

Facebook Posting Calendar

For Real Estate Agents

October 2020



FACEBOOK

MARKETING PARTNER

Using Your Facebook Posting Calendar

As Premier Facebook Marketing Partners, we know how hard it can be to find new content to post to social media. We made this Facebook post calendar to make posting just a little easier for you.

In this Facebook Posting Guide, we'll help you to nurture leads using content that shows your local knowledge and expertise.

Do I Need to Use Every Post?

While this guide includes posts for nearly every day of the month, you do not need to use every post. At a minimum, you'll want to make a post at least 1-2 times per week.



Also, feel free to substitute your own post ideas on a given day. We also have provided a list of alternative post ideas on the last page of this guide.

What Does the # Mean?

The pound sign, or hashtag, makes it easier for new users to discover your posts.

To use, simply type # followed by a word or phrase related to your post with no spaces. The text will appear in blue in your post, and users can click the hashtag to find a list of other posts with the same hashtag.

Example: #RealEstate

Why Do Some Hashtags Contain Blanks?

Whenever you see a blank (___), you'll want to insert the area where you'll be doing business to attract local users.

Example:

#___Homes → #AtlantaHomes

What Is Page Engage?

Page Engage is an automatic Facebook posting service built for real estate agents. Agents can buy Page Engage for only \$89.99 a year at [homeasap.com](https://www.homeasap.com) or by calling **(904) 549-7616**.

Agents who do not wish to purchase a Page Engage subscription can also use the Page Poster tool the Real Estate Agent Directory to manually post real estate content as part of their membership.

What If I Don't Have Any Listings to Post?

Each Tuesday has been set aside for posting listings. Agents without any current listings might opt to share other listings from in their office.

You can also use this post to attract sellers. For instance, you might show some of the ways in which you promote listings, and encourage people to contact you to learn more.



October 2020 Facebook Posting Calendar

SUN	MON	TU	WED	TH	FRI	SAT
				1 #_____Hotspots Highlight a popular local restaurant	2 #FirstTimeFriday Share a tip for first time home buyers	3 Page Engage Post
4 Take a break!	5 #MotivationMonday Share a brief story of home owner you've helped achieve their goals	6 #_____Listings Highlight one of your listings. Be sure to use attention grabbing images	7 Page Engage Post	8 #ThursdayThoughts Share your opinion on the current state of the housing market	9 #FunFriday Ask followers to share fun weekend events happening	10 Page Engage Post
11 Take a break!	12 #MortgageMonday Post about current mortgage rates & how buyers can save by buying now	13 #_____Listings Highlight one of your listings. Be sure to use attention grabbing images	14 Page Engage Post	15 #_____Hotspots Highlight a popular local park	16 #FirstTimeFriday Share a tip for first time home buyers	17 Page Engage Post
18 Take a break!	19 #MovingMonday Share a tip for making a move go more smoothly.	20 #_____Listings Highlight one of your listings. Be sure to use attention grabbing images	21 Page Engage Post	22 #ThursdayThoughts Share a downside to working with iBuyers versus a real estate agent	23 #FunFriday Ask followers to share fun weekend events happening	24 Page Engage Post
25 Take a break!	26 #MortgageMonday Introduce a loan officer or broker you've had success with in the past	27 #_____Listings Highlight one of your listings. Be sure to use attention grabbing images	28 Page Engage Post	29 #_____Hotspots Highlight a popular local store	30 #Halloween Share a Halloween safety tip for people in your area.	31 Page Engage Post

Tips For Success

Consistency Is Key

As mentioned earlier, you don't need post every day, but you will want to post several times a week for sure.

Page Engage can be a very useful tool here. It makes sure that your Facebook always has fresh content even when you're schedule gets busy.

Always Add Value

Your followers need a good reason to follow you. Remember they typically come to Facebook to entertain themselves and engage with people.

If all you do is push listings, you will lose people's interest. Instead, look at Facebook posts as a chance to build relationships and trust with your customers first and to generate leads second.

If your posts entertain or inform about the things your target audience cares about, they will naturally want to engage.

Partner Up

Facebook posts can be a fantastic way to build mutually beneficial relationships with other business owners. Try tagging businesses or sharing their content to demonstrate your local knowledge.

Most businesses are happy to get the extra recognition. Many will even reshare your original post which can expand your reach.

Use Multiple Hashtags

You can use more than one hashtag at a time to expand your reach as well. For instance, you might want to use hashtags of your city or specific neighborhood.

Be Authentic

Facebook posts work great for building your brand as a real estate agent. Nothing kills your brand building efforts quite like insincerity.

More Posts To Try

Local History Highlights

Tell an interesting tidbit of local history to demonstrate your local knowledge.

Possible Hashtag:
#Historic_____

Home Owner Tips

Share a tip about how homeowners can add value to their homes.

Possible Hashtag:
#HomeOwnerHacks

Personal Passions

Have cause around the community you feel passionate about? Sharing a little about this passion can build trust and set you apart from other agents.

Be careful to avoid passions that might get arouse disagreements such as politics. Instead opt for causes with wide appeal such as animal rescues or local charities such as the Special Olympics.

Possible Hashtag:
#_____Cares