

60 SOCIAL MEDIA PROMPTS

YOU CAN USE TODAY

Engagement Post Prompts

- Tips for buying/selling a home
- Monday Motivation / Friday Celebration / Sunday Recharge
- Closing Day Congratulations
- Listing Promotion
- Client Testimonials
- Vendor Thank Yous
- Behind the scenes of an open house
- Thank you to the hardest working member of your team (your phone/coffee/car)
- Seasonal Home Care Tips
- Ask your audience: What do they wish they had known before starting the home buying process?
- This or That Questions (i.e. Would you prefer a front porch or a back patio)
- Ask your audience: I am planning to go live and discuss our local market... what questions do you have?
- I believe in our community, I'm proud to volunteer with/for____ (name and tag charitable organization)
- I can't start my day without____ (coffee/music/podcast). What about you?
- Celebrate Random Holidays - especially if you can visit a local vendor/ location and tag them in a post (i.e. doughnut day, or get outside day)

Lead Generation Post Prompts

- What sets you apart from other agents
- How you go the extra mile for your customers
- What it looks like to work with you - this might also be a good live
- Your local expertise - showcase it
- Simple Call to Action (i.e. Buying or selling a home CAN be overwhelming. I work with my customers to help calm the overwhelm. I would be more than happy to set up a time to talk with you to see how I can help you. Feel free to send me a message via private messenger, comment below, or text or call me. I can be reached at XXX-XXX-XXXX. I look forward to talking with you.)

Story Prompts

(Obtain permission from clients in your onboarding process to tag them)

- Thank you to my Awesome Customers! Thank you to @ (and include a why)
- Closing Day Success! Congratulations to @
- Just listed! @
- (Add Poll Sticker) Do you want to learn tips about buying or selling real estate?
- Testimonial from client
- Thank you to @ for inspiring me to become a Real Estate Agent
- Love morning coffee/tea from @ (name a local coffee shop/tea house)
- Enjoyed a quick lunch from @ (name a local restaurant)
- Love my customers! Just listed/sold @
- Good morning! Listening to @ to start the day! (list a local Podcaster/TV show/Radio Program)
- Who do you text most? For me... guilty! My clients!

(Continued)

- Can't wait to show @ some properties today!
- I love visiting park/greenway/trail/path in @ to take some downtime! (tag your local city if you can't tag the park)
- Why clients choose me as their Realtor
- Behind the scenes of your business
- I love working with @ (name any vendor - preferably local - that you use routinely)
- Working with @ makes my life easier (name any vendor - preferably local - that you use routinely)
- (Add Poll Sticker) Do you prefer X or Y from @ (ask a question about a local restaurant and two items there, i.e. do you prefer tea or lemonade from @)
- Can't wait to see the rest of the listing pics by @ (tag your professional photographer and include a sneak peek image of a new listing)
- Thank you @ for making the closing process so easy/smooth (tag closing company/lawyer/etc. As appropriate by state)

Live Prompts

- A behind the scenes look at your business
- The prep work for an open house
- 3 Ways you put your customers first
- 3 Simple Ways to help prepare your home for sale
- 3 Things you need to do before buying a home
- 3 Questions you need to ask your Realtor
- Share what inspired you to become a Realtor
- What is your favorite aspect of your job?
- What is your motivation each day when helping your clients?

(Continued)

- How are you different from other Real Estate Agents (NOTE - KEEP IT POSITIVE and the focus on YOU!)
- A book/podcast that has changed your business
- Your favorite quote and what it means to you
- Industry Trends for the coming year
- How you operate with integrity
- The most important piece of advice I can offer you as a real estate agent
- LOCATION SPECIFIC - 3 Things buyers in YOUR market need to know
- LOCATION SPECIFIC - 3 Predictions for the real estate market in your area
- LOCATION SPECIFIC - 3 Things sellers in YOUR market need to know
- LOCATION SPECIFIC - Why now is the time to buy a home in your market
- LOCATION SPECIFIC - Why now is the time to sell a home in your market