

SOCIAL MEDIA CONTENT IDEAS



OVERVIEW:

Social media is an important part of your business, but you want to make sure you have a plan! Follow this schedule to stay on track and stay top of mind with your clients and followers.

TIPS:

1. Make a goal for yourself to post at least once a day.
2. It's important to follow the categories when posting. You want a mix of business and personal posts to keep your followers interested and engaged.
3. Remember to have fun! If you are having fun with the content you post, then chances are, so will your followers!
4. Pick one day of the week to dedicate to scheduling your posts out for the week so you don't get overwhelmed by posting every day or forget to post.
5. Print these sheets out and keep them handy on your desk!
6. Reference the list of post ideas for even more social media content, or use it to swap out an idea on the calendar.

WHAT'S INCLUDED:

- **Facebook Posting Calendar for Real Estate Agents**
Use this calendar as a guide for any month if you are an agent!
- **Facebook Content Idea List for Real Estate Agents**
Reference this list for even more post ideas!
- **Facebook Posting Calendar for Your Business**
This calendar is perfect for any industry.
- **Facebook Content Idea List for Your Business**
A list of more post ideas for any business.

FACEBOOK POSTING CALENDAR

for real estate agents

| | | | | | | |
|--|---|---|---|--|---|-----------------------------------|
| 01 Client Testimonial | 02 Post a Recipe | 03 Spotlight a Local Business | 04 Post a Home or Gardening Blog | 05 Post About Your Hobby | 06 Share a Local Event | 07 Share a Listing |
| 08 Post a Travel Blog | 09 Live Video Q&A | 10 Post a Recipe | 11 Post a Home Improvement Blog | 12 Promote an Open House | 13 Post About Your Family | 14 Post a Seasonal Blog |
| 15 Client Testimonial | 16 Show a Behind The Scenes of Your Typical Day | 17 Post a Home Blog | 18 Post a Recipe | 19 Interview a Mortgage Broker | 20 Highlight a Local Park, Museum, Etc. | 21 Share a Listing |
| 22 Share a book you're reading | 23 Employee/ Partner Spotlight | 24 Spotlight a Local Business | 25 Share a "Just Sold" Listing | 26 Spotlight your pet or a family member | 27 Post a Real Estate/Home Blog | 28 Share a Local Event |
| 29 Share a Listing | 30 Post a Lifestyle/Travel Blog | 31 Share Your Personal Goals | <ul style="list-style-type: none"> Real Estate/Business Personal/Your Life Provide Value | | | |

FACEBOOK CONTENT IDEAS

for real estate agents

REAL ESTATE/BUSINESS

Post at least 1-2 of these posts per week

- Ask for referrals
- Buying anniversary of a past client
- Latest listings
- Recently sold listing
- Client testimonial
- Employee/partner spotlight
- Most expensive listing/dream home
- Open houses
- Stats on your business
- Create a poll
- Company event photos
- Event promotion
- Client shoutout

PERSONAL/YOUR LIFE

Post at least 1-2 of these posts per week

- Introduction
- Thank your clients
- Your own home
- Your pet/family
- Behind the scenes of your day
- Vacations
- Podcast or book recommendation
- Share your goals
- Normal life
- Share a struggle you overcame or are working on
- Share a fun fact about yourself
- Play two truths and one lie about yourself

PROVIDE VALUE

Post at least 3-4 of these posts per week

- Funny National Day
- Fun fact about your town/state
- Viral content (memes, videos, etc.)
- Local throwback Thursday
- Relevant blog posts
- Host a small giveaway featuring a local business
- Quick tip
- Housing market info
- Answer a common question
- Recipes
- Feature an artist
- Travel spot recommendations
- Ask for feedback

FACEBOOK POSTING CALENDAR

for your business

| | | | | | | |
|-----------------------------------|---|---|--|---|---|---|
| 01 Client Testimonial | 02 Post a Recipe | 03 Spotlight a Local Business | 04 Post About Your Hobby | 05 Post a Relevant Blog | 06 Share a Local Event | 07 Share a Stat about Your Business |
| 08 Post a Travel Blog | 09 Live Video Q&A | 10 Post a Recipe | 11 Post a Relevant Blog | 12 Give a Shoutout to a Past Client | 13 Post About Your Family | 14 Post a Seasonal Blog |
| 15 Client Testimonial | 16 Show a Behind The Scenes of Your Typical Day | 17 Post a Relevant Blog | 18 Post a Recipe | 19 Interview Someone Related to Your Business | 20 Highlight a Local Park, Museum, Etc. | 21 Thank your Clients |
| 22 Post a Seasonal Blog | 23 Employee/ Partner Spotlight | 24 Spotlight a Local Business | 25 Share a meme that Relates to Your Business | 26 Introduce yourself | 27 Post a Relevant Blog | 28 Share a Local Event |
| 29 Share Industry News | 30 Post a Lifestyle/Travel Blog | 31 Share Your Personal Goals | <ul style="list-style-type: none"> Relating to your Business Personal/Your Life Provide Value | | | |

FACEBOOK CONTENT IDEAS

for your business

RELATING TO YOUR BUSINESS

Post at least 1-2 of these posts per week

- Ask for referrals
- Client testimonial
- Employee/partner spotlight
- Stats on your business
- Create a poll
- Company event photos
- Event promotion
- Show off your latest product or service
- Company history
- Company culture
- Client shoutout

PERSONAL/YOUR LIFE

Post at least 1-2 of these posts per week

- Introduction
- Thank your clients
- Your own home
- Your pet/family
- Podcast or book recommendation
- Behind the scenes of your day
- Vacations
- Share your goals
- Normal life
- Share a struggle you overcame or are working on
- Share a fun fact about yourself
- Play two truths and one lie about yourself

VALUE

Post at least 3-4 of these posts per week

- Funny National Day
- Fun fact about your town/state
- Viral content (memes, videos, etc.)
- Local throwback Thursday
- Relevant blog posts
- Host a small giveaway featuring a local business
- Quick tip
- Market info
- Answer a common question
- Recipes
- Feature an artist
- Travel spot recommendations
- Ask for feedback