

01 STATISTIC	02 WHY YOU SHOULD WORK WITH ME	03 FEATURED LISTING	04 MYTH VS FACT IN THE MARKET	05 TESTIMONIAL	06 PROPAGANDA I'M NOT FALLING FOR REEL	07 ANSWER A FAQ
08 MICRO VLOG (DAY IN THE LIFE)	09 DFW AREA RESOURCE	10 BUYER VS. SELLER TIPS	11 WALKTHROUGH WEDNESDAY	12 THIS WEEK'S MARKET SNAPSHOT	13 MORNING ROUTINE VOICEOVER REEL	14 STAGING BEFORE AND AFTER REEL
15 THIS OR THAT HOME DECOR POLL	16 TRENDING SOUND REEL	17 DISCUSS RECENT GREAT CLOSING	18 ASK PEOPLE TO GET ON YOUR EMAIL LIST	19 COMING SOON TEASER REEL	20 HOME FEATURE CLOSE-UPS - REEL	21 REPUBLIC TITLE HOLIDAY EVENTS PIECE
22 UPCOMING EVENTS IN THE AREA	23 WOULD YOU RATHER: LOCATION VS. SIZE REEL	24 NEW LISTING VIDEO TOUR	25 THINGS TO LOOK FOR WHEN BUYING A HOME	26 DOOR OPEN TRANSITION REEL	27 WHAT CLIENTS THINK WE DO VS WHAT WE ACTUALLY DO	28 NEIGHBORHOOD SPOTLIGHT
29 MONTH OVERVIEW WINS/LESSONS	30 PROMOTE UPCOMING OPEN HOUSE	<p><i>This is our 30 day example of what your content outline could look like. Now it's your job to take the info we have given you today and make it fit your brand. Remember, if you plan 30 days of content you don't have to post every single day. If it's more feasible for you to post 3 days a week, 30 "days" of content could last you a lot longer. At Republic Title we plan our content on the first of the month but do what works best for you. And Remember:</i></p> <p>DONE IS BETTER THAN PERFECT!</p>				

CONTENT IDEAS



EDUCATION

- REAL ESTATE NEWS
- ANSWER FAQ'S
- STATISTICS
- INTERVIEW A GUEST
- "DID YOU KNOW?" R.E. FACTS
- BUYER VS. SELLER TIPS
- COMMON CONTRACT MISTAKES TO AVOID
- HOST A THIS OR THAT POLL
- NEIGHBORHOOD SPOTLIGHT
- WHAT \$ GETS YOU IN YOUR MARKET
- FIRST-TIME BUYER TIPS
- INSPECTION ISSUES EXPLAINED
- APPRAISAL BASICS
- OFFER A HOME BUYING TIP



CONNECTION

- MICRO VLOG (5-9 AFTER THE 9-5)
- GO BEHIND THE SCENES
- SHARE A PERSONAL STORY
- "A DAY IN THE LIFE" REEL
- SHARE A PODCAST YOU LOVE
- SHARE YOUR MORNING ROUTINE
- POST A DESTINATION HOME
- YEARS OF EXPERIENCE
- POST USING A VIRAL SOUND/TREND
- EXPLAINING YOUR PROCESS
- REEL OF A TYPICAL CLOSING DAY
- CLIENT TESTIMONIAL (VIDEO/GRAPHIC)
- WALKTHROUGH WEDNESDAYS



ENTERTAINMENT

- SEASONAL/HOLIDAYS
- RENT VS BUY POLLS
- COMMUNITY EVENTS
- GUESS THE PRICE REEL
- VIRAL SOUND WITH HOME DETAILS
- TRANSITION VIDEOS
- REALTOR CHALLENGES
- CONTEST OR GIVEAWAY
- POV WALKTHROUGH WITH ON-SCREEN TEXT
- RAPID FIRE Q&A
- INTRODUCE YOURSELF/YOUR BRAND
- BTS WALKTHROUGH
- MYTHS VS FACTS IN THE MARKET



CONVERSATION

- INTERVIEW A GUEST/BUSINESS
- HOW YOU GOT STARTED
- SHARE A PERSONAL STORY
- COMMUNITY EVENTS ROUNDUP
- ASK QUESTIONS
- HOST A POLL
- ASK FOR RECOMMENDATIONS
- RECOMMEND ANOTHER LOCAL BUSINESS
- FIRST-TIME BUYER TIPS
- FROM OFFER TO CLOSING
- CLIENT TESTIMONIAL
- WRITE MORE ENGAGING CAPTIONS
- RESPOND TO YOUR COMMENTS!!



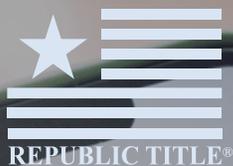
INSPIRATION

- CLOSING SPOTLIGHT
- DISCUSS A GREAT DEAL
- WHY THIS HOME SOLD FAST
- SHARE A TESTIMONIAL
- SHARE A RECENT WIN
- SHARE A RECENT LOSS (AND WHAT YOU LEARNED)
- CELEBRATE A MILESTONE
- PRICE IMPROVEMENT EXPLANATION
- BEFORE/AFTER LANDSCAPING, DECLUTTERING, PAINTING, ETC.
- TALK ABOUT A DREAM YOU'VE ACHIEVED
- SHOW HOME DECOR INSPO



PROMOTION

- TELL PEOPLE TO SIGN UP ON YOUR EMAIL LIST
- ASK IF ANYONE NEEDS A REALTOR
- ASK PEOPLE TO COME TO A WEBINAR
- ASK PAST CLIENTS TO SUBMIT TESTIMONIALS
- SOLD SPOTLIGHT
- COMING SOON SPOTLIGHT
- OPEN HOUSES
- VIDEO TOURS
- WHAT MAKES YOUR TEAM STAND OUT
- WHAT MAKES YOU THE BEST IN YOUR FIELD
- YOUR MISSION STATEMENT
- YOUR COMPANY VALUES



YOUR SOCIAL MEDIA *CONTENT CALENDAR*

01

02

03

04

05

06

07

08

09

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

25

26

27

28

29

30
+