

LinkedIn Post Sequence

Redstone Civil Pty Ltd

10-Post Plan · 5 Written Posts · Optimised Hooks · Hashtags · 30-Day Posting Schedule

Generated:	09 June 2026
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Document type:	LinkedIn Content Strategy — Brainstorm · Write · Optimise
Posts written:	5 of 10 planned posts — fully written and optimised
Platform:	LinkedIn Owner voice: Mark Redstone
Campaign:	9 June 2026 – 9 July 2026 (30-day posting window)
Parts:	Part 1: 10-Post Brainstorm · Part 2: 5 Written Posts · Part 3: Optimise (hooks, hashtags, schedule)

■ **LinkedIn content delivered — 10-post sequence plan, 5 fully written posts grounded in Redstone Civil project facts, optimised hooks, hashtag sets, image/format guidance, and a 30-day posting schedule**

Section	Words	%
Part 1 — Brainstorm: 10-post sequence plan (type, hook, content, target)	620	25.0%
Part 2 — 5 written LinkedIn posts (owner voice, project facts, CTAs)	1,024	41.4%
Part 3 — Optimise: hooks, hashtags, schedule, format guidance	832	33.6%
TOTAL	2,476	100%

CONTENTS

Part 1 — 10-Post Brainstorm Post type · hook line · core content · target reader for all 10 planned posts

Part 2 — 5 Written Posts Posts 1, 2, 3, 4, 5 — fully written in owner voice from Redstone Civil project facts

Part 3 — Optimise Stronger hooks · hashtag sets · image/format guidance · 30-day posting schedule

PART 1 — 10-POST BRAINSTORM

10 posts planned · 5 selected to write

Five posts have been selected for writing (Posts 1, 3, 4, 7, 10). The table below shows all 10 planned posts.

#	Type	Hook Line	Core Content	Target Reader
1	Project	A 47-lot subdivision does not forgive loose planning.	Bohle Plains Stage 2: \$620K, 42,000 m ³ cut/fill, subgrade, stormwater, kerb subgrade — 14-week program, 1 week early.	Tier 1/2 procurement managers — subdivision earthworks capability.
2	Credibility	Procurement teams do not need big claims. They need completed work.	3 proof points: \$620K Bohle Plains early, \$390K Jensen on time, \$280K Mount Louisa on time for TCC.	Procurement managers checking whether Redstone can back up claims.
3	Project	A 1.8 km drainage channel is where machine control, planning, and site discipline matter.	Jensen Drainage: 1.8 km open drain, 18,500 m ³ excavation, batter shaping, rock ripping, topsoil — on time.	Water infrastructure procurement and civil package managers.
4	Local	North Queensland civil work is different when heat, wet season, and mobilisation all matter.	Redstone as local NQ contractor: 11–20 years civil construction, earthmoving, drainage, road maintenance. Local conditions knowledge.	NQ head contractors, councils, infrastructure buyers.
5	Expertise	Owned plant changes the risk profile on a civil package.	Plant list: Komatsu PC120-10, CAT 320 GC, CAT 12M3 grader, Kenworth T410, Isuzu FRR, CAT 262D3, Hino 10,000L water truck, Dynapac roller. Owned gear = faster mobilisation, less risk.	Procurement managers comparing self-delivery vs plant hire.
6	Safety	Experience on site matters, but bigger projects still need the paperwork.	Honest framing of WHS improvement journey: from informal safety to documented WHS, licences, plant records, supplier approval.	Tier 1 procurement and prequalification teams.
7	Project	Council road maintenance proves whether a contractor is reliable.	Mount Louisa Road: \$280K TCC, 4.2 km re-sheeting, table drains, 98% MDD compaction, line marking — on time, repeat client.	Local government procurement and council project officers.
8	Behind-the-scenes	The best civil jobs usually start before the first machine moves.	Pre-mobilisation prep: scope review, plant selection, operator allocation, access planning, drainage constraints, client comms. Tied to 3-simultaneous-project growth challenge.	Project managers and procurement wanting low-maintenance contractors.
9	Credibility	Redstone Civil is not trying to be everything to everyone.	Core services: civil earthmoving, drainage, road maintenance, pavement prep, subdivision civil works. Focus = stronger delivery.	Procurement preferring focused subcontractors over vague claims.
10	Local	The Haughton Pipeline supply chain will need reliable local civil contractors.	12-month goal: Haughton Pipeline supplier panel. Evidence: drainage experience, bulk earthworks, owned plant, NQ base, on-time delivery.	Infrastructure procurement building NQ supplier panels.

■ Red badge = selected for writing. Posts 1, 3, 4, 7, 10 written in full (Part 2).

PART 2 — 5 WRITTEN POSTS

Owner voice · project facts ·
CTAs

DRAFT — REVIEW BEFORE POSTING | OWNER VOICE: MARK REDSTONE

1 PROJECT

A 47-lot subdivision does not forgive loose planning.

We delivered the Bohle Plains Subdivision Stage 2 earthworks package for Cube Property Developments in 2022.

The package was valued at \$620,000 and covered bulk earthworks for a 47-lot residential subdivision.

That included 42,000 m³ of cut and fill, subgrade preparation, stormwater drainage installation, and kerb subgrade.

The program was 14 weeks. We finished it 1 week early.

That result did not happen because of luck. It came down to having the right gear, experienced operators, clear scope, and steady communication through the job.

Subdivision earthworks can get messy quickly if the levels, drainage, sequencing, or access are not managed properly.

Our role was to keep the job moving and make sure the next trade had a clean, workable site to follow.

For head contractors, developers, and project managers, that is usually what matters most. Not noise. Not big claims.

Just a contractor who understands the work and gets it done.

If you need civil earthworks support on a North Queensland subdivision package, get in touch.

[#TownsvilleConstruction](#) [#NorthQueenslandCivil](#) [#CivilConstruction](#) [#Earthworks](#) [#SubdivisionWorks](#)

Best day: Tuesday Format: PDF carousel — scope / plant / program / outcome / lesson

2 PROJECT**A 1.8 km drainage channel needs more than machine hours.**

In 2024, we completed the Jensen Drainage Channel Earthworks project for North Queensland Water Infrastructure Corp.

The package was valued at \$390,000.

The scope included construction of a 1.8 km open drain channel, 18,500 m³ of bulk excavation, batter shaping, rock ripping, topsoil strip, and topsoil respread.

We also coordinated traffic management and survey support where required.

Drainage work is simple to describe, but it has to be done properly. Falls matter. Batters matter. Access matters. Wet weather planning matters.

If the channel is not shaped right, cleaned up properly, or delivered to scope, the problem shows up later.

Our job was to keep the excavation moving, shape the channel properly, and hand over the work on time. That is what we did.

This type of package suits Redstone Civil because it lines up with what we already do across North Queensland: earthmoving, drainage, road maintenance, and practical civil works with our own plant and local crew.

If you are pricing drainage or flood mitigation work in North Queensland, we are open to discussing the package.

[#TownsvilleProjects](#) [#NQInfrastructure](#) [#DrainageWorks](#) [#BulkEarthworks](#) [#CivilContractor](#)

Best day: Wednesday Format: PDF carousel — visual progress carousel if photos exist

3 LOCAL**North Queensland civil work has its own rules.**

Heat, wet season, access, distance, local suppliers, council expectations, and tight programs all affect how a job runs up here.

A contractor who looks good on paper can still struggle if they do not understand the region.

Redstone Civil has been operating in North Queensland civil construction for 11–20 years.

We work across civil earthmoving, drainage, and road maintenance.

That includes subdivision earthworks, open drain channels, unsealed road re-sheeting, table drain reconstruction, pavement preparation, and council maintenance works.

We are not trying to cover every trade in construction. We know where we fit.

We are set up for practical civil packages where owned plant, experienced operators, fast mobilisation, and clear communication matter.

You do not always need the biggest subcontractor. Sometimes you need the local crew that knows the conditions, brings the right gear, and does not need hand-holding every day.

If you are building a North Queensland supplier list, Redstone Civil is worth a conversation.

[#NorthQueensland](#) [#TownsvilleBusiness](#) [#CivilConstruction](#) [#RoadMaintenance](#) [#Earthmoving](#)

Best day: Thursday Format: Standard image post — team/plant in NQ conditions

4 PROJECT**Council road maintenance proves whether a contractor is reliable.**

In 2024, we completed the Mount Louisa Road Pavement Maintenance project for Townsville City Council.

The package was valued at \$280,000.

The work included re-sheeting 4.2 km of unsealed road, drainage table drain reconstruction, compaction to 98% MDD, and line marking.

We completed the project on time. Townsville City Council is also a repeat client, which matters to us.

Council road maintenance does not always get the same attention as bigger infrastructure jobs, but it is important work.

Residents still need safe access. Drainage still needs to work. The pavement still needs to hold up.

The job still needs to be completed properly, without dragging on or creating unnecessary issues for the client.

For us, this type of work shows the value of having the right plant, operators who know the job, and a practical approach to site delivery. No drama. No inflated claims. Just the work done to scope and finished on time.

If your council or project team needs road maintenance support around Townsville, contact Redstone Civil.

[#TownsvilleCity](#) [#NorthQueenslandRoads](#) [#RoadMaintenance](#) [#PavementWorks](#) [#CouncilWorks](#)

Best day: Tuesday Format: Maybe — before/after photos if available

5 LOCAL**The Haughton Pipeline will need reliable local civil contractors.**

One of our goals is to get Redstone Civil onto the Haughton Pipeline supplier panel within 12 months.

That is not just a wish list item. It lines up with the work we already do across North Queensland.

We have delivered drainage, earthworks, road maintenance, pavement preparation, and subdivision civil works.

Recent examples include the \$390,000 Jensen Drainage Channel Earthworks project, completed on time, and the \$620,000 Bohle Plains Subdivision Stage 2 Earthworks package, completed one week early.

We also have owned plant ready for practical civil packages, including excavators, grader, trucks, water truck, skid steer, and roller.

Where we are working harder now is on the paperwork side. Bigger projects need more than site experience.

They need WHS documents, plant records, licences, insurances, capability information, and supplier details ready before anyone asks twice.

That is the next step for Redstone Civil. We already know the work. Now we are making sure the documentation matches the standard expected by Tier 1 contractors and government buyers.

If you are building supplier panels for North Queensland infrastructure work, Redstone Civil is preparing for that conversation.

[#HaughtonPipeline](#) [#NorthQueenslandInfrastructure](#) [#CivilConstruction](#) [#SupplierPanel](#) [#DrainageWorks](#)

Best day: Thursday Format: PDF carousel — plant, projects, WHS gap, documentation, next step

PART 3 — OPTIMISE

Hooks · hashtags · schedule ·
format

5 HOOK IMPROVEMENTS

Original → Optimised | leads with proof, not opinion

LinkedIn posts live or die by the first line. These rewrites lead with a measurable fact or direct statement rather than an observation that a reader can scroll past.

1 — Bohle Plains S ubdivisio n	▲ Original	<i>A 47-lot subdivision does not forgive loose planning.</i>
	■ Optimised	42,000 m³ moved, 47 lots prepared, 1 week early.
	Why	Leads with proof, not opinion. The scope, scale, and result are visible before the reader opens the post.
3 — Jensen Drainage Channel	▲ Original	<i>A 1.8 km drainage channel needs more than machine hours.</i>
	■ Optimised	1.8 km of drainage channel finished on time in NQ conditions.
	Why	Makes the outcome clear and ties the work to local delivery conditions.
4 — North Qu eensland Civil Work	▲ Original	<i>North Queensland civil work has its own rules.</i>
	■ Optimised	Civil work in North Queensland is not the same as down south.
	Why	More direct — stops a local procurement or project manager because it speaks to a real regional difference.
7 — Mount Louisa Road Mai ntenance	▲ Original	<i>Council road maintenance proves whether a contractor is reliable.</i>
	■ Optimised	4.2 km of council road maintenance completed on time.
	Why	Specific, measurable, and credible.
10 — Ha ughton Pipeline Readines s	▲ Original	<i>The Haughton Pipeline will need reliable local civil contractors.</i>
	■ Optimised	We are getting Redstone Civil ready for Haughton Pipeline work.
	Why	Sounds like the owner speaking — shows intent without pretending the business is already approved.

30-DAY POSTING SCHEDULE

9 June 2026 – 9 July 2026 | 10:30–12:30 AEST Tue/Wed · 1:00–3:00 AEST Thu

Date	Day	Post	Why this post goes here
Thursday, 11 June 2026	Thu	Post 3 — NQ Civil Work	Start with positioning. Tells procurement readers where Redstone fits: local NQ civil work, owned plant, practical delivery. Good first post before asking them to care about individual projects.
Tuesday, 16 June 2026	Tue	Post 1 — Bohle Plains Subdivision	Lead the second post with the strongest proof point: \$620K, 42,000 m³ cut/fill, 47 lots, completed 1 week early. Tuesday is a strong B2B visibility day.
Wednesday, 24 June 2026	Wed	Post 2 — Jensen Drainage Channel	Mid-campaign — shift from subdivision earthworks to drainage capability. Builds credibility for infrastructure and flood mitigation packages.
Tuesday, 30 June 2026	Tue	Post 4 — Mount Louisa Road	Council road maintenance proof after the bigger civil examples. Shows reliability, repeat-client credibility, and practical delivery on public-facing works.
Thursday, 9 July 2026	Thu	Post 5 — Haughton Pipeline	Close the 30-day sequence with forward intent. By this stage the audience has seen positioning, earthworks, drainage, and council proof. The supplier panel goal now feels earned.

BEST FORMAT MIX

Use **3 standard image posts** and **2 PDF carousel posts** across the month. Posting time: 10:30–12:30 AEST for Tuesday and Wednesday posts; 1:00–3:00 AEST for Thursday posts.

Format	Post	Suggested Image	Why
PDF Carousel	Post 1 — Bohle Plains Subdivision	42,000 m³ moved. 47 lots prepared. 1 week early.	Strongest project proof — scope / plant / program / outcome / lesson.
PDF Carousel	Post 5 — Haughton Pipeline	Getting Redstone Civil ready for larger NQ infrastructure work.	Multiple parts to tell: plant, projects, WHS, documentation, next step.
Image Post	Post 3 — NQ Civil Work	Team/plant photo in NQ conditions.	Owner-written text post — no carousel needed. One strong site photo.
Image Post	Post 2 — Jensen Drainage Channel	Excavator shaping channel or finished drain profile.	Before/after or progress photos work well if available.
Image Post	Post 4 — Mount Louisa Road	Before/after road surface or grader working road.	Maybe carousel if before/after photos exist; strong as image + text.

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