LinkedIn for that audience.

Instagram

OPTIONAL (RECOMMENDED) - Visual Storytelling & Industry Discovery

Role: Visual showcase for architects, designers, younger trades, and industry discovery. Instagram is increasingly used as a search engine for construction businesses.

Frequency: 3-4 posts per week (can be cross-posted from LinkedIn)

Content types: High-quality fabrication photos, Reels of shop floor activity and time-lapse erection, project reveal carousels, team content

Key tip: Instagram Reels are the fastest-growing content format in construction. A 30-60 second time-lapse of a complex fabrication or erection could reach thousands of relevant viewers organically.

07. POSTING PLAN & CONTENT CALENDAR

Weekly Schedule & Example Calendar

Recommended Weekly Posting Frequency

Platform	Posts Per Week	Stories/Additional
LinkedIn	3-4 feed posts	Optional: share project updates as a newsletter article quarterly
Facebook	2-3 feed posts	2 x Stories per week (behind-the-scenes photos)
Instagram (if activated)	3-4 feed posts	3-4 x Stories per week, 1-2 Reels per week

Example Weekly Content Schedule

The following is a sample week that shows the content mix in action. This should be adapted each month based on active projects, upcoming milestones, and seasonal relevance.

Day	Platform	Post Idea & Content Type
Monday	LinkedIn	PROJECT SHOWCASE - Feature a recently completed project. Include scope, client (if approved), challenges solved, and 2-3 site or fabrication photos. Tag the builder if possible.
Tuesday	Facebook + Instagram	BEHIND THE SCENES - Workshop Wednesday prep post. Photos from the shop floor: steel cutting, welding in progress, or 3D model screenshot with caption explaining the process.
Wednesday	LinkedIn	TEAM & CULTURE - Employee spotlight or milestone. Quote from the employee about their career at Lincoln. Photo with their colleagues. Authentic and personal tone.
Thursday	LinkedIn + Facebook	EDUCATIONAL - "Did you know?" format. Explain how Tekla BIM clash detection works, or what CC2 certification means for a project. Short explainer with a graphic or model screenshot.
Friday	Instagram + Facebook	ENGAGEMENT / FUN - Friday wrap from the shop floor. Team photo, loading photo, end-of-week project update. Lighter tone. Human and relatable.
Optional	LinkedIn	INDUSTRY CREDIBILITY - Share an ASI article or comment on a structural steel industry update. Add Lincoln's perspective. 2-3 sentences of original commentary.

Monthly Overview Structure

DMA will provide Lincoln Engineers with a monthly content overview and a fortnightly content calendar for review and approval before posting. The following shows the high-level monthly rhythm:

Week	Theme Focus	Key Content to Produce
Week 1	Brand Awareness + Project Showcase	Major project reveal or progress update + company heritage post
Week 2	Social Proof + Education	Certification or standards post + BIM process explainer or case study
Week 3	Team & Culture + Partnerships	Employee milestone or recruitment post + builder/partner tag on project
Week 4	Behind the Scenes + Sell/Promote	Workshop or fabrication footage + direct CTA ("Tendering a steel package? Talk to us")

08. EXAMPLE CONTENT IDEAS

15 Ready-to-Execute Post Concepts

The following post ideas are specific to Lincoln Engineers' projects, capabilities, and culture. These are not generic - each one is built around actual assets or situations the business already has.

#	Post Idea	Platform & Type
01	3D MODEL REVEAL: Share a Tekla model screenshot of a complex project currently in design. Caption: "Before a single piece of steel is cut, our drafting team builds the entire structure in 3D. This is [Project X] currently taking shape on screen before it takes shape on site." Include the number of tonnes, project type, and builder.	
	LinkedIn / Instagram Carousel or single image	
02	PAFC HQ THROWBACK: Revisit the Port Adelaide Football Club headquarters project with a before/after carousel. "We're proud to have been part of one of Port Adelaide's landmark projects - the PAFC Alan Scott HQ. 200T+ of structural steel, 36M box trusses to the Indoor Training Facility. Designed, fabricated, and erected in-house." Tag Sarah Constructions.	
	LinkedIn / Facebook Carousel	
03	PLAYFORD HEALTH HUB STAIRS UPDATE: Feature the curved staircase fabrication sequence from design render to workshop to painted and ready for delivery. Multi-photo post. Great visual storytelling that demonstrates complex fabrication capability.	
	LinkedIn / Instagram Carousel	
04	EMPLOYEE ANNIVERSARY POST: Recreate the Dario & Eddy 30-year milestone format for any upcoming anniversaries or work birthdays. Include a genuine quote from the employee and a photo. "This is what loyalty looks like. 30 years of showing up, getting the job done, and building something worth being proud of."	
	LinkedIn / Facebook Single image	
05	FABRICATION REEL: Capture 30-60 seconds of time-lapse footage from the workshop - beams being cut, welded, and assembled. Add subtitles and Lincoln branding. No voiceover needed. The work speaks for itself. Post natively to LinkedIn, Instagram, and Facebook.	
	All platforms Video Reel	
06	CC2 CERTIFICATION EXPLAINER: "What does CC2 certification actually mean for your project? It means every weld, every joint, every piece of steel we produce meets AS/NZS 5131 Construction Category 2 standards - independently verified by Steelwork Compliance Australia. For builders and developers: this is why you specify Lincoln."	
	LinkedIn Text + graphic	
07	RECRUITMENT POST - BOILERMAKER: "We're looking for a Boilermaker to join our Port Adelaide workshop. Long-term work on landmark SA projects. Family business. Great team. If you want variety, quality, and a yard full of steel going to places you'll recognise - let's talk." Include a contact name and phone number.	
	Facebook / LinkedIn Single image	

08	60 YEARS IN SA HERITAGE POST: Recreate a timeline of Lincoln Engineers from 1966 Port Lincoln to present. Could be a carousel showing early years (archival photos if available), move to Port Adelaide, ISO 9001 certification, and landmark projects. "Way Ahead Since 1966."
	LinkedIn / Instagram Carousel
09	WORKSHOP SCALE POST: "Our Port Adelaide workshop covers 6,000m ² across three fabrication bays, sitting on approximately 20,000m ² of land. We produce up to 250 tonnes of structural steel per month. For large-scale, complex, or time-critical projects - this is the infrastructure that delivers." Include an aerial or wide-angle workshop photo.
	LinkedIn / Facebook Single image
10	ISO 9001 RENEWAL / AUDIT: When ISO 9001 or SCA certification is renewed or audited, post about it. "Quality isn't a slogan - it's a system. Lincoln Engineers has maintained ISO 9001 certification since [year], meaning every project we deliver is governed by international management standards that protect our clients."
	LinkedIn Badge graphic
11	STEEL ERECTION SEQUENCE: A three-photo sequence showing a structural steel frame going up on site - footings, columns, beams in sequence. "From workshop to skyline." Tag the head contractor.
	Instagram / LinkedIn Carousel
12	PROJECT TEASER: "Something big is happening in our workshop right now. Can't share too much just yet - but this one is going to turn heads when it goes up." One teaser photo of steel in fabrication. Follow up with a full project reveal when ready.
	All platforms Engagement post
13	BIM COORDINATION EXPLAINER: "What is BIM coordination and why does it matter to you as a builder? We use Tekla Structures to 3D model every project before fabrication. This means we cross-check architectural, engineering, and services drawings to catch clashes before steel is cut - saving you time and money on site."
	LinkedIn Carousel explainer
14	MULTI-STOREY APARTMENT PROJECT: Feature a completed multi-storey residential or aged care structure. "SA families will live, recover, and thrive in buildings held up by Lincoln steel." The human angle on infrastructure work.
	LinkedIn / Facebook Single image
15	CALL TO ACTION POST: "Tendering a commercial or industrial project that includes a structural steel package? Talk to us before you finalise your tender. In-house design, fabrication, and erection. ISO 9001 and CC2 certified. Port Adelaide-based. SA-owned." Contact details + website link.
	LinkedIn / Facebook Lead generation

09. VISUAL DIRECTION

Photography, Video & Brand Aesthetic

Visual Style

Lincoln Engineers is an industrial, precision-focused brand. The visual style should be raw and real - but always high-quality. Avoid overly filtered or artificial imagery. The goal is to show the authentic scale and quality of the work.

Visual direction in one sentence: Industrial authenticity - clean composition, strong contrast, real environments, real people, real steel.

Photography Categories

Category	What to Capture
Workshop / Fabrication	Sparks flying, welding arcs, crane lifts inside the shed, beams being prepped, paint booths, steel stacks ready for delivery. Wide shots of the full workshop floor.
On-Site Erection	Columns being lifted into position, steelwork going up floor by floor, finished frames against the Adelaide skyline or project skyline.
3D Models & Technical	Tekla Structures screenshots, BIM coordination models, clash detection in action. These perform well on LinkedIn with a technical audience.
Team & People	Candid team shots (not posed), welders at work, project managers on site, leading hands checking drawings. Helmets and PPE are part of the identity - lean into it.
Finished Structures	Completed buildings or structures where Lincoln's steelwork is the visible bones. Include scale references - people, vehicles, surrounding buildings.
Milestone Moments	Employee anniversaries, project handovers, certification documents, office moments. Real and human.

Video Guidelines

- Keep videos between 30-90 seconds for social platforms (longer cuts can be saved for LinkedIn articles)
- Always add text captions - most videos are watched on silent, particularly on LinkedIn and Facebook
- Time-lapse is the highest-performing format for construction content - use it for erection sequences and workshop activity
- Reels and short-form video should be shot in 9:16 portrait format for Instagram and Facebook Stories
- Landscape (16:9) is preferred for LinkedIn video posts
- Always open with a strong visual hook in the first 2 seconds - a crane lift, a welding arc, or a scale reveal

Branding Guidelines for Social Graphics

- Use Lincoln's existing brand colours consistently across any designed posts (navy, steel blue tones)
- Keep designed graphics simple - the photography is the hero, not the graphic treatment
- Always include the Lincoln Engineers logo on designed posts
- Avoid overly corporate or generic stock imagery - authentic workshop photography will always outperform
- Aim for 1-2 branded graphic posts every 9 posts to maintain visual consistency without over-templating

10. GROWTH STRATEGY

Building Followers, Reach & Engagement

Phase 1: Foundation (Months 1-2)

Before pursuing growth, establish the foundations. A poorly set-up profile with inconsistent content will not convert followers into leads regardless of follower count.

- Fully optimise LinkedIn company page - complete all fields, add correct keywords, update banner image and about section
- Refresh the Facebook business page - update cover image, about section, contact details, and CTA button
- Create Instagram business account and optimise profile bio with location, keywords, and website link
- Create a shared Google Drive folder for photos and videos - establish a system for team members to contribute content
- Identify 3-5 projects currently in progress that will generate ongoing content for the next 60-90 days
- Ask team members to follow and engage with the Lincoln LinkedIn page from their personal profiles

Phase 2: Consistency & Community (Months 2-4)

Consistency is the most important growth driver in the first 90 days. Irregular posting signals an inactive brand and suppresses algorithmic reach.

- Post on the agreed schedule - 3-4 times per week on LinkedIn, 2-3 on Facebook
- Follow and actively engage with key accounts: Sarah Constructions, Schiavello Construction, major SA builders, architects, and ASI
- Tag builder and project partners on completed project posts - this dramatically expands reach to their audiences
- Engage meaningfully in comments on other construction industry posts - do not just post and ghost
- Encourage employees with LinkedIn profiles to like, comment, and share company posts - employee engagement multiplies reach by 5-9x
- Respond to all comments and DMs within 24 hours

Phase 3: Growth & Lead Generation (Months 4-6+)

Once a consistent content rhythm is established and the page is building an engaged following, layer in active growth strategies.

- Launch a paid Meta advertising campaign targeting SA builders, developers, and architects (see Section 11)
- Introduce LinkedIn Sponsored Content for high-performing organic posts - amplify what already works
- Develop a video series: "Inside Lincoln" - short episodes showing different aspects of the fabrication and erection process
- Create a formal UGC (User Generated Content) process - ask builders and clients to share site photos and tag Lincoln
- Explore a partnership post series with key builder clients - joint content generates credibility and expanded reach for both parties
- Consider LinkedIn newsletter for quarterly project roundups - sent directly to followers' inboxes

KPIs - What to Measure

Metric	Target (by Month 6)	How to Measure
LinkedIn followers	500+ (from current base)	LinkedIn Page Analytics
LinkedIn average engagement rate	3-5% per post	LinkedIn Page Analytics
Facebook followers	500+ (from ~322)	Facebook Insights
Instagram followers (if launched)	300+ in 90 days	Instagram Professional Dashboard
Profile views / LinkedIn	200+ per month	LinkedIn Analytics
Inbound project enquiries from social	2-4 per month (tracked by team)	Manual tracking - ask "how did you hear about us?"
Recruitment leads from social	1-2 per quarter	Manual tracking via job applications referencing social media

11. RECOMMENDATIONS & NEXT STEPS

Quick Wins, Medium Term & Long Term

Quick Wins - Do These First (Weeks 1-4)

These actions deliver immediate improvement with minimal investment:

- Fully update the Lincoln Engineers LinkedIn Company Page - complete bio, keywords, banner, contact details, and CTA
- Refresh the Facebook business page with current branding, contact details, and a project image as cover photo
- Create an Instagram Business Account (free) - optimise bio and post the first 9 content pieces to establish a feed
- Post a series of 5 project showcase posts across LinkedIn and Facebook in the first two weeks - establish the content rhythm immediately
- Set up a shared Google Drive folder with all existing project photos and videos for DMA and the Lincoln team to access
- Identify the top 5 past projects and compile photos, project names, and builder/client details for content use
- Brief key staff on the social media strategy - ask project managers and supervisors to flag photo opportunities and milestones

Medium Term - Months 2-6

Building on the foundation:

- Shoot dedicated workshop and on-site video content for Reels and LinkedIn video posts - one shoot can produce 4-6 pieces of content
- Introduce a fortnightly content calendar review process - DMA provides, Lincoln approves, DMA schedules
- Develop a LinkedIn Newsletter for quarterly project roundups - subscribe project partners and builder clients
- Engage an experienced SA construction photographer for a quarterly half-day shoot covering workshop and on-site content
- Set up formal enquiry tracking - note where each incoming enquiry came from to measure social media ROI

Long Term - Months 6-12+

Building Lincoln Engineers into the most visible structural steel brand in SA:

- Launch an "Inside Lincoln" short-form video series - 6-8 episodes covering different aspects of the business
- Formalise a UGC (User Generated Content) programme - ask builder clients to tag Lincoln on site photos
- Explore a LinkedIn thought leadership programme for the GM or Directors - personal profiles reach 9x more people than company pages
- Target 1,000+ LinkedIn followers and 750+ Facebook followers as 12-month milestones
- Develop a project case study library on the Lincoln website (once relaunched) fed by social content
- Explore ASI partnership content and industry association social collaboration opportunities

The opportunity in front of Lincoln Engineers is significant. In a sector where most competitors have a dormant or non-existent social media presence, consistent and high-quality content will establish Lincoln as the standout structural steel brand in South Australia within 12 months. The projects, the people, and the credentials are already there. We're here to make sure the right people see them.

Prepared by Digital Marketing Adelaide

digitalmarketingadelaide.com.au | March 2026