



# Daily Social Media Tasks for Real Estate Experts

## 1 Review Notifications

Start your day by checking and responding to all social media notifications to stay engaged with your audience

## 2 Post New Content

Share at least one post on your key social media platforms. This could be a listing, a customer testimonial, a helpful tip, or an industry insight.

## 3 Schedule Future Posts

Use social media management tools to schedule posts for the next few days to maintain a consistent presence without needing to post in real-time every day.

## 4 Engage with Followers

Spend time liking, commenting on, and sharing posts from your followers and other real estate professionals to build community and engagement.

## 5 Monitor Competitor Activity

Keep an eye on your competitors' social media to see what they are posting and how they engage with their audience.

## 6 Update Listings

Ensure that all your active listings are up-to-date with current photos, descriptions, and availability status on all your social media channels.

## 7 Follow Up on Leads

Use social media to follow up on potential leads from previous posts and engage in direct messages where appropriate.

## 8 Check Trending Topics

Look for trending topics in real estate that you can comment on or create content about to stay relevant and authoritative.

## 9 Review Analytics

End your day by reviewing analytics to see which posts are performing best and adjust your strategy accordingly.

## 10 Plan for Tomorrow

Take a moment to outline key tasks and objectives for the next day, ensuring a proactive approach to your social media management.