



Personal Post Ideas

Include yourself in the photo or video

☐ YOU:

- ✓ ☐ AT YOUR WEEKLY SALES MEETING
- ✓ ☐ GIVING BACK TO THE COMMUNITY
- ✓ ☐ AT A SHOWING, A PREVIEW OR AT A HOME ON BROKER TOUR
- ✓ ☐ AT A CLOSING (GET YOUR HAPPY CLIENTS IN THERE TOO, OF COURSE)
- ✓ ☐ AT A SPORTS GAME OR IN YOUR FAVORITE TEAM GEAR
- ✓ ☐ AT NEW LOCAL RESTAURANT
- ✓ ☐ AT A LOCAL EVENT
- ✓ ☐ OUT ENJOYING YOUR HOBBIES
- ✓ ☐ OUT WITH FAMILY
- ✓ ☐ AT THE OFFICE WITH COLLEAGUES
- ✓ ☐ AT A COMPANY EVENT OR TRAINING
- ✓ ☐ CELEBRATING A PERSONAL MILESTONE
- ✓ ☐ CELEBRATING A FAMILY MEMBER'S MILESTONE
- ✓ ☐ AT AN OPEN HOUSE
- ✓ ☐ ON VACATION

When you can't swing a photo, consider one of these topics to post / share:

- ✓ ☐ SPORTS TEAMS
- ✓ ☐ SOMETHING YOU FIND HILARIOUS- A PHOTO, JOKE, COMIC, ETC.
- ✓ ☐ AN ACT OF KINDNESS YOU DID OR WITNESSED
- ✓ ☐ A NEW LISTING OR OPEN HOUSE YOU'RE EXCITED ABOUT (EVEN IF IT'S NOT YOURS)
- ✓ ☐ SOMETHING NEW YOU'VE DISCOVERED AND RECOMMEND (A BOOK, RECIPE, WORKOUT, ETC.)
- ✓ ☐ LIKE OR SHARE BUSINESS-RELATED PAGES OR EVENTS AND THEY'LL SHOW UP IN YOUR FEED
- ✓ ☐ SHARE YOUR CLIENT TESTIMONIALS
- ✓ ☐ POST WHEN YOU MATCH A CLIENT TO AN OUT-OF-STATE AGENT

In a nutshell, make authentic posts that give insight to who you are personally and professionally ☐.