

# INDIANA SKY PICS **30 DAY SOCIAL MEDIA** CALENDER

ELEVATE YOUR REAL ESTATE BRAND

COMPLIMENTS OF INDIANA SKY PICS –  
YOUR PARTNER IN REAL ESTATE MEDIA  
EXCELLENCE



WEBSITE: [INDIANASKYPICS.COM](http://INDIANASKYPICS.COM)

SERVING: INDIANAPOLIS, MUNCIE, ANDERSON, BLOOMINGTON, AND  
COLUMBUS





# About Indiana Sky Pics

INDIANA SKY PICS DELIVERS HIGH-QUALITY REAL ESTATE PHOTOGRAPHY, VIDEO, DRONE, 3D TOURS, AND FLOOR PLANS FOR AGENTS AND BROKERS WHO WANT THEIR LISTINGS TO STAND OUT. WITH 24-HOUR TURNAROUND, COMPETITIVE PRICING, AND A REPUTATION FOR EXCELLENCE, WE HELP YOU WIN MORE LISTINGS AND CLOSE FASTER.



# Week 1: Build Trust & Introduce Yourself



1. **Agent Introduction:** Share your story, why you became an agent, and your passion for real estate.
2. **Why I Love My Community:** Highlight what makes your city or neighborhood special.
3. **Day in the Life:** Show a behind-the-scenes look at a typical day as an agent.
4. **Why Professional Photos Matter:** Explain and show the difference pro media makes for listings.
5. **Meet the Team:** Introduce colleagues, partners, or media pros you work with.
6. **How I Prep a Home for Sale:** Walk through your top tips for getting listings market-ready.
7. **Client Testimonial:** Share a video (or read a quote) from a happy client.

# Week 2: Educate & Provide Value

1. **Market Update:** Share current stats or trends in your market.
2. **Homebuyer Tip:** Offer one key piece of advice for buyers.
3. **Seller Tip:** Share a must-know tip for homeowners preparing to sell.
4. **3D Tours & Virtual Showings:** Explain how you use tech to help buyers see homes remotely.
5. **Neighborhood Spotlight:** Feature a local business, park, or amenity.
6. **Answer FAQs:** Respond to the top 3 questions you get from clients.
7. **Financing Fact:** Share a tip about mortgages, pre-approval, or closing costs.





# Week 3: Showcase Listings & Your Expertise

1. **Listing Walkthrough:** Give a video tour of an active listing.
2. **Before & After Staging:** Show the transformation of a staged home.
3. **Why Use a Realtor?** Explain how you add value for buyers/sellers.
4. **Open House Invitation:** Announce an upcoming open house.
5. **Luxury Listing Feature:** Highlight a premium property or unique feature.
6. **Twilight or Drone Shots:** Show off special listing photos or videos.
7. **Client Success Story:** Share a short story of a buyer/seller win.



# Week 4: Build Relationships & Drive Engagement



1. **My Favorite Closing Gift:** Show a thoughtful gift you give clients.
2. **Local Event Highlight:** Promote a community event or charity.
3. **Referral Program:** Explain how clients can refer friends/family.
4. **Seasonal Tip:** Offer advice relevant to the current season (moving, maintenance, etc.).
5. **Meet a Partner:** Introduce a lender, inspector, or stager you trust.
6. **What Sets Me Apart:** Share your unique selling proposition.
7. **My Why:** Get personal about what motivates you in real estate.
8. **Fun Fact Friday:** Share a surprising or fun real estate fact.
9. **Thank You & Call to Action:** Thank your followers and invite them to reach out for real estate help.

# Posting Tips for Agents

- Keep videos short (30–60 seconds) for social media.
- Post at optimal times:
  - Instagram: 11AM–2PM or 7–9PM
  - Facebook: 1–4PM
  - LinkedIn: 8–10AM or 4–6PM (Tue–Thu)
- Use local and real estate hashtags: #RealEstate #YourCityHomes #HomeTour #JustListed #RealtorLife
- Engage with comments quickly to boost visibility.
- Share across platforms: Instagram, Facebook, LinkedIn, TikTok.
- Caption all videos. Over 50% of viewers watch with the sound off.



For more resources, visit [indianaskypics.com](http://indianaskypics.com) or contact us for custom media solutions