

## UNIQUE POST IDEAS

- "About Me" Agent introduction video
- Move In/Out Survival Guide (tips)
- Sponsor a "Pet of the Month" with a local shelter
- Hold a caption contest ("Caption this" with a funny or interesting photo)
- Show your office workspace
- Share a community event that you're attending - take pics or a live video while you're there
- How-to videos - painting a front door a bright color, decorating a porch, etc.
- Share a co-worker's listing
- Provide insight on a statistic
- Live video - show progress of a remodel.



Use some of your existing marketing tools like post cards, flyers, email campaigns or door hangers for inspiration.

# CONTENT IDEAS FOR SOCIAL MEDIA



Refer to these ideas for inspiration when coming up with social media posts.



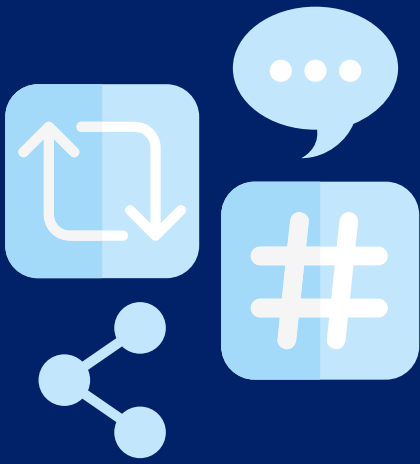
## EVERGREEN CONTENT

(aka content that never gets old)

- Featured or new listings
- Local events and activities
- Just sold (image of new owners with your sign/rider)
- In-office activities/training
- Client testimonials
- Hometown appreciation - why you love the area where you live
- Client shout-out (home sell, purchase anniversary, life events)
- Quotes
- Walk through video of new listing (no longer than 2:00)
- Memes (be funny yet non-offensive)
- Market updates
- Hashtag Holidays ([www.daysoftheyear.com](http://www.daysoftheyear.com))
- Your community involvement
- Ask for reviews!
- Ongoing family, pet, and at-home content.

## TOPICS TO AVOID:

- Political posts of *any kind*
- Religious posts (holidays excluded)



## #REGRAMS

(aka reposting other content)

Funny items: Memes, inspection fails, bad listing photos. Visit "the Lighter Side of Real Estate" for some fun post ideas:  
<https://lightersideofrealestate.com/>

News from community sources such as newspapers, business journals, chambers of commerce

CB Blue Matters blogs

Before/After remodeling photos

DIY ideas you love from Pinterest, HGTV, DIY Channel.

Repost from our company Facebook pages and Instagram feed.



# ONGOING CONTENT THEMES



Stay top of mind with your followers with ongoing content. Post regularly (every few days or weekly). If remembering to post is not your strength, set up a content calendar and schedule them ahead of time. Make one day a week your "admin" day to focus on social media and schedule posts throughout that week. The following themes are always good to post:

**MY FAVORITES:** Post about your favorite local...everything. Favorite local park to take the kids or dogs to, local hiking trail, source for affordable home repair supplies, Restaurant or pub, etc. The options are endless. Make sure it is something you feel passionately about so you can provide local insight that can benefit your followers.

**THIS OR THAT:** Post side-by-side pictures (use an app like PicStitch) asking followers if they prefer one over the other. For example, stainless or black stainless appliances. Wood floor vs tile, city vs country views.

**INTERVIEW AN EXPERT:** Connect with your favorite lender, lawyer, inspector, contractor, and ask them to provide insight on their expertise.

**REAL ESTATE TIPS:** Leverage your unique expertise by providing a "Tip of the Week" (or month, just be sure to commit to making it a regularly scheduled post) to your followers.

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## REMEMBER THESE 4 THINGS:

1. Be consistent
2. Help first, sell last
3. Be yourself!
4. Educate, entertain, and inspire!