

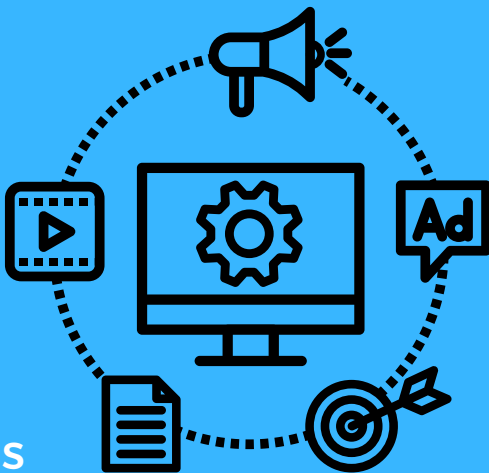
SOCIAL MEDIA CONTENT IDEAS FOR REALTORS



01

Behind the scene content:

Share behind-the-scene glimpses of your day-to-day activities as a realtor, such as property showings, meetings with clients, or staging homes. This helps humanize your brand and build a stronger connection with your audience



02

Interactive Polls & Questions

Use interactive features like polls & questions to engage your audience & gather valuable feedback. You can ask for opinions on home design trends, preferences for property features, or even solicit questions about the home buying or selling process to address in future content.



User-Generated Content:

Encourage your audience to share their own experiences and content related to real estate, such as photos of their new home, success stories of working with you as their realtor, or testimonials about your services. Reposting user-generated content not only boosts engagement but also fosters a sense of community and trust among your followers and sense of community and trust among your followers.

03



Educational Content

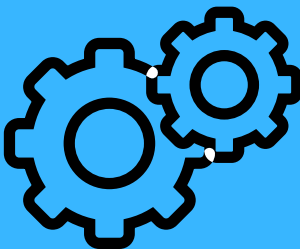
Create short, informative Reels that provide valuable tips, insights, or advice related to home buying, selling, or homeownership. Whether it's a quick tutorial on how to stage a room for photos or a checklist for first-time homebuyers, educational content positions you as a knowledgeable authority in your field.

04

05

Trend Jacking:

Keep an eye on trending topics, challenges, or hashtags on Instagram and leverage them to create relevant and timely Reels content. Whether it's participating in a popular dance challenge with a real estate twist or incorporating trending memes or music into your Reels, trend jacking can help increase your visibility and reach on the platform.



MORE CONTENT IDEAS

- Market Updates
- Home buying tips
- Community highlights
- Client testimonials
- Before & after renovation photos
- Home staging tips
- charitable initiatives
- Interactive polls & quizzes
- Legal & financial guidance

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