

WHERE	WHEN DATE	TIME	CATEGORY	WHAT CONTENT	IMAGE/VIDEO/LINK
MONDAY					
Facebook	Monday 7/1	1:00 PM	HAPPY MONDAY Highlight a local beach/scenic location	Feature local beach or scenic location, add location, copy is good vibes	Video of Kailua beach
Instagram		8:00 PM	HAPPY MONDAY Highlight a local beach/scenic location	Feature local beach or scenic location, add location, COPY and captions "You made it through another Monday"	Video of Kailua beach
TUESDAY					
Facebook	Tuesday 7/2	1:00 PM	NEW LISTING	Alert and behind the scenes of coming soon home listing	Photo, video of house coming soon
Instagram		8:00 PM	NEW LISTING	Alert and behind the scenes of coming soon listing	Photo, video of house coming soon
WEDNESDAY					
Facebook	Wednesday 7/3	1:00 PM	SHARE CLIENT SUCCESS STORY	Feature/congrats, previous client in new home	Video of person, family, pets, house
Instagram		8:00 PM	SHARE CLIENT SUCCESS STORY	Feature/congrats, previous client in new home	Video of person, family, pets, house
THURSDAY					
Facebook	Thursday 7/4	5:00 PM	HOLIDAY POST	Share holiday sentiments, American pride	4 th of July from local area, logo
Instagram		8:00 PM	HOLIDAY POST	Share holiday sentiments, American pride	4 th of July from local area, logo

WHERE	WHEN DATE	TIME	CATEGORY	WHAT CONTENT	IMAGE/VIDEO/LINK
FRIDAY					
Facebook	Friday 7/5	11:00 AM	ENJOY LOCAL FOR WKND	Highlight local leisure business: Bottleheads, tag	Video of place and food, bev, favorites
Instagram		8:00 PM	ENJOY LOCAL FOR WKND	Highlight local leisure business: Bottleheads, mention	Video of place and food, bev, favorites
SATURDAY					
Facebook	Saturday 7/6	1:00 PM	OFFER TO HELP	Thinking of Selling? Daunting? Tips to get started. Solicit questions	Photo of house & person, checklist
Instagram		11:00 AM	OFFER TO HELP	Thinking of Selling? Daunting? Tips to get started. Solicit questions	Photo of house & person, checklist
SUNDAY					
Facebook	Sunday 7/7	12:00 PM	OPEN HOUSE TODAY	Invitation to open house property fact sheet, local area comparable stat	Photos, video of subject property and comps
Instagram		8:00 AM	OPEN HOUSE TODAY	Invitation to open house property fact sheet, local area comparable stat	Photos, video of subject property and comps

WEEKLY CONTENT PLAN

MONDAY- HAPPY MONDAY (FEATURE BEACH, PARK, HIKE)

TUESDAY- NEW LISTING, COMING SOON, ETC

WEDNESDAY- SHARE CLIENT SUCCESS STORY

THURSDAY- HOLIDAY POST OR SHARE RELEVANT CONTENT

FRIDAY- LOCAL BUSINESS HIGHLIGHT (CAN SHARE FROM THEIR FEED)

SATURDAY - SHARE CONTENT FROM COLDWELL BANKER POSTS

SUNDAY - OPEN HOUSE SUNDAY

SAMPLES BELOW



CB Realty, Kailua

Sending Monday good vibes from Kailua Beach by Kalama Beach Club. Walk to this beach from our upcoming listing on Hualani Street. We highlight beaches and parks around the island every Monday. Share the good vibes. Want to know more about a community or Hawaii homes? Message us! **What other Monday spot should we feature?**

Target audience for this **(FB)** post is 35-50 year old, potential homebuyers who are relatively new to the island. They've relocated here for work, military or government orders. They are excited to be here and want to learn about the island.

Seeking to expand reach and engagement with shares, messages and comments **CTA** is "Share our good vibe video." Second CTA is an invitation to DM. Third CTA is "Tell us what you want to see."

Tactics include using a beautiful and enticing iPhone video of a local beach, "what's around that corner?" as well as prompting a share, offering more info/help and ending with a question, compelling engagement. FB copy is more conversational, using sentences.

Posting on **Facebook** with consistent weekly posts, we feature cool local beaches and parks, connecting viewers with community and adding value.

For CB, it's positioning them as ambassadors of the area, and helpful.

Monday good vibes strategy over the weeks includes chill audio and video, leading to the focus area to keep viewers engaged to the end.

This will post at **1:00 pm**, which studies show is the best time to post on FB for engagement. For Monday, just saying hello to start the week. Staying top of mind, not too salesy.

Facebook has "**Page Insights**" which **tracks post reach and engagement**, new likes and check-ins. We will also track shares, DM and comments to measure success.



CBKailua Coming Soon!

Kailua, Coconut Grove, remodeled home 3/2.

Finally, what you've been waiting for. Want a preview? Message Us!

#kailuahomes @sharihooksrealtor #kailuarealestate

Where would you like to live?

Target audience for this **(IG)** post is 25-40, employed, potential homebuyers looking for an updated turnkey home. They are busy, and frustrated with low inventory.

Seeking to get buyers off the fence and contact CB for real estate help. Or share with a friend who's house hunting. **CTA** is "Message Us" for a preview. Overall goal is to convert clients.

Tactics include using an enticing slideshow set to upbeat music and ending with a question prompting engagement.

Posting on **Instagram** with consistent weekly posts, featuring new listings, homes coming soon, viewers can rely on seeing something new on Tuesdays.

For CB, it's positioning them as top listors in the low inventory market, someone to know to stay ahead of the game.

Tuesday strategy includes tactics like using video, behind the scenes prepping, voiceovers, facial presence, pets at the featured new listings, including links with CB tips. May include polls, prizes for shares, tags, mentions for engagement.

This will post at **8:00 pm**. Studies show it's the best time to post on IG for views and engagement. Posting this on **Tuesday** since Mondays post is more community-based, to remind CB is not only a community connector, but also realtors.

Instagram has an **easy to find and use tool**, "**view insights**" to **measure** views, likes, comments, shares. We'll **monitor** viewer to client conversion too and adjust as needed testing new tactics.



CBKailua We love Bottleheads! Win \$50
Mention five friends in the comments for chance to win
\$50 gift card to Bottleheads! Fridays, we tell you about a favorite
local business. @bottleheads_hi #mykailua #kailualife
What's your favorite happy hour spot?

Target audience for this **(IG)** post is 25-40, employed, potential homebuyers who care about where they live and want community.

Seeking to stay top of mind, and grow reach and engagement through views, shares, mentions. **CTA** is "Comment below with 5 mentions."

Tactics include using a giveaway to compel action, and ending with a question, compelling engagement.

Posting on **Instagram** with consistent weekly posts, we feature cool local restaurants, shops and businesses, connecting viewers with community and value.

For CB, it's tapping into the local business's following as well, and vying for reciprocal mentions or tags from other businesses.

Friday strategy over the weeks includes sharing posts from the businesses, video or brief interview video. Videos get most engagement, so will be used often.

This will post at **8:00 pm**, which studies show is the best time to post for engagement, on **Friday**, in time to make weekend plans, including plans to socialize, or house hunt. Top of mind, not too salesy.

Instagram has an **easy to find and use tool**, "**view insights**" to **measure** views, likes, comments, shares, and we'll monitor comments for new mentions and gauge if those mentions became followers, to test this strategy.