SAFE HOUSE
Property Inspections LLC

WEEKLY REAL ESTATE SOCIAL MEDIA CONTENT PLAN

757-418-0944

DAY	CONTENT TYPE	PURPOSE	OUTCOME
Monday	Motivational	Inspire and motivate followers	Increased engagement and positive sentiment
Tuesday	Information/Valuable Content	Educate and provide value to followers	Enhanced credibility and knowledge sharing
Wednesday	BTS/Share Personal Life	Humanize the brand and build personal connection	Strengthened personal connections and trust
Thursday	What's Trending?	Inform about latest trends and innovations	Followers stay updated with market trends
Friday	Funny Video - Entertaining	Entertain and engage followers	Increased engagement and follower interaction

IMPORTANT TIPS:

Create Snackable, Trend-Driven, and Educational Content

Snackable:
Quick Tips/Videos: Easy-to-digest content.
Why: Capture fast-scrolling attention.

Entertaining:
Funny Stories/Bloopers: Amusing posts.
Why: Boost engagement and shares.

Trend-Driven:
Use Trending Hashtags: Stay current.
Why: Increase visibility.

Educational:
Tips/Market Updates: Valuable info.
Why: Build trust and expertise.

Fun:
Fun Facts: Light-hearted content.
Why: Make your brand relatable.

STRATEGY:

- Combine Formats: Mix images, videos, and text.
- Leverage Trends: Follow and use popular hashtags.
- Interactive Elements: Use polls and quizzes.
- Consistent Branding: Maintain a uniform look.
- Use Stories/Reels: Share quick, engaging updates.
- Call-to-Actions: Encourage likes, and comments, send a message, and share.

SAMPLE INSTAGRAM STORIES CONTENT

DAY	CONTENT TYPE	DESCRIPTION
Monday	Q&A or Poll	Post a "Q&A or Poll" during the walk-through addressing possible questions.
Tuesday	Success Story/Testimonial	Share a success story or testimonial from a happy client. Add a "Question" sticker asking your followers to share their home-buying dreams and how you can help.
Wednesday	Before-and-After Photo or Video	Share a before-and-after photo of a renovation or a memorable past sale. Encourage followers to share their own renovation stories or favorite home transformations.
Thursday	Local Businesses/Vendors/Community Events Showcase	Showcase local businesses, vendors, or community events beneficial for homeowners. Tag the businesses or event organizers and encourage your followers to visit them.
Friday	Light-hearted Content	Share home décor inspiration, fun facts about real estate. Host a fun quiz or trivia related to real estate or home living.

IMPORTANT TIPS:

Maximize Your Instagram Stories for Promotional Content

Instagram Stories are a powerful tool to showcase your brand's unique offerings and stand out from the competition.

While the above content plan ensures a mix of engaging and informative posts, don't forget to sprinkle in promotional content regularly.

Highlight what makes your services unique, such as your commitment to quality, energy-efficient homes, and comprehensive warranties. Share exclusive deals, new home listings, or upcoming events that your followers won't want to miss. By leveraging Instagram Stories for promotional content, you can keep your audience informed, excited, and ready to engage with your brand.