

50 SOCIAL MEDIA CONTENT IDEAS

PHOTOS & VIDEOS

1. BEFORE AND AFTER
2. FUNNY MEME
3. SHORT VIDEO TIP
4. BEHIND THE SCENES
5. SNEAK PEEK
6. FLAT LAY OR STYLED IMAGE
7. VIDEO ANNOUNCEMENT

ASK A QUESTION

8. TAKE A POLL
9. THIS OR THAT...
10. WOULD YOU RATHER...
11. IF YOU COULD...
12. FILL IN THE BLANK...

GET PERSONAL

13. FUN FACT
14. SHARE A HOBBY
15. GLIMPSE INTO FAMILY TIME
16. EXPLORING YOUR CITY
17. BOOK YOU'RE READING
18. RELAXATION TIME
19. INSPIRATIONAL QUOTE
20. PERSONAL MANTRA
21. SHARE GRATITUDE
22. SHARE A FAN PHOTO
23. @MENTION A FOLLOWER
24. @MENTION AN INFLUENCER
25. THANK YOUR FOLLOWERS

BE THE EXPERT

26. INDUSTRY ARTICLE
27. ANSWER FAQs
28. INDUSTRY FACT
29. INFOGRAPHIC
30. TIME-SAVING TIP
31. MONEY-SAVING TIP
32. SOLVE A PROBLEM

FAVORITE THINGS

33. FAVORITE EDUCATIONAL RESOURCE
34. FAVORITE TOOL OR SOFTWARE
35. FAVORITE PRODUCT OR SERVICE
36. FAVORITE SOCIAL PROFILE

TRENDING TOPICS

37. FEDERAL OR RELIGIOUS HOLIDAY
38. NATIONAL DAY/WEEK/MONTH
39. TRENDING TOPIC OR NEWS EVENT
40. FUNNY OR VIRAL VIDEO

PROMOTE YOURSELF

41. NEW BLOG POST
42. REPURPOSE OLD CONTENT
43. SHARE POPULAR CONTENT
44. FREE PRINTABLE / DOWNLOAD
45. PRODUCT OR SERVICE
46. TESTIMONIAL / CASE STUDY
47. PROMOTE YOUR NEWSLETTER
48. PROMOTE YOUR OTHER SOCIAL PROFILES
49. CONDUCT A CONTEST
50. RUN A SPECIAL



50 REAL ESTATE CONTENT IDEAS

PROPERTY PHOTOS

1. BEFORE AND AFTER
2. JUST SOLD
3. NEW LISTING
4. COMING SOON
5. FEATURE PROPERTY
6. DREAM HOME
7. UNIQUE PROPERTY

BUYER TOPICS

8. WHEN TO START THE PROCESS
9. STEPS TO BUYING A HOME
10. FINANCING
11. TIPS FOR HOUSE HUNTING
12. CHOOSING AN AGENT

SELLER TOPICS

13. WHEN TO START THE PROCESS
14. STEPS TO SELLING A HOME
15. PREPARING A HOME FOR SALE
16. STAGING TIPS
17. STAGING PROS & CONS
18. STRATEGIC PRICING
19. ROI ON RENOVATIONS
20. IMPORTANCE OF LISTING EXPOSURE
21. PRE-INSPECTIONS
22. PROFESSIONAL PHOTOGRAPHY
23. BUYING & SELLING AT THE SAME TIME

WEALTH BUILDING

26. INDUSTRY ARTICLE
27. HOW TO BUILD EQUITY
28. MULTI-UNIT PROPERTIES
29. MOVE-UP STORY
30. CREATING A LEGACY
31. MONEY-SAVING TIP
32. FINANCIAL WELLNESS

FINANCING

33. HIGHLIGHT A TRUSTED LENDERE
34. LOAN OPTIONS
35. DOWN PAYMENT ASSISTANCE
36. PRE-APPROVAL PROCESS

SHOW YOURSELF IN ACTION

37. BROKERS TOUR
38. HOUSE HUNTING
39. LISTING APPOINTMENTS
40. INSPECTIONS

WHY WORK WITH YOU

41. SHARE YOUR REAL ESTATE STORY
42. SHARE CLIENT TESTIMONIALS
43. SHARE HOW YOU HELP CLIENTS WIN
44. TELL RELATABLE STORIES
45. EXPLAIN YOUR NICHE/ EXPERTISE
46. SPECIALIZED SERVICE YOU PROVIDE
47. HIGHLIGHT BUSINESS PARTNERS
48. WHAT DOES YOUR BROKERAGE OFFER?
49. WHAT SETS YOU APART?
50. SHARE PERSONAL MOMENTS

