

SOCIAL MEDIA MARKETING CALENDAR

Plan Your Social Media for 2024



COLDWELL BANKER | TOMLINSON

CONTENT THAT CONVERTS

CREATE CONTENT WITH A PURPOSE

Using one of these four content strategy pillars will ensure you are posting content that provides value to your followers. Your content should provide a healthy mix of these four things:

CONTENT TYPE	GOALS	EXAMPLES
Educational	<ul style="list-style-type: none">• Define audience• Convey valuable info• Addresses relevant industry topics• Become a reliable source	<ul style="list-style-type: none">• Market updates• Summary of current industry news• Professional Advice
Entertaining	<ul style="list-style-type: none">• Evoke emotion• Stop the scroll• Engage with audience	<ul style="list-style-type: none">• Stories & Experiences• Trending Audio• Vlogs• Inspiration
Promotional	<ul style="list-style-type: none">• Brand Awareness• Inform the audience of the services you provide	<ul style="list-style-type: none">• Listing Updates• Testimonials• Featured Properties
Connect	<ul style="list-style-type: none">• Develop relationships• Demonstrate your values• Builds connection with others	<ul style="list-style-type: none">• Engage with other's content• Reply to comments and messages• Share personal updates

STAY CONNECTED

SOCIAL MEDIA

Annually

- Update headshot and bio on social media accounts
- Launch/update your personal YouTube channel, the second largest search engine in the world, to post home tours, market updates and other real estate video content
- Additional ideas _____

Monthly

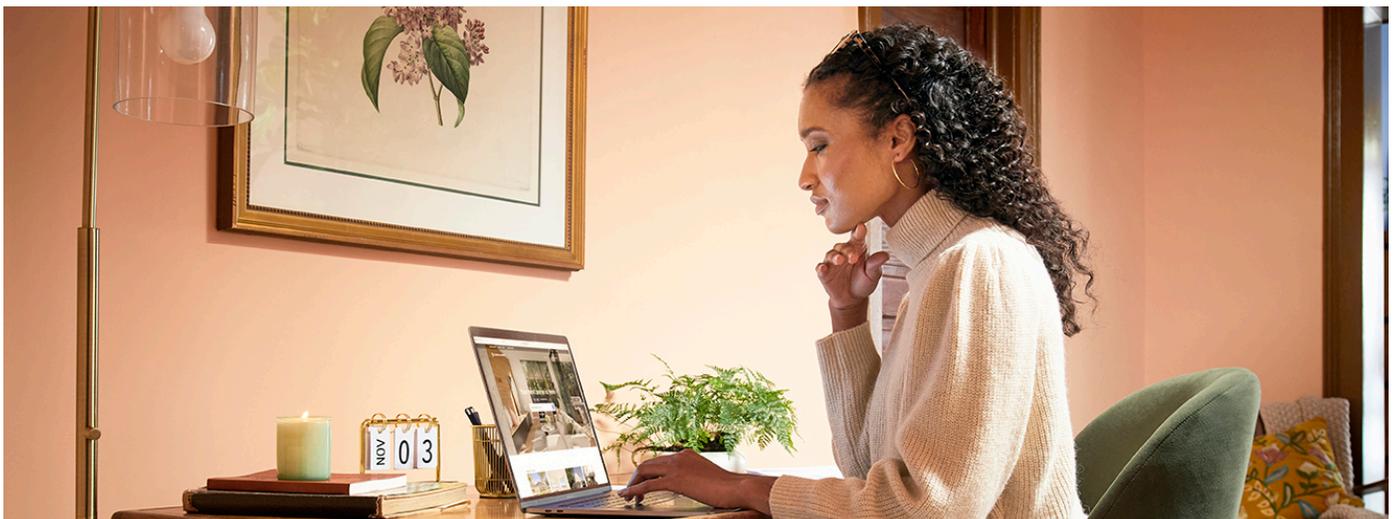
- Schedule Monthly Marketing Assets posts for the month by accessing the ready-made posts on **The CBT Hub**
- Update Facebook header using images available on **The CBT Hub** or **Marketing Center (Desk)**
- Post Monthly Market Report Snapshot from **The CBT Hub** with commentary about what's happening in the market
- Additional ideas _____

Weekly

- Check the posts on our company Facebook page and share posts that will interest your followers
- Share and provide commentary on current real estate industry news
- Provide professional real estate advice and tips
- Share personal stories, experiences, updates and life experiences
- Engage with other people's content and reply to comments and messages
- Additional ideas _____

As the Opportunity Arises

- Post unique features of your newest listing, but be careful not to only post your listings
- Share client testimonials
- Run ads that will either promote your listing or yourself
- Additional ideas _____



SOCIAL MEDIA CALENDAR

JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 <input type="checkbox"/> Holiday: Happy New Year	2	3	4	5	6
7	8	9	10	11	12	13 <input type="checkbox"/> Holiday Make Your Dreams Come True Day
14 <input type="checkbox"/> Holiday Organize Your Home Day	15 <input type="checkbox"/> Holiday: Martin Luther King Jr. Day	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	POST IDEAS FOR THE MONTH <ul style="list-style-type: none"><input type="checkbox"/> Winter Safety Tips: Offer tips on keeping homes safe during the winter months.<input type="checkbox"/> National Hot Chocolate Day (Jan 31): Host a virtual "warm up your new home" tour, showcasing listings with cozy fireplaces or kitchens ideal for making hot cocoa.<input type="checkbox"/> New Year, New Market Trends: Discuss upcoming trends, buying and selling strategies, and offer to answer questions		

SOCIAL MEDIA CALENDAR

FEBRUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
POST IDEAS FOR THE MONTH <ul style="list-style-type: none"><input type="checkbox"/> Valentine's Day Home Tours: Showcase romantic or cozy homes that capture the spirit of Valentine's Day.<input type="checkbox"/> DIY Home Decor Ideas: Share DIY projects or decorating tips for creating a love-themed atmosphere at home.<input type="checkbox"/> Home Date Night Ideas: Offer ideas for creating the perfect date night at home, showcasing properties with ideal spaces.<input type="checkbox"/> Spring Market Preview: Generate excitement for the upcoming season by showcasing stunning spring listings and market trends.<input type="checkbox"/> Random Acts of Kindness Day (Feb 17): Partner with a local charity and offer a donation percentage for every showing or closing in February.				1 <input type="checkbox"/> Month: Black History Month	2 <input type="checkbox"/> Holiday: Groundhog Day	3
4	5	6	7	8	9	10 <input type="checkbox"/> Holiday: Lunar New Year
11	12	13	14 <input type="checkbox"/> Holiday: Valentine's Day	15	16	17
18	19 <input type="checkbox"/> Holiday: President's Day	20 <input type="checkbox"/> Holiday Love Your Pet Day	21	22	23	24
25	26	27	28	29		

SOCIAL MEDIA CALENDAR

MARCH

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
POST IDEAS FOR THE MONTH <ul style="list-style-type: none"><input type="checkbox"/> Home Organization Tips: Offer tips on decluttering and organizing homes for a fresh start.<input type="checkbox"/> Seasonal Home Maintenance Tips: Provide a checklist for spring-specific home maintenance tasks.<input type="checkbox"/> Home Improvement Hacks: Demonstrate quick and easy ways to enhance a home's appeal, attracting DIY enthusiasts.<input type="checkbox"/> Neighborhood Spotlight: Celebrate local businesses and events, showcasing the community's vibrant spirit.<input type="checkbox"/> National Read a Book Day (Mar 2): Feature homes with cozy reading nooks or libraries, emphasizing the joy of reading in a comfortable space.					1 <input type="checkbox"/> Month: Women's History Month	2
3	4	5	6	7	8 <input type="checkbox"/> Holiday: International Women's Day	9 <input type="checkbox"/> Key Date: Daylight Savings Time (March 10)
10 <input type="checkbox"/> Holiday: Ramadan	11	12	13	14	15	16
17 <input type="checkbox"/> Holiday: St. Patrick's Day	18	19 <input type="checkbox"/> Key Date: First Day of Spring	20	21	22	23
24	25	26	27	28	29	30
31 <input type="checkbox"/> Holiday: Easter						

SOCIAL MEDIA CALENDAR

APRIL

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1 <input type="checkbox"/> Month: Fair Housing Month <input type="checkbox"/> Month: Arab American Heritage Month	2 <input type="checkbox"/> Holiday World Autism Awareness Day	3	4	5	6
7	8	9	10	11 <input type="checkbox"/> Holiday: Eid al-Fitr	12	13
14	15	16	17	18	19	20 <input type="checkbox"/> Holiday Volunteer Recognition Day
21	22 <input type="checkbox"/> Holiday Earth Day <input type="checkbox"/> Holiday: Passover	23	24 <input type="checkbox"/> Holiday Admin Professionals Day	25 <input type="checkbox"/> Holiday Take Our Daughters and Sons to Work Day	26	27
28	29	30	POST IDEAS FOR THE MONTH <input type="checkbox"/> Home Design Trends: Showcase current home design trends and interior decoration ideas. <input type="checkbox"/> Eco-Friendly Homes: Showcase homes with energy-efficient and eco-friendly features, aligning with Earth Day. <input type="checkbox"/> Fair Housing Month - Commemorate the passage of the Fair Housing Act of 1968 and reflect on housing discrimination and segregation, past and present. <input type="checkbox"/> Home Buying Myths Debunked: Address common misconceptions about the buying process and offer informative guidance. <input type="checkbox"/> National Library Week (Apr 21 - 27): Partner with your local library and offer a free book with every closing in April or donate a portion of your proceeds to support them.			

SOCIAL MEDIA CALENDAR

MAY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
POST IDEAS FOR THE MONTH <input type="checkbox"/> Local Spotlight: Highlight different neighborhoods or communities in your area each week. <input type="checkbox"/> Garden Inspiration: Showcase homes with beautiful gardens and outdoor spaces, highlighting the potential for spring blooms. <input type="checkbox"/> Graduation Season: Celebrate graduates by featuring homes suitable for new beginnings and fresh starts. <input type="checkbox"/> Moving Tips and Hacks: Offer advice on streamlining the moving process and making it less stressful.			1 <input type="checkbox"/> Month: Asian-Pacific American Heritage Month <input type="checkbox"/> Month: Jewish American Heritage Month <input type="checkbox"/> Month: National Military Appreciation Month	2	3	4
5 <input type="checkbox"/> Holiday: Cinco de Mayo	6 <input type="checkbox"/> Holiday: National Nurses Day	7 <input type="checkbox"/> Holiday: Teacher's Appreciation Day	8	9	10	11
12 <input type="checkbox"/> Holiday: Mother's Day	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27 <input type="checkbox"/> Holiday: Memorial Day	28	29	30	31	

SOCIAL MEDIA CALENDAR

JUNE

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

POST IDEAS FOR THE MONTH

- Home Fitness Spaces:** Highlight homes with spaces suitable for home gyms or fitness enthusiasts.
- Local Summer Events:** Highlight upcoming summer events, festivals, or activities in your community.
- Summer Market Update:** Provide insights on current real estate trends and offer guidance to potential buyers and sellers.
- Summer Solstice (June 20):** Celebrate the longest day of the year with a virtual tour of homes with stunning views or expansive outdoor areas.

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- Month:**
National Homeownership Month
- Month:**
Pride Month

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- Holiday:**
Flag Day

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16

- Holiday:**
Father's Day

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- Holiday:**
Juneteenth

20

- Key Date:**
First Day of Summer

- Holiday:**
Eid al-Adha

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SOCIAL MEDIA CALENDAR

JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4 <input type="checkbox"/> Holiday: Fourth of July	5	6
7	8	9	10	11	13	11
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31	POST IDEAS FOR THE MONTH <ul style="list-style-type: none"><input type="checkbox"/> First-Time Homebuyer Tips: Create posts with advice specifically tailored for first-time homebuyers entering the market in the summer.<input type="checkbox"/> Pet-Friendly Homes: Feature properties with pet-friendly amenities, recognizing National Pet Fire Safety Day on July 15.<input type="checkbox"/> National Ice Cream Day: Celebrate by featuring homes with the perfect kitchen setup for making or enjoying ice cream.<input type="checkbox"/> Backyard Camping Day (July 29): Feature homes with spacious backyards suitable for setting up a tent or offer tips on creating a backyard camping experience.		

SOCIAL MEDIA CALENDAR

AUGUST

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
POST IDEAS FOR THE MONTH <ul style="list-style-type: none"><input type="checkbox"/> National Dog Day - Post a photo of you and your furry pup for national Dog Day. Bonus if you our your pup is wearing CB Swag. 8-26-2024<input type="checkbox"/> Fall Market Preview: Generate excitement for the upcoming season by showcasing autumn-themed listings and market trends.<input type="checkbox"/> Local Farmers' Markets: Promote and explore local farmers' markets, connecting with the community.				1 <ul style="list-style-type: none"><input type="checkbox"/> Key Date Back to School	2	3
4 <ul style="list-style-type: none"><input type="checkbox"/> Holiday Coast Guard Birthday	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27 <ul style="list-style-type: none"><input type="checkbox"/> Key Date Coldwell Banker Birthday	28	29	30	31

SOCIAL MEDIA CALENDAR

SEPTEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 <input type="checkbox"/> Month Realtor Safety Month	2 <input type="checkbox"/> Holiday Labor Day	3	4	5	6	7
8 <input type="checkbox"/> Holiday Grandparents' Day	9	10	11 <input type="checkbox"/> Holiday Patriot Day	12	13	14
15 <input type="checkbox"/> Month National Hispanic Heritage Month (Sep 15 th -Oct 15 th)	16	17	18 <input type="checkbox"/> Holiday Air Force Birthday	19	20	21
22 <input type="checkbox"/> Key Date First Day of Fall	23	24 <input type="checkbox"/> Holiday Yom Kippur	25	26	27	28
29	30	POST IDEAS FOR THE MONTH <input type="checkbox"/> National Coffee Day: Celebrate by featuring homes with dreamy coffee nooks or coffee bar setups. <input type="checkbox"/> Client Success Stories: Feature success stories and testimonials from clients who found their dream homes.				

SOCIAL MEDIA CALENDAR

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>POST IDEAS FOR THE MONTH</p> <ul style="list-style-type: none"> <input type="checkbox"/> Home Maintenance Tips for Fall: Share a checklist of essential fall home maintenance tasks. <input type="checkbox"/> Fall Curb Appeal: Highlight homes with beautiful fall landscaping and curb appeal. <input type="checkbox"/> Local Harvest Festivals: Promote and attend local fall festivals or events in your community. 		<p>1</p> <ul style="list-style-type: none"> <input type="checkbox"/> Month National Disability Employment Awareness Month <input type="checkbox"/> Month LGBTQ+ History Month 	<p>2</p> <ul style="list-style-type: none"> <input type="checkbox"/> Holiday Rosh Hashanah 	<p>3</p>	<p>4</p>	<p>5</p>
<p>6</p>	<p>7</p>	<p>8</p>	<p>9</p>	<p>10</p>	<p>11</p>	<p>12</p>
<p>13</p> <ul style="list-style-type: none"> <input type="checkbox"/> Holiday Navy Birthday 	<p>14</p>	<p>15</p>	<p>16</p> <ul style="list-style-type: none"> <input type="checkbox"/> Holiday Boss Day 	<p>17</p>	<p>18</p>	<p>19</p>
<p>20</p>	<p>21</p>	<p>22</p>	<p>23</p>	<p>24</p>	<p>25</p>	<p>26</p>
<p>27</p>	<p>28</p>	<p>29</p>	<p>30</p>	<p>31</p> <ul style="list-style-type: none"> <input type="checkbox"/> Holiday Halloween 		

SOCIAL MEDIA CALENDAR

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
<p>POST IDEAS FOR THE MONTH</p> <ul style="list-style-type: none"> <input type="checkbox"/> Giving Tuesday: showcase how your volunteer or an organization you support <input type="checkbox"/> Gratitude Series: Share posts expressing gratitude for clients, the community, or team members. <input type="checkbox"/> Holiday Home Safety Tips: Share tips on keeping homes safe during the holiday season. <input type="checkbox"/> Home Winterization Tips: Offer a checklist of essential tasks for winterizing homes as the weather gets colder. <input type="checkbox"/> Thanksgiving Recipes: Share homey Thanksgiving recipes and connect them with features in kitchen spaces. 					<p>1</p> <ul style="list-style-type: none"> <input type="checkbox"/> Month Native American Heritage Month 	<p>2</p> <ul style="list-style-type: none"> <input type="checkbox"/> Holiday Dia de los Muertos
<p>3</p> <ul style="list-style-type: none"> <input type="checkbox"/> Key Date Daylight Savings 	<p>4</p>	<p>5</p>	<p>6</p>	<p>7</p>	<p>8</p>	<p>9</p>
<p>10</p> <ul style="list-style-type: none"> <input type="checkbox"/> Holiday Marine Corps Birthday 	<p>11</p> <ul style="list-style-type: none"> <input type="checkbox"/> Holiday Veterans Day 	<p>12</p>	<p>13</p>	<p>14</p>	<p>15</p>	<p>16</p>
<p>17</p>	<p>18</p>	<p>19</p>	<p>20</p>	<p>21</p>	<p>22</p>	<p>23</p>
<p>24</p>	<p>25</p>	<p>26</p>	<p>27</p>	<p>28</p> <ul style="list-style-type: none"> <input type="checkbox"/> Holiday Thanksgiving 	<p>29</p>	<p>30</p> <ul style="list-style-type: none"> <input type="checkbox"/> Holiday Small Business Saturday

SOCIAL MEDIA CALENDAR

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3 <input type="checkbox"/> Holiday International Day of Persons with Disabilities <input type="checkbox"/> Holiday Giving Tuesday	4	5	6	8
8	9	10	11	12	13 <input type="checkbox"/> Holiday National Guard Birthday	14
15	16	17	18	19	20	21 <input type="checkbox"/> Key Date First Day of Winter
22	23	24	25 <input type="checkbox"/> Holiday Christmas <input type="checkbox"/> Holiday Hanukkah	26 <input type="checkbox"/> Holiday Kwanzaa	27	28
29	30	31 <input type="checkbox"/> Holiday New Year's Eve	POST IDEAS FOR THE MONTH <input type="checkbox"/> End of the Year Thank you to clients: Collect your end of the year stats and share a thank-you to your clients <input type="checkbox"/> Family Portrait / Christmas Post: Showcase your family, friends or support network with a thank-you <input type="checkbox"/> A year in review: a post of all your listings, testimonials, moments in your real estate business. Fast moving video or collage!			



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