

Weekly Social Media Content Plan

✔ Best Practices for Both Platforms:

- 📌 **Instagram** → Use high-quality visuals, Reels, and Stories. Engage with polls, Q&A, and interactive stickers. Hashtags: **#RealEstate #DreamHome #HomeBuying**
- 📌 **Facebook** → Longer captions, community group posts, and live videos work well.

Additional Tips for Realtors on Instagram & Facebook:

- ✔ **Post consistently** – Aim for at least **5 posts per week + daily Stories**.
- ✔ **Use trending Reels audio** to boost reach.
- ✔ **Engage** – Reply to DMs/comments & interact with followers.
- ✔ **Leverage Instagram Highlights** – Organize into categories like "Listings," "Sold," "Tips," and "Testimonials."
- ✔ **Go Live Weekly** – Even a 5-10 min "Real Estate Q&A" can build trust & authority.

📌 Extra Hashtag Bank (Mix & Match!)

🏠 General Real Estate Hashtags:

#RealEstate #HouseHunting #FirstTimeHomeBuyer #YourCityHomes #LuxuryHomes

📈 Market & Advice Hashtags:

#HousingMarket #MarketUpdate #HomeBuyingTips #SellerTips #RealEstateAdvice

📍 Local & Community Hashtags:

#YourCity #CommunitySpotlight #SupportLocal #YourCityRealEstate
#NeighborhoodVibes

✨ Lifestyle & Fun Hashtags:

#DreamHome #HouseGoals #HomeDecor #InteriorInspo
#RealtorLife#shenandoahvalley #shenandoahvalleyva #augustava #staunton
#stauntonva #stauntonvirginia #waynesboro #waynesborova #waynesborovirginia
#homeownership #realestate #relocatetovirginia #placeliveinvirginia
#rockinghamcounty #lovestaunton #nestrealty #shendoahvalleyrealestate
#shenandoahvalleyrealtor #augustacountyrealestate #augustacountyrealtor
#stauntonrealestate #stauntonrealtor #waynesbororealestate #waynesbororealtor

MONDAY – Market Update & Trends (Reel/Carousel Post)

 **Post Idea:** Share a short video or carousel post with local market trends (home prices, inventory levels, interest rates).

 **Caption Tip:** "🏠 Thinking of buying or selling? Here's what's happening in [Your City] real estate this week!

 **Goal:** Establish expertise & provide valuable insights.

 **Post Template:**

Content:

 **[Your City] Weekly Market Update!**

 Average Home Price: **\$XXX,XXX**

 Homes Sold: **XX**

 Inventory Level: **High/Low**

 Interest Rates: **X.X%**

 **Thinking of buying or selling? DM me!**

 **Hashtags:**

#MarketUpdate #RealEstateTrends #HousingMarket #HomeBuying #HomeSelling #YourCityHomes

 **Template Idea:**

- Slide 1: "🏠 [Your City] Weekly Market Update" (Branded with your logo & photo)
 - **What does this mean?**
Buyers: [Tip here]
Sellers: [Tip here]
- Slide 2: "📊 Average Home Price: \$XXX,XXX | Inventory: 🔥 ⬆️ ⬇️"
 - **What does this mean?**
Buyers: [Tip here]
Sellers: [Tip here]
- Slide 3: 📈 Inventory Level: **High/Low** "What does this mean for you? Buyers vs. Sellers"

 **Instagram:** Create a **Reel** or **Carousel** post breaking down the local market update with home prices, inventory levels, and trends.

 **Facebook:** Share an in-depth post with a branded graphic or **Facebook Live** discussion.

 **Reel Alternative:**

- Short video summarizing key stats, pointing to text on screen.

TUESDAY – Buyer/Seller Tips (Carousel/Story Post)

 **Post Idea:** Create an educational post with tips for home buyers or sellers (e.g., "5 Mistakes First-Time Buyers Make" or "How to Prepare Your Home for Sale").

⇒ **Caption Tip:** "Selling soon? Don't forget these essential steps to maximize your home's value! 💰 ✨ #SellerTips #HomeSelling"

 **Goal:** Build trust & position yourself as a knowledgeable guide.
Carousel with 5 slides, each featuring a quick tip for buyers or sellers.

 **Instagram:** Post a

 **Facebook:** Share a longer caption with a helpful **infographic**.

⇒ **Caption Example:**

Here are **5 must-know tips** to maximize your home's value! 💰💡 **Bonus:**
Ask a question in Stories (e.g., "What's your biggest home-buying concern?") to spark engagement.

 **Post Template:**

 [X] **Must-Know Tips for Home [Buyers/Sellers]!**

1 Tip #1

2 Tip #2

3 Tip #3

 **Thinking of making a move? Let's chat!** DM me for expert advice.

 **Hashtags:**

#HomeBuyingTips #SellerTips #RealEstate101 #HomeBuyers #FirstTimeHomeBuyer #RealEstateAdvice

 **Template Idea:**

- Slide 1: "🏠 Selling Soon? Read This First!"
- Slide 2-5: 4 quick, valuable tips (e.g., 1 Declutter & Stage")
- Final Slide: CTA "💬 DM me if you need expert guidance!"

 **Reel Alternative:**

- "POV: You're a first-time homebuyer... Here's what you should know." (trending audio + captions)

 **Story Idea:**

- Use **Quiz Sticker:** "How much do you know about home buying?" (Multiple choice quiz)
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WEDNESDAY – Property Spotlight (Reel/Live/Photo Post)

 **Post Idea:** Showcase a featured listing with high-quality photos, a video tour, or a virtual walkthrough.

 **Caption Tip:** "  Just Listed/Sold/Under Contract: [Property Address] – This [#] bed, [#] bath home is a dream!

 **Goal:** Drive interest & generate leads.

 **Instagram: Reel or High-Quality Post** showcasing a listing. Try a “walking tour” or a **Before & After staging Reel**.

 **Facebook:** Upload an **album of images** with a detailed property description OR go **Live** for an exclusive virtual tour.

 **Caption Example:**

 **JUST Listed/Sold/Under Contract**  This stunning [#] bed, [#] bath home in [Neighborhood] is the perfect blend of modern & cozy!   Who’s moving in? DM for details or a private showing.
#DreamHome #JustListed

 **Bonus:** Add **polls/questions** in Stories (e.g., "Would you live here? Yes or No?")

 **Post Template:**

  **JUST Listed/Sold/Under Contract!** 

 **[Property Address]**

 **[#] Bedrooms** |  **[#] Bathrooms**

 **[Square Footage] sqft**

 **Listed at \$XXX,XXX**

 **Features You'll Love:**

 Feature 1

 Feature 2

 Feature 3

 DM me to schedule a private tour!

 **Hashtags:**

#DreamHome #JustListed #YourCityHomes #HouseGoals #LuxuryHomes #RealtorLife

 **Template Idea:**

- High-quality **carousel of listing photos**
- " JUSTListed/Sold/Under Contract in [Neighborhood]! Swipe to see this dream home."
- Feature key property details + CTA to book a tour

 **Reel Alternative:**

- Walkthrough video of the home with **trending background music**
- Caption: "Would you live here? Drop a  if yes!"

 **Story Idea:**

- **Poll Sticker:** “Would you live here? YES / NO”
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THURSDAY – Community Highlight (Reel/Photo/Post)

 **Post Idea:** Feature a local business, neighborhood, or event to position yourself as the go-to local expert.

⇒ **Caption Tip:** "☕ Supporting local! Check out [Local Business Name] – the best coffee spot in town! Where's your go-to café? #LocalLove #CommunitySpotlight"

🎯 **Goal:** Strengthen community ties & attract local engagement

 **Instagram:**

Post a **Reel** featuring a local business, coffee shop, or park.

 **Facebook:** Share a **photo** or post tagging the business and highlighting why you love it.

⇒ **Caption Example:**

☕ Supporting local! If you haven't been to [Local Business Name], you're missing out! Best coffee in town. ❤️ Tag your favorite local spot below! #SupportLocal #CommunitySpotlight

💡 **Bonus:** Host a **giveaway** with a local business for engagement.

 **Post Template:**

💙 **Local Love or Weekend Plans** 💙

If you're in **[Neighborhood/City]**, check out **[Business Name]**! They have the **best [product/service]** in town.

📍 Location: [Tag business]

★ Why I love it: [Reason]

👉 What's your favorite local spot? Tag them below!

 **Hashtags:**

#SupportLocal #CommunitySpotlight #YourCity #LocalBusinessLove #RealtorLife

 **Template Idea:**

- "☕ Featured Local Business: [Business Name]"
- Photo of the business + Why you love it
- Tag the business & encourage engagement

 **Reel Alternative:**

- Short clip of the location (inside/outside) with **text overlay** describing what makes it great.

 **Story Idea:**

- **Q&A Sticker:** "What's your favorite coffee shop in [Your City]?"
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FRIDAY – Behind the Scenes / Realtor Life (Story/Reel/Photo Post)

 **Post Idea:** Share a “day in the life” post, a client testimonial, or a story about why you love being a realtor.

⇒ **Caption Tip:** "A glimpse behind the scenes! From listing appointments to closing celebrations, I love helping clients find their dream homes! 🏡❤️ #RealtorLife #DreamJob"

🎯 **Goal:** Humanize your brand & build trust.

 **Instagram:** Create a **Reel** with a day-in-the-life montage OR share a **Story Series** with Q&A about real estate.

 **Facebook:** Post a **photo** from your day and share personal insights into your realtor journey.

⇒ **Caption Example:**

🏡 A day in the life of a Realtor! 📅 From showings to closings, every day is an adventure. Drop your real estate questions in the comments! ↓

💡 **Bonus:** Use **Instagram Story Q&A Stickers:** “Ask me anything about real estate!”

 **Post Template:**

 **A Day in the Life of a Realtor!**

Today's Schedule:

- ✓ Showings 🏡
- ✓ Home Inspection 🔍
- ✓ Writing Offers 📝
- ✓ Client Closing Day 🎉

I love helping families find their dream homes! ❤️ DM me if you're ready to start your journey.

 **Hashtags:**

#RealtorLife #BehindTheScenes #RealEstateAgent #HomeBuyingJourney #LifeOfARealtor

 **Template Idea:**

- "📅 A Day in My Life as a Realtor" (Photo collage)
- “From showings to closing deals, here’s what a typical day looks like.”

 **Reel Alternative:**

- Time-lapse video of your workday (showings, contracts, driving, coffee break).

 **Story Idea:**

- **Q&A Sticker:** "Ask me anything about real estate!"
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SATURDAY – Fun & Engagement Post (Poll/Meme/This or That)

📌 **Post Idea:** Post a real estate meme, a “This or That” poll (e.g., modern vs. traditional homes), or a home décor inspo post.

⇒ **Caption Tip:** "Which kitchen do you love more? 🤔 A or B? Vote in the comments! ↓ #HomeDesign #HouseGoals"

🎯 **Goal:** Boost engagement & entertain your audience.

📌 **Instagram:** Post a **meme, poll, or ‘This or That’ interactive Story** (e.g., “Which kitchen do you prefer?”).

📌 **Facebook:** Share a fun real estate **meme** or **post a home decor inspiration photo**.

⇒ **Caption Example:**

🏠 Pick one! A) Modern Kitchen 🤔 B) Classic Charm ❤️ Drop your choice below! ↓

💡 **Bonus:** Use **Reels with trending audio** to boost reach!

📌 **Post Template:**

🏠 **THIS OR THAT?**

Which home style do you love more?

🏠 A) **Modern & Minimalist**

🏠 B) **Classic & Cozy**

Drop your vote in the comments! ↓

📌 **Hashtags:**

#HomeDesign #ThisOrThat #DreamHome #HouseHunting #InteriorInspo

SUNDAY – Success Story / Testimonial (Photo/Reel/Post)

 **Post Idea:** Share a recent success story, a closing day photo with happy clients, or a client review.

⇒ **Caption Tip:** "Another happy homeowner! 🎉🏡 Congrats to [Client Name] on their new home. 🏡 Ready to start your journey? Let's chat! #HappyClients #SoldBy[YourName]"

🎯 **Goal:** Build social proof & attract potential clients.

 **Instagram:** Share a **photo with happy clients** OR a **Reel of a closing day celebration**.

 **Facebook:** Post a **testimonial graphic** with a quote from a satisfied client.

⇒ **Caption Example:**

🎉 SOLD! Congrats to [Client Name] on finding their dream home! ❤️🏡 Nothing makes me happier than helping families start their next chapter. Who's next? Let's find your perfect home! 💡

Bonus: Use **Instagram Story Highlights** to showcase testimonials.

 **Post Template:**

 **Success Story**

Congratulations to **[Client Name]** on their new home! 🏡❤️

✅ What they wanted: [Their needs]

✅ What we found: [Home details]

✅ Their reaction: [Testimonial quote]

Helping amazing clients like **[Client Name]** is why I love what I do! 💕 DM me if you're ready to buy or sell!

 **Hashtags:**

#HappyClients #JustSold #YourCityRealtor #SoldBy[YourName] #DreamHomeAchieved

 **Template Idea:**

- "🎉 SOLD! Congrats [Client Name] on your dream home!"
- **Client photo + Their review in a stylish text box**
- CTA: "Thinking of buying? DM me!"

 **Reel Alternative:**

- Closing day moment with happy clients (smiling, keys in hand).

 **Story Idea:**

- "Meet my happy client! 🏡 Swipe for their testimonial."
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