

30-Day Content Calendar for Real Estate Agents

A Comprehensive Planning Guide for Social Media Success

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Overview & Calendar Goals

Purpose

This 30-day content calendar provides a strategic framework for real estate agents to build consistent, engaging, and compliant social media presence across Facebook, Instagram, LinkedIn, and TikTok. Each day is designed to nurture prospects through the real estate funnel while establishing you as a trusted local authority.

Content Pillars (80/20 Rule)

- **80% Value Content:** Educational, market insights, community highlights
- **20% Promotion:** Listings, testimonials, service calls-to-action

Tone & Voice Guidelines

- **Professional yet approachable:** Trustworthy without being intimidating
- **Community-focused:** Hyperlocal expertise and neighborhood knowledge
- **Educational:** Demystifying real estate processes and market dynamics
- **Inclusive:** Fair Housing compliant language that welcomes all prospects

Success Metrics Framework

- **Awareness:** Reach, video views, follower growth
 - **Consideration:** Engagement rate, saves, shares, profile visits
 - **Conversion:** DM inquiries, lead magnet downloads, appointment bookings
 - **Advocacy:** Client testimonials, referrals, repeat business
-

Weekly Theme Framework

Week 1: AWARENESS - Foundation Building

Goal: Establish expertise and build local recognition

Content Focus: Market insights, neighborhood education, process clarification

Funnel Stage: Top of funnel - creating awareness among cold audiences

Week 2: CONSIDERATION - Value Demonstration

Goal: Showcase value and build trust with engaged audience

Content Focus: Educational content, client success stories, detailed market analysis

Funnel Stage: Middle of funnel - helping prospects consider their options

Week 3: DECISION - Conversion & Action

Goal: Convert warm leads into consultations and listings

Content Focus: Urgent market updates, buyer/seller guides, testimonial highlights

Funnel Stage: Bottom of funnel - prompting immediate action

Week 4: ADVOCACY - Community & Referrals

Goal: Build community and generate referrals

Content Focus: Client celebrations, community partnerships, behind-the-scenes

Funnel Stage: Retention & referral - turning clients into advocates

30-Day Daily Content Calendar

WEEK 1: AWARENESS FOUNDATION

Day 1 (Monday) - Market Monday

Topic: Current Market Statistics & Trends

- **Channel:** Facebook, Instagram Reels, TikTok

- **Key Message:** "Here's what buyers and sellers need to know about today's market"

- **CTA:** "Comment 'REPORT' for our full monthly market analysis"
- **Suggested Media:** 60-90 second video with market graphics overlay
- **Compliance Notes:** Include brokerage disclosure, accurate data sourcing

Day 2 (Tuesday) - Neighborhood Spotlight

Topic: Local Business Feature or Hidden Gem

- **Channel:** Instagram Carousel, Facebook
- **Key Message:** "Discover [Local Business/Location] - why our clients love this area"
- **CTA:** "Save this guide; DM for our complete neighborhood checklist"
- **Suggested Media:** Photo carousel with 5-7 images + location tags
- **Compliance Notes:** Ensure Fair Housing compliant language, get business permission if featuring

Day 3 (Wednesday) - Educational Wednesday

Topic: First-Time Homebuyer Process Overview

- **Channel:** Instagram Reels, TikTok, Facebook
- **Key Message:** "Breaking down the home buying process into 5 simple steps"
- **CTA:** "DM 'CHECKLIST' for our complete buyer's guide"
- **Suggested Media:** Step-by-step animated Reel (30-45 seconds)
- **Compliance Notes:** Avoid guaranteeing specific outcomes, include "results may vary"

Day 4 (Thursday) - Testimonial Thursday

Topic: Recent Client Success Story

- **Channel:** Facebook, Instagram Feed, LinkedIn
- **Key Message:** "How we helped [Client Name] achieve their homeownership goals"
- **CTA:** "Ready to start your journey? Book a free consultation"
- **Suggested Media:** Quote graphic + client testimonial video (if available)
- **Compliance Notes:** Get written permission, avoid client identifying details if requested

Day 5 (Friday) - Feature Friday

Topic: Property Feature Showcase

- **Channel:** Instagram Reels, TikTok, Facebook
- **Key Message:** "Tour this stunning [feature] home in [neighborhood]"
- **CTA:** "See full photos and details; link in bio"
- **Suggested Media:** 20-30 second property tour video
- **Compliance Notes:** Have listing authority, include required MLS attributions

Day 6 (Saturday) - Weekend Planning

Topic: Open Houses & Local Events

- **Channel:** Facebook Events, Instagram Stories
- **Key Message:** "This weekend in [Area]: Open houses and community events"
- **CTA:** "Comment if you're attending any of these events!"

- **Suggested Media:** Story series with polls, event graphics
- **Compliance Notes:** Accurate event details, fair scheduling if promoting own events

Day 7 (Sunday) - Sunday Stories

Topic: Behind-the-Scenes Agent Life

- **Channel:** Instagram Stories, Facebook
- **Key Message:** "A day in the life of a real estate agent in [Area]"
- **CTA:** "Reply with your biggest real estate question"
- **Suggested Media:** Story series showing daily activities
- **Compliance Notes:** Maintain professional boundaries, no confidential client info

WEEK 2: CONSIDERATION VALUE

Day 8 (Monday) - Market Deep Dive

Topic: Neighborhood Price Trends Analysis

- **Channel:** LinkedIn, Facebook, Instagram Carousel
- **Key Message:** "Detailed analysis: Why [Neighborhood] prices are [trending up/stable/down]"
- **CTA:** "DM 'ANALYSIS' for detailed neighborhood report"
- **Suggested Media:** Data visualization carousel with market charts
- **Compliance Notes:** Cite data sources, include date of analysis

Day 9 (Tuesday) - Educational Deep Dive

Topic: Mortgage Pre-approval vs. Pre-qualification

- **Channel:** Instagram Reels, TikTok, Facebook
- **Key Message:** "The critical difference that could save your offer"
- **CTA:** "Comment 'GUIDE' for our mortgage comparison chart"
- **Suggested Media:** Split-screen comparison video with graphics
- **Compliance Notes:** Partner with lender for accuracy, avoid specific advice

Day 10 (Wednesday) - Seller Education

Topic: Home Staging Secrets That Sell

- **Channel:** Instagram Carousel, Facebook, Pinterest
- **Key Message:** "7 staging techniques that increase sale price by 15%"
- **CTA:** "Save this guide; DM for our complete staging checklist"
- **Suggested Media:** Before/after photo carousel with staging tips
- **Compliance Notes:** Note that results vary, include photo credits if needed

Day 11 (Thursday) - Client Success Spotlight

Topic: Detailed Case Study

- **Channel:** LinkedIn, Facebook, Instagram

- **Key Message:** "Case Study: How we sold an overpriced home in 14 days"
- **CTA:** "Curious about your home's potential value? Request a consultation"
- **Suggested Media:** Story graphic + strategy breakdown video
- **Compliance Notes:** Written client consent, anonymize specific details if needed

Day 12 (Friday) - Investment Property Focus

Topic: Rental Market Analysis for Investors

- **Channel:** LinkedIn, Instagram Reels
- **Key Message:** "Best neighborhoods for rental ROI in [Area] - 2025 update"
- **CTA:** "DM 'INVESTMENT' for our complete rental market report"
- **Suggested Media:** Data-driven Reel with rental property footage
- **Compliance Notes:** Include investment disclaimer, accurate ROI calculations

Day 13 (Saturday) - Community Connection

Topic: Local Event Live Coverage

- **Channel:** Instagram Live, Facebook Live, TikTok Live
- **Key Message:** "Live from [Local Event] - community updates and real estate talk"
- **CTA:** "Drop your questions in the comments!"
- **Suggested Media:** Live streaming from community event
- **Compliance Notes:** Event permission, professional live streaming setup

Day 14 (Sunday) - Lifestyle Content

Topic: Weekend in [Neighborhood] - Local Activities

- **Channel:** Instagram Stories, TikTok
- **Key Message:** "Why people love calling [Neighborhood] home"
- **CTA:** "What activities do you enjoy most in your neighborhood?"
- **Suggested Media:** Story highlights compilation, activity montage
- **Compliance Notes:** Respect privacy of community members in background

WEEK 3: DECISION & ACTION

Day 15 (Monday) - Urgent Market Update

Topic: Low Inventory Alert

- **Channel:** Facebook, Instagram Reels, TikTok, LinkedIn
- **Key Message:** "Inventory hitting record lows - what buyers need to know now"
- **CTA:** "Ready to buy? DM 'URGENT' for immediate market strategy session"
- **Suggested Media:** Alert-style graphic + explanation video
- **Compliance Notes:** Include data source, accurate inventory numbers

Day 16 (Tuesday) - Buyer Action Guide

Topic: Offer Strategy in Competitive Market

- **Channel:** Instagram Carousel, Facebook, LinkedIn
- **Key Message:** "Winning strategies for competitive offers in [Area]"
- **CTA:** "Need an offer strategy? Book free consultation now"
- **Suggested Media:** Strategy breakdown carousel with visual elements
- **Compliance Notes:** Avoid guaranteeing offer acceptance, partner with lender

Day 17 (Wednesday) - Seller Action Plan

Topic: Spring Selling Season Preparation

- **Channel:** Instagram Reels, Facebook, TikTok
- **Key Message:** "Preparing now means selling faster and for more money"
- **CTA:** "DM 'PREP' for our pre-listing preparation guide"
- **Suggested Media:** Action items video with checklist graphics
- **Compliance Notes:** Seasonal timing accuracy, market condition disclaimers

Day 18 (Thursday) - Social Proof Maximum

Topic: Multiple Recent Sales & Client Reviews

- **Channel:** All platforms - coordinated campaign
- **Key Message:** "Why [Area] sellers choose us - proven results in 2025"
- **CTA:** "Join our satisfied clients - request a listing consultation"
- **Suggested Media:** Video compilation of testimonials + sales graphics
- **Compliance Notes:** Written permissions for all testimonials, accurate sales data

Day 19 (Friday) - Property Tour Special

Topic: Premium Listing Feature

- **Channel:** Instagram Reels, TikTok, Facebook, YouTube Shorts
- **Key Message:** "Exclusive tour: Luxury [property type] with stunning [features]"
- **CTA:** "Schedule private showing - link in bio"
- **Suggested Media:** Professional-quality property tour with cinematic shots
- **Compliance Notes:** Professional photography authorization, accurate property details

Day 20 (Saturday) - Virtual Open House

Topic: Live Property Tour with Q&A

- **Channel:** Facebook Live, Instagram Live, TikTok Live
- **Key Message:** "Live virtual tour and Q&A for [Property Address]"
- **CTA:** "Ready to see it in person? Book showing link in bio"
- **Suggested Media:** Live streaming with real-time viewer interaction
- **Compliance Notes:** Listing authority, accurate property representation

Day 21 (Sunday) - Market Monday Prep

Topic: Week Ahead Market Preview

- **Channel:** Instagram Stories, Facebook
- **Key Message:** "What to expect in [Area] real estate this week"
- **CTA:** "Have questions about the market? Comment below!"
- **Suggested Media:** Story series with market preview graphics
- **Compliance Notes:** Forecast disclaimers, avoid speculative claims

WEEK 4: ADVOCACY & COMMUNITY

Day 22 (Monday) - Team Celebration

Topic: Recent Milestone Achievement

- **Channel:** LinkedIn, Facebook, Instagram
- **Key Message:** "Celebrating [milestone] - thank you to our amazing clients"
- **CTA:** "Ready to be part of our success story? Let's talk!"
- **Suggested Media:** Team photo + achievement graphics
- **Compliance Notes:** Professional achievements only, no comparative claims

Day 23 (Tuesday) - Community Partnership

Topic: Local Business Collaboration Feature

- **Channel:** Instagram Carousel, Facebook, LinkedIn
- **Key Message:** "Partnership spotlight: Supporting local business in [Community]"
- **CTA:** "Tag a local business you'd like to see featured!"
- **Suggested Media:** Co-created content with local business owner
- **Compliance Notes:** Business permission, reciprocal promotion agreements

Day 24 (Wednesday) - Client Referral Program

Topic: Thank You to Referrals

- **Channel:** Facebook, Instagram, LinkedIn
- **Key Message:** "The gift of referral: Why our clients recommend us"
- **CTA:** "Know someone who needs real estate help? Let's talk!"
- **Suggested Media:** Client referral story graphics + thank you video
- **Compliance Notes:** Referral program disclosure, no incentivizing beyond legal limits

Day 25 (Thursday) - Market Prediction & Education

Topic: 2025 Market Forecast

- **Channel:** LinkedIn, Instagram Reels, Facebook
- **Key Message:** "Industry expert predictions for [Area] real estate in 2025"
- **CTA:** "How does this forecast affect your plans? Let's discuss"
- **Suggested Media:** Professional forecast graphics + commentary video
- **Compliance Notes:** Include "predictions are not guarantees" disclaimer

Day 26 (Friday) - Behind-the-Scenes

Topic: Day in the Life - Closing Day

- **Channel:** Instagram Stories, TikTok, Facebook
- **Key Message:** "Celebrating another successful closing - the joy of keys to new homes"
- **CTA:** "Ready to celebrate your own closing? Contact us today"
- **Suggested Media:** Closing day photo/video (with permission)
- **Compliance Notes:** Written permission, professional ceremony respect

Day 27 (Saturday) - Community Service

Topic: Local Charity or Community Involvement

- **Channel:** Instagram, Facebook, LinkedIn
- **Key Message:** "Giving back to the [Community] that supports our business"
- **CTA:** "What causes matter most to you in our community?"
- **Suggested Media:** Community service photos/videos
- **Compliance Notes:** Charity permission, professional representation

Day 28 (Sunday) - Annual Market Recap

Topic: Year-to-Date Market Summary

- **Channel:** LinkedIn, Facebook, Instagram Carousel
- **Key Message:** "[Month] Market Review: What we've learned and what's next"
- **CTA:** "Ready to make your move? Let's plan your strategy"
- **Suggested Media:** Annual market data visualization carousel
- **Compliance Notes:** Complete year data accuracy, source citations

Day 29 (Monday) - Education Series Announcement

Topic: Next Month's Educational Content Preview

- **Channel:** All platforms
- **Key Message:** "Next month: Mastering [specific real estate topic]"
- **CTA:** "What topics would you like to learn about? Comment below!"
- **Suggested Media:** Teaser graphics for upcoming content series
- **Compliance Notes:** Educational nature, avoid sales pressure

Day 30 (Tuesday) - Thank You & Future Preview

Topic: 30-Day Journey Recap & Forward Look

- **Channel:** All platforms - coordinated content
 - **Key Message:** "Thank you for 30 days of engagement - here's what's coming next"
 - **CTA:** "Follow for monthly real estate insights and local market updates"
 - **Suggested Media:** Compilation video of best moments + future content teasers
 - **Compliance Notes:** Future content disclaimers, continued engagement encouragement
-

Batching & Repurposing Guide

One Content, Multiple Formats Strategy

Example: "Market Monday Video"

Original Content: 90-second market analysis video

Repurposing Options:

- **Instagram Carousel:** Break video into 5-6 data points with graphics
- **LinkedIn Post:** Text summary with key statistics
- **Facebook Post:** Native video + detailed caption
- **Instagram Stories:** Key highlights in story format with polls
- **TikTok:** 30-second version focusing on one key point
- **Email Newsletter:** Full text summary + video embed

Weekly Batch Creation Schedule

Monday: Record 3-5 Reels/TikToks

- Film Market Monday video
- Record Educational Wednesday content
- Capture Feature Friday property tour
- Batch film 2-3 additional videos for the week

Tuesday: Design Graphics & Carousels

- Create neighborhood spotlight carousel
- Design testimonial graphics
- Prepare market analysis infographics
- Update story highlight covers

Wednesday: Write Captions & Schedule

- Write all captions for the week
- Schedule posts across platforms
- Prepare Instagram Stories content
- Update website/blog with content links

Thursday: Engagement & Community Management

- Respond to all comments and DMs
- Engage with local community content
- Share client testimonials
- Prepare Friday content

Friday: Weekend Content Preparation

- Prepare weekend open house content
- Create event promotion graphics
- Schedule weekend story content
- Plan next week's batch creation

Content Repurposing Templates

30-Second Video Script Template:

```
Hook (0-3 seconds): "[Attention-grabbing statement]"  
Value (4-25 seconds): "[Educational content or insight]"  
CTA (26-30 seconds): "[Specific action request]"
```

Carousel Slide Structure:

1. **Slide 1:** Attention-grabbing title
2. **Slides 2-6:** Key points with visuals
3. **Slide 7:** Summary + CTA

Caption Framework:

```
Hook: Attention-grabbing first line  
Value: Educational content or insight  
Story: Personal connection or client example  
CTA: Specific, actionable request
```

Engagement Tracking Framework

Daily Engagement Checklist

Response Time Goals:

- Comments: Within 4 hours during business hours
- DMs: Within 2 hours during business hours
- Weekends: Within 24 hours for both

Engagement Actions:

- Respond to all comments with value-added replies
- Like and reply to all DMs
- Engage with 10 local community posts
- Share 3 client testimonials (with permission)
- Post in 2 local community groups

Weekly Analytics Review

Key Metrics to Track:

- Reach and impressions

- Engagement rate (target: 1-5% depending on platform)
- Profile visits and website clicks
- DM inquiries and lead magnet downloads
- Video watch-through rates

Weekly Review Questions:

1. What content performed best and why?
2. What questions are prospects asking most frequently?
3. Which CTAs generated the most responses?
4. How can I improve next week's content based on this week's insights?

Monthly Performance Analysis

Content Performance Analysis:

- Top 5 performing posts by engagement
- Top 5 performing posts by conversions
- Worst performing content and reasons why
- Best performing content themes

Funnel Analysis:

- Awareness metrics: reach, impressions, follower growth
- Consideration metrics: engagement rate, saves, shares
- Conversion metrics: DM responses, lead magnet downloads
- Advocacy metrics: client referrals, testimonials

Content Optimization:

- Double down on high-performing content types
- Adjust posting times based on engagement patterns
- Refine CTAs based on conversion data
- Update content pillars based on audience interests

Quarterly Strategy Review

Business Impact Assessment:

- Number of leads generated from social media
- Conversion rate from social leads to appointments
- Revenue attributed to social media marketing
- Cost per lead from social channels

Content Strategy Refinement:

- Audience demographics and interests evolution
- Seasonal content performance patterns
- Platform algorithm changes and adaptations
- Competitive analysis and differentiation opportunities

CRM Integration Tracking

Lead Source Attribution:

- "How did you hear about us?" tracking for social media
- UTM parameters for website traffic from social posts
- CRM tagging for social media leads
- Pipeline stage progression for social media leads

Client Journey Tracking:

- Social media touchpoint mapping
 - Content engagement history for prospects
 - Conversion path analysis
 - Referral source tracking for past clients
-

Resource Library

Design Templates & Tools

Canva Templates:

- Real estate market report template
- Property showcase carousel template
- Client testimonial graphics template
- Neighborhood spotlight template
- Market statistics infographic template

Stock Photo Resources:

- Unsplash (free high-quality images)
- Pexels (free stock photos and videos)
- Adobe Stock (premium real estate photography)
- Getty Images (professional real estate imagery)

Video Creation Tools:

- InShot (mobile video editing)
- CapCut (free video editing software)
- Adobe Premiere Pro (professional video editing)
- Canva Video (template-based video creation)

Graphic Design Tools:

- Canva Pro (real estate specific templates)
- Adobe Creative Suite (Photoshop, Illustrator)
- Figma (collaborative design tool)
- PicMonkey (photo editing and effects)

Scheduling & Analytics Tools

Social Media Scheduling:

- Hootsuite (comprehensive social media management)
- Later (visual content planning and scheduling)
- Buffer (simple scheduling with analytics)
- Sprout Social (enterprise-level social media management)

Analytics & Tracking:

- Native platform analytics (free, comprehensive)
- Google Analytics (website traffic attribution)
- UTM.io (UTM parameter creation and tracking)
- CallRail (call tracking for social media leads)

CRM Integration:

- Follow Up Boss (real estate specific CRM)
- Chime (integrated marketing and CRM)
- HubSpot (comprehensive CRM with social integration)
- Salesforce (enterprise CRM with social media integration)

Content Creation Resources

Stock Video & Images:

- Storyblocks (subscription-based stock media)
- Shutterstock (premium stock photos and videos)
- Videvo (free stock video and motion graphics)
- Pixabay (free stock photos)

Educational Content Ideas:

- National Association of Realtors educational resources
- Freddie Mac housing market resources
- local MLS market reports
- Lender partner educational materials

Local Market Data Sources:

- Local MLS reports
- County assessor data
- Local economic development reports
- Chamber of Commerce statistics

Compliance Resources

Legal Compliance Guides:

- National Association of Realtors Code of Ethics
- Fair Housing Act guidelines and requirements
- State real estate commission social media guidelines
- MLS rules and regulations for social media marketing

Compliance Checklist Tools:

- Social media policy templates
- Fair Housing language guidelines
- Photo attribution requirements
- Disclosure requirement checklists

Professional Development:

- NAR social media best practices courses
- State continuing education social media requirements
- Fair Housing training programs
- Real estate marketing compliance webinars

Automation & Efficiency Tools

Content Creation Automation:

- Loom (quick video creation and sharing)
- Canva Magic Write (AI-powered caption writing)
- Grammarly (caption and post proofreading)
- Hemingway Editor (clear, concise writing)

Workflow Automation:

- Zapier (connect different apps and automate workflows)
- IFTTT (simple automation recipes)
- Buffer (automated posting with optimal timing)
- Hootsuite (automated engagement and monitoring)

Lead Management:

- Calendly (automated appointment scheduling)
 - Mailchimp (email marketing automation)
 - ConvertKit (creator-focused email marketing)
 - ActiveCampaign (advanced marketing automation)
-

Blank Planner Template

Monthly Planning Template

Month/Year: _____

Monthly Theme: _____

Key Goals for This Month:

- [] _____
- [] _____
- [] _____

Content Pillar Focus (% breakdown):

- Market Insights: _%
- Educational Content: %

- Listings/Properties: _%
- **Client Stories:** %
- Community Features: ____%

Platform Priority (1-4 ranking):

- Facebook: ____
- Instagram: ____
- LinkedIn: ____
- TikTok: ____

Monthly Content Calendar

Date	Platform	Content Type	Topic/ Theme	Key Message	CTA	Media Needed	Status	Compliance Check
1							<input type="checkbox"/>	<input type="checkbox"/>
2							<input type="checkbox"/>	<input type="checkbox"/>
3							<input type="checkbox"/>	<input type="checkbox"/>
4							<input type="checkbox"/>	<input type="checkbox"/>
5							<input type="checkbox"/>	<input type="checkbox"/>
6							<input type="checkbox"/>	<input type="checkbox"/>
7							<input type="checkbox"/>	<input type="checkbox"/>
8							<input type="checkbox"/>	<input type="checkbox"/>
9							<input type="checkbox"/>	<input type="checkbox"/>
10							<input type="checkbox"/>	<input type="checkbox"/>
11							<input type="checkbox"/>	<input type="checkbox"/>
12							<input type="checkbox"/>	<input type="checkbox"/>
13							<input type="checkbox"/>	<input type="checkbox"/>
14							<input type="checkbox"/>	<input type="checkbox"/>
15							<input type="checkbox"/>	<input type="checkbox"/>
16							<input type="checkbox"/>	<input type="checkbox"/>
17							<input type="checkbox"/>	<input type="checkbox"/>
18							<input type="checkbox"/>	<input type="checkbox"/>
19							<input type="checkbox"/>	<input type="checkbox"/>

Date	Platform	Content Type	Topic/ Theme	Key Message	CTA	Media Needed	Status	Compliance Check
20							<input type="checkbox"/>	<input type="checkbox"/>
21							<input type="checkbox"/>	<input type="checkbox"/>
22							<input type="checkbox"/>	<input type="checkbox"/>
23							<input type="checkbox"/>	<input type="checkbox"/>
24							<input type="checkbox"/>	<input type="checkbox"/>
25							<input type="checkbox"/>	<input type="checkbox"/>
26							<input type="checkbox"/>	<input type="checkbox"/>
27							<input type="checkbox"/>	<input type="checkbox"/>
28							<input type="checkbox"/>	<input type="checkbox"/>
29							<input type="checkbox"/>	<input type="checkbox"/>
30							<input type="checkbox"/>	<input type="checkbox"/>
31							<input type="checkbox"/>	<input type="checkbox"/>

Weekly Planning Template

Week of: _____

Weekly Theme: _____

This Week's Focus:

- [] _____
- [] _____
- [] _____

Content Batch Creation Schedule:

- Monday: _____
- **Tuesday:** _____
- Wednesday: _____
- **Thursday:** _____
- Friday: _____

Platform Distribution:

- **Monday:** FB/IG Reels/TikTok (Market Monday)
- **Tuesday:** IG Carousel/FB (Neighborhood Spotlight)
- **Wednesday:** IG Reels/TikTok/FB (Educational)
- **Thursday:** All Platforms (Testimonial/Client Spot)
- **Friday:** IG Reels/TikTok/FB (Property Feature)

- **Saturday:** IG Stories/FB (Community/Events)
- **Sunday:** IG Stories/FB (Behind-the-scenes)

Engagement Goals for This Week:

- Respond to comments within: ___ **hours**
- **Post in local groups: times**
- **Engage with community content:** ___ posts
- Follow up with DMs: _____ per day

Daily Content Planning Worksheet

Date: _____ **Day:** _____

Content Type: Video Carousel Stories Live Post

Platform(s): Facebook Instagram LinkedIn TikTok

Topic/Theme: _____

Key Message: _____

Call-to-Action: _____

Media Needed:

- Photos: ___
- **Video:** _
- **Graphics:**
- **Links:** _____

Caption (hook-value-story-CTA):

Hashtags:

Compliance Check:

- Brokerage disclosure included
- Fair Housing compliant language
- Accurate data/claims
- Required attributions included
- Client permission obtained (if applicable)

Scheduling:

- **Scheduled Time:** _____
- **Scheduled By:** Self VA Automation Tool
- **Posted By:** ___

Performance Tracking:

- **Target Metrics:** ___
- **Follow-up Actions:** ___

Notes/Reminders:

Monthly Review Template

Month/Year: _____

Performance Summary:

- Total Posts: _____
- Total Engagement: _____
- New Followers: _____
- Leads Generated: _____
- Appointments Booked: _____

Top Performing Content:

1. _____
2. _____
3. _____

Content That Underperformed:

1. _____
2. _____
3. _____

Most Effective CTAs:

1. _____
2. _____
3. _____

Platform Performance Analysis:

- Facebook: Improved Declined Stable
- Instagram: Improved Declined Stable
- LinkedIn: Improved Declined Stable
- TikTok: Improved Declined Stable

Client Feedback:

Areas for Improvement:

- _____
- _____
- _____

Next Month's Focus:

- _____
- _____
- _____

Changes to Implement:

- _____
 - _____
 - _____
-

Quick Reference: Compliance Checklist

Before Posting Any Content:

✓ Authority Verification:

- I have authority to promote this listing (if applicable)
- I have written permission for any client testimonials
- I have permission to feature local businesses/individuals

✓ Required Disclosures:

- Brokerage name included (when required)
- Equal Housing Opportunity statement (when appropriate)
- Accurate data sources cited
- Date of information included

✓ Fair Housing Compliance:

- No discriminatory language used
- No targeting based on protected classes
- Inclusive imagery and language
- Professional, welcoming tone throughout

✓ MLS and Legal Compliance:

- MLS rules followed for photos and descriptions
- Public remarks guidelines followed
- Required attribution statements included
- No misrepresentation of property or market conditions

✓ Accuracy and Truthfulness:

- All facts and statistics verified
- No guarantees or misleading statements
- Photos accurately represent properties
- Market predictions properly qualified

✓ Privacy and Security:

- No confidential client information shared
- Property interiors shown with permission
- Children's identities protected
- Professional boundaries maintained

This 30-Day Content Calendar is designed to be customized for your specific market, brand voice, and business goals. Remember to always prioritize value over promotion, maintain consistent engagement with your audience, and ensure all content complies with Fair Housing laws, MLS rules, and your brokerage policies.

For questions or support in implementing this calendar, contact your marketing team or refer to your brokerage's social media guidelines.