

51 Social Media Post Ideas

1 People Want You. People want to see more of you so show them you! Post pictures of yourself. Your friends on social media love you for who you are, so take a moment to snap a pic and post it up.

2 Do a Q&A session. Be sure to announce it a few days before and make an event out of it on Facebook. Invite friends to it and be sure to make it an interesting topic.

3 Post a Thank You Post. This is probably the easiest one and the one that will get you the most love. What you want to do is post a simple thank you picture or a thank you gif and thank everyone you feel thankful for in your life. Tag them and let the engagement begin.

4 Predict What's Next In Your Business. Your business is different in different parts of the nation and if you're any good at it you can tell how it is doing. Do a video about how it's doing locally and where you think it's heading.

5 Bring A Guest on Facebook/Instagram Live. Find a local business to interview and ask them how they got started with their business and how they chose to work in this community. Get created and don't think you have to plan this out, it can be spontaneous.

6 Talk About A Book That's Impacted You. Talk about a book that you read recently that changed your outlook on life or taught you a lesson. Put the link to the book on Amazon in the post. You can do a video or you can write about what you learned.

7 Ask Your Followers What They're Eating For Dinner. This is easy and it's fun. I like to ask people what they're eating for dinner, lunch, or even what they're doing this weekend. I post a picture of what I'm eating and ask, "What are you eating tonight?"

8 Inspirational Quote. People love quotes. They're easy to find and they're quick to read. Find ones that are witty and funny and you will get people loving them and sharing them. I usually just google "leadership quotes" and copy paste the quote into Canva.com and create a quick graphic.

9 Show People What You're Working On. Show people when you're at an open house, show them your favorite part of the house. Show them a neighborhood you just showed to a client or

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offer your followers from inspection checklists to getting a home ready to sell. Ask your local Title Company to help or just jump on Breakthroughbroker.com.

11 Interview A Local Vendor. Find a local vendor that is valuable to the community and interview them to bring value to your audience.

12 Interview A Leading Authority. Interview a leading person in your industry that can bring a good insight to your audience about your product and what you do. .

13 Interview A Client. Interview one of your clients or friends that doesn't know what you fully do and have them ask you questions.

14 Share A Cool Tech Breakthrough. You can google the latest tech or go to www.engadget.com. You can also set alerts on Google to alert you when there is new news that affects any industry.

15 Show A Picture Of Your Work Space. This gives a peek into your work world. People want to know what your office looks like, where you work and how it feels. Take a picture of your desk, your workplace or the office itself :)

16 Sharing Is Caring. When you see a friend or someone else that has a great video or amazing content, don't be shy to share it. If it's news, inspirational, or just something that you think is great.

17 Beautiful Pictures. This one should be easy for us since we are in Real Estate and we get to see some great homes. Whenever you see a great home post a picture of it or when you're out with clients and you see a great feature in a home, don't be shy to post it on Social Media.

18 Ask Your Social Media Friends To Show Their Pet. Post a picture of your pet and ask to see theirs. This one is fun and it will get you some quick engagement.

19 Your Blog. If you have a blog to share then it's time to share it. You can share it on Facebook, Twitter, or LinkedIn.

20 Share Your Wins. People want to know when you win and they want to cheer for you, so make it easy for them and let them know when you have a win in your life.

21 Share Your Losses. Guess what...people like to know when you lose too or when you have a bad day. Don't be shy on this one, because when you get real with people, people start getting real with you and begin to trust you.

22 Fill In The Blank. This one seems to do well throughout Social Media. Just be sure not to over use it. "If I could go anywhere on vacation for free it would be to ____".

23 Share a great Youtube Video. When you see something inspirational or a great TED talk don't hesitate to share it on Facebook.

24 Ask your friends to get involved. Ask your friends on social media to share with you the cool places they've been to and ask them to share pics. People always love to share.



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26 Show a picture of you when you were younger. People love seeing pictures of a younger you. You will get lots of love on this one. Don't overuse this one though.

27 Post your top 3 places to eat locally. Either do a quick video or type out a quick post touching on the top 3 places to eat locally.

28 Post your top 5 books of all time. If you don't read much then go online and find book titles you like and share those.

29 Your Favorite Podcast. Pick one podcast you love and share it with the world. Write or talk about why you like it so much.

30 Ask for reviews or testimonials. Most of us need more reviews or testimonials on our social media pages or on Google. In fact, those reviews are worth their weight in gold.

31 Share gifs memes. People always love a little bit of humor. Find gifs or memes that make you laugh and share those.

32 Create FAQ. To answer questions that you get asked a lot.

33 Share awards that you or your company have won. This helps build your brand and trust, just be sure not to be too showy or flashy. Stay humble.

34 Recommend an associate or person. When you help promote another person because you feel grateful to them it will help you connect deeper. If you find that an attorney has helped you out or a mortgage broker did amazing, don't be shy to let your audience know.

35 Share time management tips. Think of yourself as a resource to help others grow. Even though you have your job, it's important that people can see you in a different light as well. You want others to think of you as innovative and a thinker. It creates trust.

36 Ask True/False questions. This one is a little different, but it works. You can also ask Fact/Fiction questions. You can use Snopes.com as a source of interesting urban legends.

37 Link to a controversial blog post. I always type "interesting" at the top of the post when I link a hot topic or controversial blog to my social media. I like to see what people think about certain topics and it makes for a great way for people to engage. Just make sure you delete any nasty comments that pop up.

38 Share A Personal Moment. Think of moments that are precious to you or that have challenged you. I usually share stories about my kids or about something that has happened to me. It allows us to connect deeper with our audience.

39 Use Data. There is data about your business online, so use Google and find it. Then share it. If you are a real estate agent you can always look at the NAR site to pull some great statistics to use. You can crop them and post them directly or you can create a graphic in Canva.com from the data. Check out the link below to see the stats: <https://www.nar.realtor/research-and-statistics/housing-statistics>

40 Do a BIG Giveaway. This can bring a lot of attention to your social media page if done correctly. If you can afford to give away



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41 Share what you're doing on holidays. Tell people what you're doing, where you're going, who you are spending the holidays with, and what you're eating. Great time to connect deeper with your audience.

42 Something funny happened on the way to work. People love stories and they love funny ones even more. Get creative and be sure to tell people some of the funniest moments you've had in your business...without mentioning any names. .

43 Share your story and back history with your audience.

People like to know where you've come from and what your background is. Tell them where you came from and where you are now.

44 Your most repetitive challenge. When you work in a business for a while you tend to figure out the most repetitive challenges your clients have. Share those!

45 Connect people to a helpful Facebook or LinkedIn group.

Always be thinking of ways to help out other people. Bring value to their lives with what you share.

46 Ask for feedback. Ask your audience what Agents should be doing better as a whole?

47 Ask For Pricing Advice. Before you place your product up for sale or a service up for sale ask your audience what they think the price should be. If you're in Real Estate, before you place a home for sale online, give your audience 2 choices on price and see which one they choose. This will help promote the home and will get you engaged.

48 Simplify Social Media. Show your audience your simple steps to post on social media. Help them familiarize themselves with Snapchat, Facebook or Instagram

49 Do a funny Selfie. Yes, you read that right. Go to the filters section on Snapchat, Instagram, or Facebook and take a picture with a filter on or do a video with the filter on. Do me a favor and skip the dog ears though :).

50 Show People Your Back End Systems. Take the time to show your audience how you search for homes and what your CRM looks like along with your marketing.

51 Look at what others are doing. Look to social media influencers and see what is trending with them. Copy the things that resonate with you and share it with your audience.