

SOCIAL MEDIA GUIDE: MONTH OVERVIEW

PERSONAL
 BUSINESS

SUN	MON	TUE	WED	THU	FRI	SAT
EDUCATE	MOTIVATE	BUILD TRUST	COMMUNITY	ENTERTAIN	EDUCATE	COMMUNITY
BUILD TRUST	EDUCATE	BUILD TRUST	ENTERTAIN	COMMUNITY	EDUCATE	ENTERTAIN
COMMUNITY	EDUCATE	BUILD TRUST	MOTIVATE	EDUCATE	ENTERTAIN	COMMUNITY
BUILD TRUST	EDUCATE	ENTERTAIN	MOTIVATE	COMMUNITY	EDUCATE	BUILD TRUST
EDUCATE	COMMUNITY	ENTERTAIN	BUILD TRUST	EDUCATE	BUILD TRUST	COMMUNITY

SOCIAL MEDIA GUIDE: PURPOSE FOR POSTING

Why should people follow you?

Educate | Entertain | Motivate | Build Trust | Promote the Community

Post Ideas:

Educate:	Entertain:	Motivate:	Build Trust:	Community:
<ul style="list-style-type: none">• Home maintenance tip (could use a personal example)• DIY tip (could use a personal example)• Buyer tip• Seller tip• Buyer FAQ• Seller FAQ• Biggest ROI for sellers• Free resource (checklists, how-to/DIY, etc)• Debunk a homeowner myth• Market Update	<ul style="list-style-type: none">• Holiday message• Pet post• Family post• Throwback Thursday• Home tour video• Client events• Contest/Giveaway• Poll (this or that, would you rather)• Most expensive property of the month• Before and after• Behind the scenes	<ul style="list-style-type: none">• Core values• Seller Challenge• Best value of the month• Why now is the time to buy or sell• What's happening with the economy and how it impacts real estate• Interest rate update• Market statistics	<ul style="list-style-type: none">• Personal news or update• Client testimonial• New listing (geotag)• Just sold (geotag)• Buyer in front of new house (tag buyer)• Buyer at the closing table (tag buyer)• Open House• Seller story (geotag)• Buyer story (geotag)• Repost team posts	<ul style="list-style-type: none">• Selfie from a local restaurant• Photos from a community event you attended• Best grilled cheese/burger/etc in town• Upcoming community events• Best Mexican/Italian/Chinese/etc. restaurant

SOCIAL MEDIA GUIDE: USAGE LEVEL EXAMPLES

1 Level One

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	BUSINESS		PERSONAL		BUSINESS	

2 Level Two

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	BUSINESS	BUSINESS	PERSONAL	BUSINESS	PERSONAL	

3 Level Three

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
BUSINESS	PERSONAL	BUSINESS	BUSINESS	BUSINESS	PERSONAL	PERSONAL