

Social Media Kickstart Calendar

A well-balanced social media strategy helps build trust, engage your audience, and generate leads. Experts recommend using the Rule of Thirds for content:

- 1/3 Educational (market updates, home-buying tips, industry insights)
- 1/3 Entertaining (personal stories, behind-the-scenes, community highlights)
- 1/3 Promotional (listings, success stories, client testimonials)

Here's a sample month to get you off on the right track:

Week 1

Post 1: (Educational) - "5 Common First-Time Homebuyer Mistakes & How to Avoid Them" (Share quick tips with an engaging image or carousel post.)

Post 2: (Entertaining) - "Meet [Your Name]!" (Personal introduction post sharing why you got into real estate.)

Post 3: (Promotional) - "Why Now is a Great Time to Buy/Sell in [Your Sudbury]" (Use local statistics or a brief market update.)

Week 2

Post 1: (Educational) - "Understanding the Home Buying Process in 6 Steps" (Use a short video or infographic.)

Post 2: (Entertaining) - "Behind-the-Scenes: A Day in the Life of a Realtor" (Share what you do daily in an Instagram Story.)

Post 3: (Promotional) - "Just Listed/Just Sold" (Highlight an available or recently sold property, even if it's a brokerage-wide listing.)

Week 3

Post 1: (Educational) - "How to Boost Your Home's Value Before Selling" (Quick renovation tips.)

Post 2: (Entertaining) - "What's Your Dream Home?" (Engage your audience with a fun poll or interactive question.)

Post 3: (Promotional) - "Client Testimonial" (Share a client success story with a photo.)

Week 4

Post 1: (Educational) - "Debunking Common Real Estate Myths" (Post a myth vs. fact format.)

Post 2: (Entertaining) - "Local Business Shoutout!" (Feature a local café, shop, or event to build community engagement.)

Post 3: (Promotional) - "Thinking of Buying or Selling? Let's Chat!" (A direct call-to-action post.)

More Post Ideas

Educational Content:

- How to get pre-approved for a mortgage
- What's included in closing costs?
- The difference between pre-qualified and pre-approved
- How interest rates impact homebuyers
- Home staging tips for sellers
- Seasonal home maintenance checklists

Entertaining/Engaging Content:

- Fun real estate trivia
- Poll: Would you rather have a big backyard or a finished basement?
- Before & after transformations of homes
- "Realtor life" memes
- Community events and recommendations
- Throwback to your first home

Promotional Content:

- A quick tour of an active listing
- A "just sold" success story
- A personal testimonial from a client
- A milestone (first sale, new certification, 5-star review)
- FAQ post answering common client concerns