



Let's tackle 30 days of social media planning with my "Focused 4!"
Now, this social media strategy focuses on sharing a combination of 4 key topics.

Topic 1) Community and Lifestyle Content

Show off the best of all things local while demonstrating your knowledge and expertise of your communities. This type of content is not only fun to create but it's also incredibly engaging.

Topic 2) Local Real Estate Tips

Yes, we want people to know that you are in Real Estate! These could be tips on anything from the home buying process to behind the scenes in your daily life as an agent.

Topic 3) Homes

There's a reason why we all binge watch HGTV shows!
Gain additional exposure for your listings and attract new clients to work with through thoughtful home & home search posts.

(Be sure to stay within any Real Estate guidelines and regulations of advertising in your area)

Topic 4) Self Branding

Are you your own brand?! Showcase your personality and let people get to know what it's like to work with you. You can grow your business with smart, genuine branding in a strategic way.

HOW TO USE THIS RESOURCE

In this guide, you'll find a suggested calendar with a brief description of the idea. Refer to the corresponding idea numbers following the calendar for more details and suggestions.

I can't wait to see what you post! If you use any of my ideas, I'd love to hear about them. Tag me on Instagram or Facebook @MarketingSavvyCoach

P.S. THIS IS DESIGNED TO PRINT BEST ON LEGAL SIZED PAPER

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	30	31	1	2	3	4
			Self Branding: "Share a quick video introducing yourself"	Local Real Estate Tip: "Share what homes are selling for."	Homes: "Share this week's top kitchen."	Community & Lifestyle: "Share why you love XYZ area."
			Idea 13	Idea 28	Idea 1	Idea 19
5	6	7	8	9	10	11
Community & Lifestyle: "Share a photo of a community amenity."	Local Real Estate Tip: "Share your number 1 tip for buyers."	Homes: "Share the best homes for sale in XYZ area in XYZ price range."	Community & Lifestyle: "Share a photo of your favorite coffee/lunch spot."	Self Branding: "Do a behind the scenes afternoon"	Community & Lifestyle: "Highlight a local attraction or hotspot."	Homes: "Share the coziest or coolest area of a featured home."
Idea 15	Idea 26	Idea 2	Idea 16	Idea 11	Idea 22	Idea 7
12	13	14	15	16	17	18
Community & Lifestyle: "Share a photo of you enjoying the local lifestyle."	Homes: "Share your featured home of the week."	Self Branding: "Share 5 reasons why sellers (or buyers) can rely on you."	Community & Lifestyle: "Promote an upcoming community event."	Homes: "Share your favorite home architectural type."	Local Real Estate Tip: "Share a mini-market update."	Self Branding: "Reveal why you love real estate."
Idea 20	Idea 3	Idea 12	Idea 18	Idea 8	Idea 29	Idea 9
19	20	21	22	23	24	25
Community & Lifestyle: "Highlight street or community art."	Local Real Estate Tip: "Share a secret successful sellers know."	Homes: "Share a creative invite to your next open house."	Community & Lifestyle: "Share a 'you know you're a local when' quote."	Self Branding: "Highlight a professional service you offer your sellers."	Community & Lifestyle: "Share your favorite hidden gem of XYZ area."	Homes: "Share XYZ area's most luxurious homes for sale."
Idea 21	Idea 27	Idea 4	Idea 23	Idea 14	Idea 24	Idea 6
26	27	28	29	30	31	1
Community & Lifestyle: "Share a 'can you name this spot?' photo."	Homes: "Share a new construction community model home."	Self Branding: "Share a heartfelt testimonial."	Community & Lifestyle: "Share your favorite hidden gem in XYZ area."	Local Real Estate Tip: "Ask a fellow expert to answer an FAQ"		
Idea 17	Idea 5	Idea 10	Idea 24	Idea 30		

Get creative with the ideas and categories below.

You can continue to reuse each idea with new photos and videos or slightly change the themes for consistently new social media content!

1. **Homes:** “Share this week’s top kitchen.” This could be a listing of your own, a past listing, a collecting of kitchens from active listings, or stock photography.
2. **Homes:** “Share the best homes for sale in XYZ area in XYZ price point.” Choose a photo to represent your search and link back to your website for the complete list or share a collection of photos/homes in this price range.
3. **Homes:** “Share your featured home of the week.” This could be one of your listings or one courtesy of another agent.
4. **Homes:** “Share a creative invite to your next open house.” If you’re not hosting one in person, try a virtual open house where you invite people to watch a live-streamed video.
5. **Homes:** “Share a new construction community model home.” These always look good on social! Filming your own video is ideal, but you could always ask the community if you can share some of their photos or videos!
6. **Homes:** “Share XYZ area’s most luxurious homes for sale.” Choose a photo to represent your search and link back to your website for the complete list or share a collection of photos/homes in this price range.
7. **Homes:** “Share the coziest or coolest area of a featured home.” This might be a quiet reading nook or a fancy wine cellar. You can change the featured aspect of the home for more ideas.
8. **Homes:** “Share your favorite home architectural type.” Are you crazy about mid-century modern or love a new construction home? Share an example listing or stock image.
9. **Self Branding:** “Reveal why you love real estate.” Share a photo of yourself and what you love about being in the industry. This will not only highlight your passion but help you form connections.
10. **Self Branding:** “Share a heartfelt testimonial.” Use a candid photo of yourself of one with your customer in the shot, and the accompanying social media text can be a testimonial.
11. **Self Branding:** “Do a behind the scenes afternoon.” This could be a series of photos that represent your day as an agent or even a video montage.
12. **Self Branding:** “Share 5 reasons why sellers (or buyers) can rely on you.” Share a photo of yourself out-and-about and 5 things that are the hallmark of your service.
13. **Self Branding:** “Share a quick video introducing yourself.” If you don’t have a video, use a condensed bio. This should be a friendly post for people to get to know you.
14. **Self Branding:** “Highlight a professional service you offer your sellers.” Use a professional home photo and highlight your marketing services, etc.
15. **Community & Lifestyle:** “Share a photo of a community amenity.” Have one from a previous listing? Whether it’s a park or pool speak to why you love that community.

16. **Community & Lifestyle:** “Share a photo of a community amenity.” Have one from a previous listing? Whether it’s a park or pool, speak to why you love that community.
17. **Community & Lifestyle:** “Share a photo of your favorite coffee/lunch spot.” Support local business while showing off how in-tune you are with the best spots in the area.
18. **Community & Lifestyle:** “Share a ‘can you name this spot?’ photo.” Challenge people to identify where a photo was taken that you share.
19. **Community & Lifestyle:** “Promote an upcoming community event.” This could be any relevant photo or video of an area with details about the event. Include your own tips as well.
20. **Community & Lifestyle:** “Share why you love XYZ area.” This would be awesome to do as a selfie (or pro) video on location.
21. **Community & Lifestyle:** “Share a photo of you enjoying the local lifestyle.” Whether it’s your golfing, skiing, or sitting on a park bench, show off what it’s like to live there.
22. **Community & Lifestyle:** “Highlight street or community art.” Share a photo of a mural, sculpture, or other artistic areas of your community.
23. **Community & Lifestyle:** “Highlight a local attraction.” Is there a signature landmark or local hotspot? Take time to give your insider recommendations for seeing or visiting it.
24. **Community & Lifestyle:** “Share a ‘you know you’re a local when’ quote.” Include a photo of what you’re talking about and something humorous or even heartfelt. Example for Florida - “You know you’re a local when 70 degrees means winter is here!”
25. **Community & Lifestyle:** “Share your favorite hidden gem in XYZ area.” This could be a serene view, a local boutique, community park, or even an activity.
26. **Local Real Estate Tip:** “Share your number one tip for buyers.” Include a home photo and what’s the number one thing you’d say to buyers right now.
27. **Local Real Estate Tip:** “Share a secret successful sellers know.” You could get really cheeky and include a photo of one of your sold signs here!
28. **Local Real Estate Tip:** “Share what homes are selling for.” Include a photo of a sold listing or use a stock photo and share some stats on home sales in a particular area. This could potentially attract both buyers and sellers.
29. **Local Real Estate Tip:** “Share a mini-market update.” Many boards release market numbers with statistics and info regularly. Consider using this to film a quick video of you talking about the trends.
30. **Local Real Estate Tip:** “Ask an expert.” Take a break from content creation and ask a fellow industry pro to answer a question for you.

This is a very robust collection of ideas.
So, pick and choose what works for you or give them all a shot!