







Templates included on your calendar dashboard

Month	Day	Template / Topic	Option to schedule ahead for the year?*	All dates to schedule this post to publish*	 when scheduled or posted to profile					
					    					
January	TBD	Martin Luther King Day (3rd Monday of January)	Yes							
January	1	Happy New Year	Yes							
January	3	Just Listed, Just Closed, etc. 4-Photo Design								
January	5	Market Update	Yes	The 5th of every month						
January	7	Self-Promo Year-end Highlights								
January	9	Neighborhood Guide	Yes	1/9, 4/11, 10/11						
January	11	Good to Know Video	Yes	1/11, 6/15, 8/15, 12/15						
January	13	Just Listed, Just Closed, etc... 1-Photo or Video								
January	15	Design Trends and/or MLK Day								
January	17	Personal Post								
January	19	Annual Home Maintenance Checklist	Yes							
January	21	Local Happenings	Yes	1/21, 4/7, 9/21						
January	23	Just Listed, Just Sold... 3-Photo Carousel Design								
January	25	Work Hard, Play Hard								
January	27	Real Estate or Community News								
January	29	How much is my home worth?	Yes							
February	TBD	Presidents' Day (3rd Monday of February)	Yes							
February	1	Personal Post								
February	3	Just Listed, Just Sold, etc. 4-Photo Design								
February	5	Market Update	Yes	The 5th of every month						
February	7	Seller Tips	Yes	2/7, 8/9						
February	9	Personal Post								
February	11	Great Agent - CMA	Yes							
February	13	Just Listed, Just Sold, etc... 1-Photo or Video								
February	14	Valentine's Day	Yes							
February	14	Client Testimonial	Yes							
February	17	Personal Post								
February	19	Real Estate Q&A	Yes	2/19, 4/19, 7/19, 10/19						
February	21	Behind the Real Estate Scene								
February	23	Just Listed, Just Sold... 3-Photo Carousel Design								







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February	25	Staging Do's & Don'ts	Yes							
February	27	Trending at Home								
March	1	Personal Post								
March	3	Just Listed, Just Sold, etc. 4-Photo Design								
March	5	Market Update	Yes	The 5th of every month						
March	7	Self-Promo Sold by or Referred by								
March	9	Buyer Tips	Yes	3/9, 9/9						
March	11	Home Reno ROI	Yes	3/11, 9/7						
March	13	Just Listed, Just Sold, etc... 1-Photo or Video								
March	15	I feel lucky to live in (city)	Yes							
March	17	St. Patrick's Day	Yes							
March	19	Personal Post								
March	20	First Day of Spring	Yes							
March	23	Just Listed, Just Sold... 3-Photo Carousel Design								
March	25	Personal Post								
March	27	Rental Investment	Yes							
March	29	Spring Client Appreciation Event Idea (Optional)	Yes							
April	1	Quote	Yes							
April	3	Just Listed, Just Sold, etc. 4-Photo Design								
April	5	Market Update	Yes	The 5th of every month						
April	7	Local Happenings	Yes	1/21, 4/7, 9/21						
April	9	Personal Post								
Easter		Happy Easter	Yes							
April	11	Neighborhood Guide	Yes	1/9, 4/11, 10/11						
April	13	Just Listed, Just Sold, etc... 1-Photo or Video								
April	15	Design Trends								
April	17	Q1 Production Self-Promo								
April	19	Real Estate Q&A	Yes	2/19, 4/19, 7/19, 10/19						
April	21	Hot & New Restaurant or Business Review								
April	23	Just Listed, Just Sold... 3-Photo Carousel Design								
April	25	Personal Post								
April	27	Mortgage Update	Yes	4/27, 6/27, 9/15						
April	29	Vacation Home	Yes	4/29, 9/29						
May	1	Mother's Day Weekend Happenings								

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May	1	Personal Post								
May	3	Just Listed, Just Sold, etc. 4-Photo Design								
May	5	Market Update	Yes	The 5th of every month						
May	TBD	Happy Mother's Day (2nd Sunday in May)	Yes							
May	9	Personal Post								
May	11	Joke	Yes							
May	13	Just Listed, Just Sold, etc... 1-Photo or Video								
May	15	Client Testimonial	Yes							
May	17	Real estate Trivia	Yes							
May	19	Grow Your Buying Power	Yes	5/19, 8/19, 11/19						
May	21	Behind the Real Estate Scene								
May	23	Just Listed, Just Sold... 3-Photo Carousel Design								
May	25	Summer Client Appreciation Event Idea (Optional)	Yes							
May	27	Trending at Home								
May	29	Real Estate Answers	Yes							
June	1	Personal Post								
June	3	Just Listed, Just Sold, etc. 4-Photo Design								
June	5	Market Update	Yes	The 5th of every month						
June	TBD	Father's Day	Yes							
June	7	Father's Day Weekend Happenings								
June	9	Time to move up?	Yes							
June	11	Great Agent - Staged to Perfection	Yes							
June	13	Just Listed, Just Sold, etc... 1-Photo or Video								
June	15	Good to Know Video	Yes	1/11, 6/15, 8/15, 12/15						
June	17	Mid-year Maintenance Check-up	Yes							
June	19	Work Hard, Play Hard								
June	21	July 4th Happenings								
June	23	Just Listed, Just Sold... 3-Photo Carousel Design								
June	25	Personal Post								
June	27	Mortgage Update	Yes	4/27, 6/27, 9/15						
June	29	Milestone Memory	Yes							
July	1	Personal Post								
July	3	Just Listed, Just Sold, etc. 4-Photo Design								


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July	4	July 4th Holiday	Yes							
July	4	July 4th Personal Post								
July	5	Market Update	Yes	The 5th of every month						
July	9	Q2 Production Self Promo								
July	11	Quote	Yes							
July	13	Just Listed, Just Sold, etc... 1-Photo or Video								
July	15	Design Trends								
July	17	Personal Post								
July	19	Real Estate Q&A	Yes	2/19, 4/19, 7/19, 10/19						
July	21	Self-Promo Sold by or Referred by								
July	23	Just Listed, Just Sold... 3-Photo Carousel Design								
July	25	Personal Post								
July	27	Joke	Yes							
July	29	Hot & New Restaurant or Business Review								
July	31	Real Estate or Community News								
August	1	Personal Post								
August	3	Just Listed, Just Sold, etc. 4-Photo Design								
August	5	Market Update	Yes	The 5th of every month						
August	7	Client Testimonial	Yes							
August	9	Seller Tips	Yes							
August	11	Great Agent - Competing Offers	Yes							
August	13	Just Listed, Just Sold, etc... 1-Photo or Video								
August	15	Good to Know Video	Yes	1/11, 6/15, 8/15, 12/15						
August	17	Personal Post								
August	19	Grow Your Buying Power	Yes	5/19, 8/19, 11/19						
August	23	Just Listed, Just Sold... 3-Photo Carousel Design								
August	25	Personal Post								
August	26	National Dog Day	Yes							
August	29	Real estate Trivia	Yes							
September	TBD	Labor Day (1st Monday of September)	Yes							
September	1	Personal Post								
September	3	Just Listed, Just Sold, etc. 4-Photo Design								

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September	5	Market Update	Yes	The 5th of every month 3/11, 9/7						
September	7	Home Reno ROI	Yes							
September	9	Buyer Tips	Yes							
September	11	September 11th - We will never forget	Yes							
September	13	Just Listed, Just Sold, etc... 1-Photo or Video								
September	15	Mortgage Update	Yes	4/27, 6/27, 9/15						
September	17	1031 Exchange	Yes							
September	19	Joke	Yes							
September	21	Local Happenings	Yes	1/21, 4/7, 9/21						
September	23	Just Listed, Just Sold... 3-Photo Carousel Design								
September	25	Personal Post								
September	27	Trending at Home								
September	29	Vacation Home	Yes	4/29, 9/29						
October	1	Personal Post								
October	3	Just Listed, Just Sold, etc. 4-Photo Design								
October	5	Market Update	Yes	The 5th of every month						
October	7	Self-Promo Sold by or Referred by								
October	9	Personal Post								
October	11	Neighborhood Guide	Yes	1/9, 4/11, 10/11						
October	13	Just Listed, Just Sold, etc... 1-Photo or Video								
October	15	Q3 Production Self Promo								
October	17	Easy Earnings with Airbnb	Yes							
October	19	Real Estate Q&A	Yes	2/19, 4/19, 7/19, 10/19						
October	21	Buying Power	Yes							
October	23	Just Listed, Just Sold... 3-Photo Carousel Design								
October	25	Quote	Yes							
October	27	Hot and New Restuarant or Business Review								
October	29	National Cat Day	Yes							
October	31	Halloween	Yes							
November	1	Personal Post								
November	3	Just Listed, Just Sold, etc. 4-Photo Design								
November	5	Market Update	Yes	The 5th of every month						
November	7	Behind the Real Estate Scene								
November	9	Personal Post								

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November	11	Thanksgiving Game Ideas	Yes							
November	13	Just Listed, Just Sold, etc... 1-Photo or Video								
November	17	Real Estate Trivia	Yes							
November	19	Grow your Buying Power	Yes	5/19, 8/19, 11/19						
November	21	Hot & New Things to Do								
November	23	Just Listed, Just Sold... 3-Photo Carousel Design								
November	25	Personal Post								
November	27	Client Testimonial	Yes							
November	29	Real Estate or Community News								
December	1	Personal Post								
December	3	Just Listed, Just Sold... 4-Photo Design								
December	5	Market Update	Yes	The 5th of every month						
December	7	Great Agent - Closing on Time	Yes							
December	9	Milestone Memory	Yes							
December	11	New Year's Eve Happenings								
December	13	Just Listed, Just Sold, etc... 1-Photo or Video								
December	15	Good to Know Video	Yes	1/11, 6/15, 8/15, 12/15						
December	17	Personal Post	Yes							
December	19	Joke	Yes		x	x	x			
December	21	Eyes on the market	Yes							
December	23	Happy Holidays	Yes							
December	25	Personal Post (Optional)								
December	27	Personal Post								
December	29	Winter Client Appreciation Event Idea (Optional)	Yes							
December	31	Happy New Year	Yes							

*Using a content planner, schedule these posts to publish on the dates we've suggested. You'll be happy you did! Your social media will be working for you behind the scenes while you're out servicing clients and engaging prospects.

Also, be sure to view the NOTES we've left for each template in Canva (lower right corner of Canva's screen :)

[Join our YouTube community](#) to implement your plan, share ideas, success stories and some laughs!