

# THE **SOCIAL MEDIA CALENDAR** EVERY AGENT NEEDS

YOUR **31 DAY GUIDE** TO GET RESULTS



# THE SOCIAL MEDIA CALENDAR

## EVERY AGENT NEEDS

We understand that using social media can get tricky. To help you start off on the right foot, we have developed the social media calendar for real estate agents with 31 ideas your audience will love to see! These ideas are split into 5 content pillars which include:



### BRANDING

Why should property seekers work with you? Showcase your values, skills and personality with branding posts! Display your authentic self and build your personal brand on social media. This increases your market awareness and helps grow your business.



### COMMUNITY

Highlight your area of specialisation and everything it has to offer. Why do you work there? Why should people live there? Is it a good place for investment? Create posts answering the common questions your prospects ask and encourage them to engage with your content.



### TIPS

Buying or selling property can be a long and often tedious process. Share your best tips on how to make this process easier and show clients that you are ready to support them through the full process.



### SELL

Show off your inventory. Feature your best properties for sale or rent through property tours, open houses or with posts highlighting a great deal. Remember, you want to focus on the property and peak customers interests. Avoid pushing for a sale and focus on arranging a meeting or a viewing.



### EDUCATE

Showcase your expertise online! Clients want to work with competent agents, so promote yourself as the market expert and share your knowledge with your audience.

TIPS

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MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
<b>SELF BRANDING</b> <ul style="list-style-type: none"> <li>Video introducing yourself</li> </ul> <b>1</b>	<b>COMMUNITY</b> <ul style="list-style-type: none"> <li>Why I love (area)</li> </ul> <b>2</b>	<b>TIPS</b> <ul style="list-style-type: none"> <li>5 things every first-time home buyer should know</li> </ul> <b>3</b>	<b>SELL</b> <ul style="list-style-type: none"> <li>Open house video</li> </ul> <b>4</b>	<b>EDUCATE</b> <ul style="list-style-type: none"> <li>Last sold transaction data for your area</li> </ul> <b>5</b>	<b>SELF BRANDING</b> <ul style="list-style-type: none"> <li>A deal you recently closed</li> </ul> <b>6</b>	<b>COMMUNITY</b> <ul style="list-style-type: none"> <li>Highlight community amenities</li> </ul> <b>7</b>
<b>TIPS</b> <ul style="list-style-type: none"> <li>Buyer Tip: Look at last sold data to see price trends!</li> </ul> <b>8</b>	<b>SELL</b> <ul style="list-style-type: none"> <li>Your top property for sale</li> </ul> <b>9</b>	<b>EDUCATE</b> <ul style="list-style-type: none"> <li>Average prices in your neighbourhood</li> </ul> <b>10</b>	<b>SELF BRANDING</b> <ul style="list-style-type: none"> <li>Testimonial</li> </ul> <b>11</b>	<b>COMMUNITY</b> <ul style="list-style-type: none"> <li>Hidden gems in your area</li> </ul> <b>12</b>	<b>TIPS</b> <ul style="list-style-type: none"> <li>5 tips for buying off-plan</li> </ul> <b>13</b>	<b>SELL</b> <ul style="list-style-type: none"> <li>Your most luxurious property for sale</li> </ul> <b>14</b>
<b>EDUCATE</b> <ul style="list-style-type: none"> <li>Mini market update</li> </ul> <b>15</b>	<b>SELF BRANDING</b> <ul style="list-style-type: none"> <li>Why you love working in real estate</li> </ul> <b>16</b>	<b>COMMUNITY</b> <ul style="list-style-type: none"> <li>Highlight road connectivity in your area</li> </ul> <b>17</b>	<b>TIPS</b> <ul style="list-style-type: none"> <li>Seller Tip: Ask your Agent to TruCheck™ your property!</li> </ul> <b>18</b>	<b>SELL</b> <ul style="list-style-type: none"> <li>Your property of the week</li> </ul> <b>19</b>	<b>EDUCATE</b> <ul style="list-style-type: none"> <li>Mini market update</li> </ul> <b>20</b>	<b>SELF BRANDING</b> <ul style="list-style-type: none"> <li>Why I TruCheck™ my listings</li> </ul> <b>21</b>
<b>COMMUNITY</b> <ul style="list-style-type: none"> <li>Local community attraction in your area</li> </ul> <b>22</b>	<b>TIPS</b> <ul style="list-style-type: none"> <li>Interior design tips</li> </ul> <b>23</b>	<b>SELL</b> <ul style="list-style-type: none"> <li>Your property of the week</li> </ul> <b>24</b>	<b>EDUCATE</b> <ul style="list-style-type: none"> <li>Upcoming handover project</li> </ul> <b>25</b>	<b>SELF BRANDING</b> <ul style="list-style-type: none"> <li>Behind the scenes</li> </ul> <b>26</b>	<b>COMMUNITY</b> <ul style="list-style-type: none"> <li>Share a Bayut Area Guide</li> </ul> <b>27</b>	<b>TIPS</b> <ul style="list-style-type: none"> <li>5 things to look for in a good agent</li> </ul> <b>28</b>
<b>SELL</b> <ul style="list-style-type: none"> <li>Your top property of the week</li> </ul> <b>29</b>	<b>EDUCATE</b> <ul style="list-style-type: none"> <li>Explain the sales process</li> </ul> <b>30</b>	<b>SELF BRANDING</b> <ul style="list-style-type: none"> <li>Why you should work with me</li> </ul> <b>31</b>				

For more real estate focused resources, check out our Content Corner! You can even register for one of our interactive workshops at [@bayutacademy](#) to gain the skills needed to succeed in the UAE Real Estate Market.