



You know you need a social strategy, but you don't know where to start? Relax. You've come to the right place. The Better Homes and Gardens® Real Estate Content Calendar, combined with the BHGRE® SOCIAL TOOL, provides an effective framework for crafting a memorable voice across various social media platforms in an easy and cost-effective way. This guide is full of recommendations, best practices, and tips to help your social strategy, and includes the BHGRE® Social Media Guidelines you must follow to protect the trademark and system. BHGRE® provides the content AND the tips. What could be easier?

## CONNECT

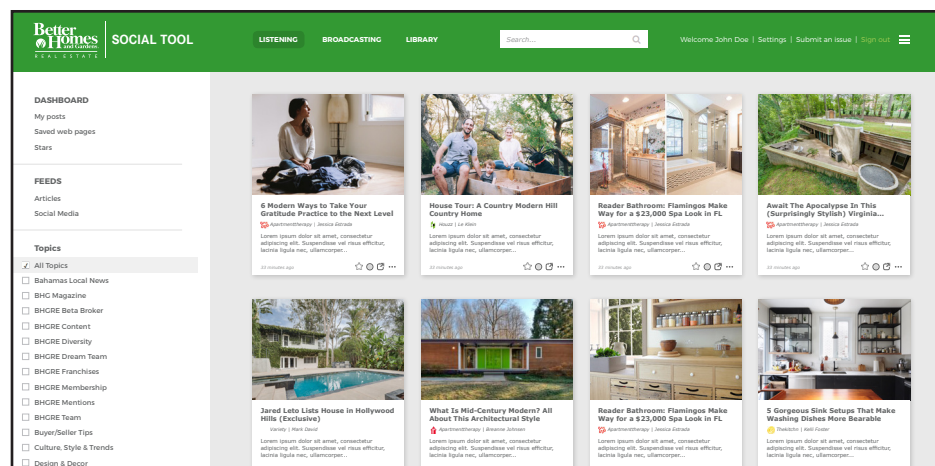
At its core, business is about people connecting. Pitching all the time is inauthentic and will not help your sales. Stick with the 80/20 rule. In its simplest form, the formula structures 80 percent on what you offer as a person and 20 percent on what you offer as a real estate professional. Honor the social in social media and CONNECT. Be known for you, not just for being another agent who has a feed full of listings. Focus on who you are, not what you do, to maximize results.

## SHARE

Each page of our calendar offers a full month of ideas. Schedule posts for local events, holidays and upcoming happenings in your business. Share new listings on the market or from the BHGRE® SOCIAL TOOL database, local charity events that you are sponsoring or participating in and any milestones in your life, such as bucket list trips.

## CELEBRATE

Every day is a celebration. In most cases, there is a specific holiday attached that can help you connect. These popular “hashtag holidays” are included in the calendar. Examples of special days are #NationalSpaghettiDay and #TeacherAppreciationDay, which will appeal to those on social media platforms for their whimsical nature and shareable photos. The key is including the hashtag and location to tie the post to your community. Take a selfie in front of your favorite Italian restaurant on National Spaghetti Day. Don't forget the hashtag and a link to the establishment's page or profile to show your neighborhood expertise and social media savviness. If none of the national days are to your liking, use #MondayMotivation and #WednesdayWisdom instead. Brainstorm inspiring quotes for both days.





Your presence on social media should tell the story of who you are as a person and what you are like professionally. We recommend that every post and image focuses on giving buyers and sellers an agent they like and trust to guide them on their real estate journey. Keep in mind that your niche audience wants to be educated on all aspects of their lifestyle from someone who is qualified to be their guide.

Share aspects of yourself that are relatable. Show that you love baking or Rodin-inspired sculpture. Demonstrate your expertise in certain neighborhoods and/or housing types with curated posts.



**You'll want clients to take away from your feeds who you are and your areas of real estate expertise, especially the neighborhoods you serve.**

Showcase the best of yourself, but imperfections – not rants – are usually welcomed. For example, for every ten or so baking or cooking posts, share one about how you forgot an ingredient and made something that was not picture perfect.

## ENGAGE

Engagement is the primary goal of each post. Shareable content maximizes comments and likes to extend your reach. Ask open-ended questions and share stories/experiences to ignite the conversation. Always consider which interests your audience has and how they will benefit from your feeds.

## ANALYZE

Once you have gained traction, analyze your audience. You can make a list of frequently asked questions from your clients to create a daily, weekly or monthly real estate tip and/or video. Record a batch of videos that address each question. You can do these in one day and have a bank of shareable content your followers will appreciate.

## USE VIDEO

Another way to harness the power of video is to spotlight a local business that demonstrates your ties to a neighborhood. Interview business owners or other members of the community for authenticity. Give your followers a heads-up on shops opening or closing. Be a connoisseur and post reviews that center on a specific food item, such as the best cheeseburgers, burritos or smoothies. Post guided virtual tours of premier dog parks, walking trails or event spaces. Ask the digital sphere if they agree or disagree with your opinion, create polls or ask for their stories related to these spaces.

## KNOW THE ANSWERS

Inject practical information, such as plans for surrounding land or updates on new construction. When including something related to your business, like a listing preview or an open house, you'll want to make it relevant to the audience.

## BE QUOTABLE

Share quotes every week that motivate or inspire. Vary your sources and keep an eye on the news to make sure that the speaker is appropriate. Post or request recommendations for local businesses like workout studios, mechanics and veterinarians. People are largely visual, so include beautiful views, such as a sunset at a local park or a home exterior that is exquisitely decorated for an upcoming holiday. Local high schools frequently have fundraisers that need community backing. Pledge your support by posting information and take a picture at the event. Local PTAs and parents will gladly hit the like button and/or repost.

## GO BEHIND THE SCENES

With only 20 percent of your social media presence focused on your business, we suggest that a work-related post must be heavily curated. Forget posting your listing flyer; bring personality to your business content with behind-the-scenes looks to pique interest. Many people would love to see stagers working at one of your listings or have a virtual walk-through of an open house. Give them a look at the human side of the industry.



**Have a list of online resources as a reserve for times when your schedule is packed or the creativity isn't flowing.** Keep in mind, news must be current and relevant to your audience. Take advantage of The FAVORITES feature in the BHGRE® SOCIAL TOOL. Select posts, articles and images that you don't want to use now, but can refer back to when the time is right or you need some inspiration.

## FACEBOOK®

A recent study found that on average, 43 percent of web traffic is now generated from social media, with Facebook® being the largest driver.\* This platform has two billion active users of all ages, genders, lifestyles and geographic regions. Consider using boosted posts to leverage this digital powerhouse by targeting those in specific locations with niche interests to drive traffic to open houses, put listings on the radar of potential buyers and so much more.

## TWITTER®

Make meaningful connections by following respected authorities and local experts such as business journals, trade websites for construction, local schools, police, city council members and your newspaper's real estate reporters. Twitter® is the place to conduct market research and sift through community news you can use. People are always looking for convenience. If you eavesdrop on local conversations happening on Twitter, you can provide solutions to these questions, comments, and concerns with curated content that will add value.

## LINKEDIN®

The unofficial social network for professionals requires an active presence for lead generation and networking. There are many ways to benefit from LinkedIn®. Post your website URL, links to other social accounts and clearly state your specialty. Place a text overlay of contact information over your professional headshot and post content of varying types, including blog, news and opinion articles. Do a monthly market recap. Share information on local market trends, mortgage rate changes and any news items that would be of interest to your target audience. Best practices are to use only one or two hashtags and set aside time each week to recommend and endorse others (30 minutes is sufficient).

## BLOGS

Follow neighborhood blogs and make meaningful comments. Ask if you can write a guest post on how local and national industry news pertains to the community. Be sure to cite reputable sources such as the *New York Times*, *NAR*, *Forbes Real Estate*, *The Wall Street Journal*, *Curbed* and *The Business Journals*. Incidentally, these are also quality sources to share on your social media feeds for national and industry news, and the BHGRE® SOCIAL TOOL makes it easy to share with your network.

\*Source: <http://fortune.com/2015/08/18/facebook-google/>

## NEXTDOR®

This private social network is an incredible source of information and acts as a virtual bulletin board. Engage with homeowners by sharing sale and housing information. Watch comments for icebreakers and provide quality input. This can include making recommendations, joining a conversation or offering solutions. You can suggest the best times to go to local businesses or which dog park is the cleanest. Some agents may not want to work where they live; however, outside agents who do not live in the neighborhood cannot gain access to NextDoor®. Consider making your own neighborhood a competitive advantage.

## LOCATION, LOCATION, LOCATION

As a real estate professional, you know that location is everything. Resist the urge to be present on every social media platform. The BHGRE® SOCIAL TOOL helps you manage your communications from multiple platforms all in one place. Remember that each platform has a unique feel and expectation, making reformatting essential.

## INSTAGRAM®

Instagram is all about telling stories through quality visuals. Instagram® dominates consumer engagement statistics and interactions per 1,000 followers. With 800 million active monthly users, engagement is higher.

Beyond snaps of food, take pictures throughout your daily life to create a shareable bank. Your dog enjoying the local park or looking adorable outside the local bakery is always a winner, as are sunsets and sunrises, a lush garden at your latest listing, and local events that will give relocating clients a slice of life. Remember to include locations and relevant hashtags for improved reach.

# JANUARY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 New Year's Day	2 Local Business Spotlight A coffee shop you love	3 Location Feature One thing to do this weekend	4 National Spaghetti Day	5 Your Personal Side What you do to avoid stress	6 Share A story from the local paper	7 How-to House hunt with kids
8 Homeowner Tip Home-care	9 National Clean Off Your Desk Day	10 Referral Shout-out A local appraiser	11 Share An article about your city/town	12 6 favorite features of your new listing	13 Community Cheer on a local sports team	14 National Dress Up Your Pet Day
15 Market Update How are mortgage rates looking?	16 MLK Day	17 Pros & Cons Buying vs. Renting	18 Your Personal Side Fund raisers you participated in	19 National Popcorn Day	20 Tech Feature A new mobile app you tried out	21 Client Testimonial
22 Chinese New Year	23 National Pie Day	24 National Compliment Day	25 Community Highlight a city or town icon	26 Your Personal Side Share what you're passionate about	27 Trend Alert Highlight the most popular renovations for homeowners	28 National Fun at Work Day
29 Moving Tip Not breaking anything in a move	30 Suggest accounts to follow	31 Location Feature A great getaway within 2 hours				



# FEBRUARY 2023

Black History Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Mover Tip Packing	2 Groundhog Day	3 Location Feature Community activities	4 World Cancer Day
5 Buyer Tip Finding a home	6 Pros & Cons Remodel vs. Move	7 Share A neighborhood photo	8 Community 1 thing to do this upcoming week	9 National Pizza Day	10 Market Update Local real estate trends	11 Buyer Tip What to look for at an open house
12 Super Bowl Sunday	13 Share Article about local housing market	14 Valentine's Day	15 Share Real estate industry happenings	16 Photo Your 'For Sale' sign in front of a house	17 Random Acts of Kindness Day	18 Community Meaningful city council updates
19 Trend Alert Show examples of sculptural lighting in homes	20 President's Day	21 Mardi Gras	22 Ash Wednesday	23 Location Feature Community activities for kids	24 National Tortilla Chip Day	25 Photo Snacks from your recent open house
26 Finance Tip	27 Community 1 thing to do this upcoming week	28 National Science Day				

# MARCH 2023

Women's History Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Homeowner Tip Taking care of an outdoor space	2 Homeowner Tip Home-care	3 Employee Appreciation Day	4 Buyer Tip Finding a home
5 Decoded Mortgages: Types? How to qualify, etc.	6 Purim	7 Seller Tip Getting top dollar	8 International Women's Day	9 Local Business Spotlight a restaurant you love	10 Decoded The stages of home buying	11 National World Plumbing Day
12 Daylight Savings Time	13 Share A neighborhood photo	14 Pi Day	15 Pros & Cons Buying vs. Renting	16 How-to Access your credit score	17 St. Patrick's Day	18 Homeowner Tip Home-care
19 Market Update Mortgage rates	20 First Day of Spring	21 Photo Your 'for sale' sign in front of a house	22 Beginning of Ramadan	23 National Puppy Day	24 Local Business Spotlight A happy hour you love	25 Earth Hour
26 Trend Alert Highlight examples of fun vintage pieces in homes	27 Community Meaningful city council updates	28 How-to House hunt with kids	29 Referral Shout-out A local appraiser	30 National Doctor's Day	31 Share A recipe	

# APRIL 2023

Diversity Month | Autism Awareness Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 April Fool's Day
2 Autism Awareness Day	3 How-to Save for buying a vacation home	4 Community Activities for kids	5 Passover	6 Homeowner tip Picking furniture	7 World Health Day	8 Personal Side What you do to relieve stress
9 Easter	10 Local Business Spotlight A hardware store	11 National Pet Day	12 Your Personal Side Fundraisers you participated in	13 Share A spring cocktail recipe	14 Share A new feature on your website	15 Trend Alert Share info on sustainable products popular in homes
16 Personal Side Why do you enjoy living here?	17 Community 1 thing to do this week	18 Tax Day	19 Pros & Cons Buy vs. Rent	20 Seller Tip Getting top dollar	21 Video tour of a listing	22 Earth Day
23 World Book Day	24 Decoded Confusing real estate terms	25 Share A new store or restaurant	26 Pretzel Day	27 Your Personal Side Why do you enjoy living here?	28 Arbor Day	29 Industry happenings
30 6 favorite features of your new listing						

# MAY 2023

National Asian American and Pacific Islander Heritage Month | Mental Health Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Community 1 thing to do this weekend	2 Teacher's Day	3 Community Show off a city /town icon	4 Star Wars Day	5 Cinco de Mayo	6 National Nurses Day
7 World Laughter Day	8 World Red Cross Day	9 Community Fun events in your area	10 Photo Snacks at your open house	11 Suggest accounts to follow that you like	12 International Nurses Day	13 Trend Alert Show how clients can update their living rooms with pillows and home accents
14 Mother's Day	15 Homeowner Tip Re-model without breaking the bank	16 Your newest listing	17 World Baking Day	18 Location Feature Show off a local park	19 Your Personal Side How you stay active	20 National Rescue Dog Day
21 How-to Address nightmare neighbors	22 Community Fun events in your area	23 6 favorite features of your new listing	24 Photo Your 'for sale' sign in front of a house	25 National Wine Day	26 Your Personal Side Have a cool office? Share a photo!	27 Local Business Spotlight A happy hour you love
28 National Burger Day	29 Memorial Day	30 Referral Spotlight Home inspector	31 Referral Shout-out A local appraiser			

# JUNE 2023

Pride Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 World Reef Awareness Day	2 National Donut Day	3 Location Feature Show off a local park
4 National Cheese Day	5 World Environment Day	6 Community Show off a city/town icon	7 Location Feature A great getaway within two hours	8 World Oceans Day	9 Your Personal Side What are you passionate about?	10 Market Update How are mortgage rates?
11 Client testimonial	12 Real estate industry happenings	13 Homeowner tip Remodel without breaking the bank	14 Flag Day	15 Your newest listing	16 Answer a common question	17 How-to Save for a vacation home
18 Father's Day Juneteenth	19 Your Personal Side How you stay active in the community	20 Photo You with your clients at closing	21 6 favorite features of your new listing	22 World Rainforest Day	23 Community Activities for all ages	24 Trend Alert Highlight dedicated activity centers in the home
25 Referral spotlight Recommend an appraiser	26 Community Cheer on a local sports team	27 National PTSD Awareness Day	28 Eid-al-Adha	29 Moving Tip Packing	30 Decoded Stages of the home buying process	



# JULY 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
						1 National Postal Worker Day
2 Photo Your 'For Sale' sign in front of the house	3 Things to think about before selling	4 Independence Day	5 Share A photo taken from the neighborhood	6 Your Personal Side Fundraisers you participated in	7 World Chocolate Day	8 Photo Confusing real estate terms
9 Video tour of a listing	10 Client Testimonial	11 Homeowner tip Remodel without breaking the bank	12 Referral Shout Out A local appraiser	13 National French Fry Day	14 Suggest accounts to follow	15 Trend Alert Show examples of "dream" sinks for an easy kitchen update
16 National Ice Cream Day	17 Location Feature Kid-friendly bike paths and parks	18 Photo Your 'For Sale' sign in front of the house	19 Your newest listing	20 Buyer Tip Finding a home	21 Photo Snacks at your open house	22 How-to Clean up after pets
23 Parents' Day	24 The next big thing coming to your area	25 Decode Confusing real estate terms	26 Homeowner tip Picking furniture	27 National Intern Day	28 Photo You in action — at an open house, etc.	29 Share A photo taken from the community
30 International Friendship Day	31 National Avocado Day					

# AUGUST 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Moving tip Unpacking	2 Referral Spotlight A local appraiser	3 Decoded Your home's "Zestimate"	4 National Chocolate Chip Cookie Day	5 Community Activities for all ages
6 Homeowner tip Home-care	7 Share A helpful real estate tip	8 International Cat Day	9 Local Business Spotlight A coffee shop you love	10 Seller tip Get top dollar	11 How-to Identify the home that's "the one"	12 Community Show off a city/town icon
13 Photo You with your clients at closing	14 Local Business Spotlight A restaurant you love	15 National Relaxation Day	16 Buyer Tip What to look for during an open house	17 National Nonprofit Day	18 How-to House hunt with your kids	19 World Humanitarian Day
20 Photo You in action — at an open house	21 Share A new store or restaurant	22 Community Cheer on a local sports team	23 Referral Spotlight A local moving company	24 Trend Alert Highlight eating spaces that include banquettes and under-seat storage.	25 Local Business Spotlight A happy hour you love	26 Women's Equality Day
27 Answer a common question you hear	28 Seller Tip Living in a home while it's for sale	29 Community Fun events in your area	30 Location Feature Outdoors, paths and recreation nearby	31 Your newest listing		

# SEPTEMBER 2023

Hispanic Heritage Month (Sept. 15 – Oct. 15)

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Market Update How are mortgage rates?	2 Homeowner Tip Taking care of an outdoor space
3 Homeowner Tip Homecare	4 Labor Day	5 Pros & Cons Remodel vs. move	6 Read a Book Day	7 Share Article about local housing market	8 The next big thing coming to your area	9 Decoded Stages of the home buying process
10 World Suicide Prevention Day	11 9/11 Observance Day	12 Your Personal Side What you do to relax	13 International Chocolate Day	14 Photo You with your clients at closing	15 Start of Hispanic Heritage Month	16 Trend Alert Discuss using luxury fabrics, finishes, and colors for an easy bathroom update
17 Local Business Spotlight Hardware store	18 Your newest listing	19 Pros & Cons Condo vs. single family house	20 Share A helpful real estate tip	21 World Gratitude Day	22 Market Update How are mortgage rates?	23 Rosh Hashanah First Day of Fall
24 How-to Clean up after pets	25 Community Activities for all ages	26 National Dumpling Day	27 Client testimonial	28 National Neighbor Day	29 Share A story from the local paper	30 Your Personal Side Why do you enjoy living where you do?

# OCTOBER 2023

National Disability Employment Awareness Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 International Coffee Day	2 World Habitat Day	3 Share A real estate app you recommend	4 Yom Kippur	5 World Teacher's Day	6 Decoded Your home's "Zestimate"	7 Photo An industry happy hour meet up
8 Share A photo from a local event	9 Indigenous Peoples' Day	10 World Mental Health Day	11 Referral Spotlight Recommend a home inspector	12 Your Newest Listing	13 How-to Save for a vacation home	14 Trend Alert Highlight your favorite BHG products from Walmart to add a seasonal touch
15 Seller Tip Get top dollar	16 Pros & Cons Buying vs. Renting	17 Homeowner Tip Homecare	18 National Medical Assistants Day	19 How-to Clean up after pets	20 Local Business Spotlight A restaurant you love	21 Photo Your 'For Sale' sign in front of a house
22 Location Feature Kid-friendly bike paths and parks	23 Your Personal Side Why do you enjoy living where you do?	24 United Nations Day	25 Decoded Terms clients are bound to come across	26 Share A website to get real estate info	27 How to Identify the home that's "the one"	28 Share An article about your neighborhood
29 National Cat Day	30 Your Newest Listing	31 Halloween				

# NOVEMBER 2023

National American Indian Heritage Month

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 World Vegan Day	2 Share A new feature on your website	3 Trend Alert Highlight popular anti-microbial finishes that create a healthy home	4 Decoded Mortgages: types? How to qualify, etc.
5 End Daylight Savings	6 Homeowner Tip Homecare	7 Your Personal Side What are you passionate about?	8 Moving Tip Unpacking	9 Seller Tip Living in a home while it's for sale	10 Local Business Spotlight A coffee shop you love	11 Veterans Day
12 Diwali	13 World Kindness Day	14 Community Cheer on a local sports team	15 Share A website to get real estate info	16 How-to Access your credit score	17 National Hiking Day	18 Photo An industry happy hour meetup
19 Community Activities for all ages	20 Market Update How are mortgage rates?	21 Share A member of your team	22 Homeowner Tip Picking Furniture	23 Thanksgiving	24 Seller Tip Things to consider before selling	25 Moving Tip Packing
26 Decoded Confusing real estate terms	27 Answer a common question you hear	28 Giving Tuesday	29 Photo You in action — at an open house, etc.	30 Attend a local event and share a photo		



# DECEMBER 2023

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 World AIDS Day	2 Buyer Tip Open house (what to look for)
3 Share Article about local housing market	4 Location Feature Outdoors, paths and recreation nearby	5 Community Activities for all ages	6 Promote an industry happy hour meetup	7 Hanukkah	8 National Brownie Day	9 Your newest listing
10 How-to Clean up after pets	11 Client Testimonial	12 How-to Select the right neighborhood	13 Local Business Spotlight A restaurant you love	14 Community Cheer on a local sports team	15 Pros & Cons Remodel vs. move	16 Location Feature Kid-friendly bike paths and parks
17 How-to Re-model without breaking the bank	18 Finance Tip	19 Buyer Tip What to look for at an open house	20 Share accounts to follow that you like	21 First Day of Winter	22 Buyer Tip Finding a home	23 Location Feature A city/town icon
24 Christmas Eve	25 Christmas	26 Kwanzaa	27 Your Personal Side What you do to relax	28 Trend Alert Highlight easy bedroom updates to create personal sanctuaries	29 Location Feature Outdoors, paths and recreation nearby	30 Homeowner Tip Organizing
31 New Year's Eve						



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