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SOCIAL MEDIA Content Ideas for Real Estate

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Now Updated FOR 2017!



Never run out of content ideas to make your social media engaging and interesting for your audience!

223 Social Media Content Ideas for Real Estate

by Claudia Loens

Using Social Media for Your Real Estate Business Updated for 2017

Over the past 5-7 years that I've been working with Realtors, I've seen a shift in the way Realtor's view using social media for marketing their real estate businesses. It used to be revered as an "extra" marketing tool, while traditional means of marketing (postcards, newsletters, canvassing and physical ads) were still the preferred method. Recently, I attended a marketing lunch and learn with a highly revered, experienced real estate coach who said, "it's no longer an option to be posting content on social media" for anyone who wishes to stay current and grow their real estate business.

There are many reasons and benefits to having an active presence on social media. Here are a few:

- ✿ Your potential reach on-line exceeds the reach your traditional marketing has.
- ✿ Posting content yourself is FREE
- ✿ 68% of US Adults are on Facebook
- ✿ Millennials now outnumber the Baby Boomers in population and they are the heaviest adaptors and users of social media daily. So, if you want to sell homes to the millennials, you'll need to reach them where they "hang out"
- ✿ You get better Search Engine Optimization (SEO) for your website when you post links on social media, because they are highly trafficked websites with high authority in Google's eyes.
- ✿ Even better, your SEO improves even more when people click through the link you posted and go to your website
- ✿ Paid Facebook ads cost less and have a better return than traditional ads

So now that the shift has been made amongst Realtors, it's time to increase your presence through high quality content. I'm not talking about just grabbing links to articles OTHER people wrote or sharing their stuff (after all, that shows THEIR expertise, not YOURS). I'm talking about you creating content that engages, educates and entertains your target audience.

The biggest question most Realtors have is "what am I supposed to post?" That's where I come in.

Why Is QUALITY Social Media Content Crucial?

If you've spent any time on-line using Social Media for business or for pleasure, then you'll understand it when I say that there is A LOT of, well...*garbage* being passed

around. So much so, that I believe people are beginning to ignore what they read or see unless it is of true **value** to them. Therefore, in the coming years, we will need to craft quality content if we want to attract more followers and keep their attention! (More followers = more business!)

While writing my guidebook for content ([How to Become a Social Media Content Machine for Real Estate](#)) I started gathering ideas for content. Here is my master list...easy to print and keep handy for your convenience.

If you wish to get social media content updates, tips and ideas, be sure to sign up to receive them at <http://www.socialforrealestate.com>.

223 Social Media Content Ideas for Real Estate

Industry Related

1. News about your industry
2. Events happening for your industry
3. New laws for your industry
4. What to look for in a Real Estate Agent
5. Product reviews
6. Service reviews
7. Opinions about things in your industry
8. Things that relate to your industry, but aren't your actual industry
9. Funny stories about your industry
10. Worthwhile quotes from experts in your industry
11. Facts and figures for your industry
12. Market data
13. How to tips for specific skills, actions, goals and results for your industry
14. Suggested reading for your industry
15. Additional resources for your industry

Regional Information

16. Information about local sites
17. Neighborhood events (such as parades, festivals, etc.)
18. Your review of a local restaurant
19. School information
20. Features of specific neighborhoods (largest pet park, skate parks, etc.)
21. Local politics (be careful here – only use if you WANT people's opinions on your pages!)
22. Local resources and information for Seniors
23. News about large companies in your area
24. Historic landmarks or places in your area
25. Places not too far for a "staycation"

Causes

26. Facts about your cause
27. Resources to help people
28. Interviews with people that are victims of your cause
29. News about your cause
30. Breakthroughs associated with your cause
31. Success stories associated with your cause
32. Events related to your cause
33. Suggested reading for your cause
34. Website links for your cause

Information for Buyers

35. First time buyer tips
36. How to repair credit
37. How to choose a neighborhood

38. Relevant market information for buyers
39. Interest rates
40. How to select a mortgage
41. How to get pre-qualified
42. How the offer process works
43. How escrow works
44. What to expect at a sign-off
45. What to know about home inspections
46. How the appraisal process works
47. What is flipping and how does it work
48. Buying at auction
49. Distressed homes
50. Flipping tips & tricks
51. How to select contractors
52. Funny stories about buyers or sellers
53. Testimonials from people whom you have helped buy
54. Tips about the buying process
55. Featured property of the month

Information for Sellers

56. Preparing a property for sale
57. Short sale information
58. Foreclosure information
59. Tips for Curb appeal
60. Market evaluation of are
61. Recent sales
62. Advice about repairs
63. Staging a home or commercial property
64. Decorating ideas
65. Expectations for the offer process
66. How to select from multiple offers
67. Tips for downsizing or upsizing after the sale
68. Packing and moving tips
69. Recommended contractors

Your Company info

70. Success stories related to your real estate company
71. Stories about your clients
72. Realtor of the month
73. Customer of the month
74. Job openings
75. Facts about your company
76. Neighborhood news
77. Neighborhood events
78. Charity or community service your company does
79. "Did you know..." about your company
80. Projects your company is working on
81. Early release teasers

Educational Seminars or Webinars (could be video and then post notifications on other social sites)

82. How-To Series with step by step instruction
83. How to understand a contract
84. Discuss facts and historical data about your industry

Coupons, discounts and deals

85. A deal on the commission for sellers
86. Refer a friend and get something free
87. Refer a friend and both get something
88. "Like" us on Facebook and get something

Surveys

89. What's your favorite...?
90. Who do you think will win?
91. Compare products, such as paint or mortgages or carpet, etc.
92. What would you like to see our company do better?
93. What services would you like us to offer?
94. Customer service surveys
95. When do you think you would...buy, sell, invest, etc.

Contests

96. Photo contest related to your service (ie best open house picture)
97. Video contest related to your service (virtual tour or video demo)
98. Most creative testimonial video
99. Whomever gets the most likes or shares of something they post on social media related to your service gets a prize
100. Recipe contest
101. Funniest story related to your service or industry
102. Raise the most money for your cause and win something

Photos to Share

103. Infographics for your industry (facts portrayed in a graphical format to make it easy to digest)
104. You, the business owner
105. Your employees
106. Your location
107. Your properties
108. Neighborhood photos
109. Your customers
110. Open houses you hold
111. Community service you or your employees perform
112. Quotes created in a graphical format and shared as an image
113. Advertisements (in papers, magazines, etc.)
114. Photo contest results

Videos

115. Introduction to the company (could be by owner, employee or client)
116. Customer testimonials

117. Virtual tour of property
118. Story of a home
119. Neighborhood highlights
120. How-to tips
121. Product or service recommendation
122. Funny story about your company, product or service
123. Video contest results
124. Recorded PowerPoint presentation
125. Interview of you
126. Interview where you interview an expert in your field (mortgage broker, escrow officer, etc.)
127. Interview where you interview a client
128. Make a funny video commercial about your business

Money

129. Money management
130. Investment information
131. Current rates
132. Good deals that you find
133. Coupons that you find
134. Cost of living information
135. Price comparisons
136. Changing laws related to money or taxes
137. Wills, trusts and power of attorney tips
138. How to pick financial services or products
139. Success stories
140. Money saving tips

Retirement

141. Planning for retirement
142. Reverse Mortgages
143. Travel for seniors
144. Senior discounts
145. AARP
146. Hobbies for seniors
147. Volunteer opportunities for seniors
148. Best places to eat for seniors
149. Long term care providers
150. Fixed income funnies
151. Enjoying your grandchildren

Links from Other Websites

152. Links to relevant articles of interest to your buyers and sellers
153. Links to other people's videos
154. Links to websites that provide relevant real estate information
155. Links to current or local events in your neighborhood

The following topics are intended to help you put the “social” in social media without revealing too much personal information. Let’s face it, people are on social media to have fun. Show them your fun side and build rapport on the personal side. Here are some ideas.

Entertainment

156. Your favorite movie – quick review
157. Celebrity news
158. Sports results, events or appearances
159. Fashion likes or dislikes
160. Songs or music videos you like
161. Neighborhood events (art and wine festivals)
162. Favorite places to eat
163. Art shows
164. Theatrical performances and reviews
165. Book reviews
166. Movie reviews
167. Concert reviews
168. Recipe sharing
169. Party tips
170. Decorating ideas
171. Weather in your neck of the woods
172. Kids’ sports events
173. Events at schools or churches
174. Wine lover’s picks
175. Travel ideas
176. Travel reviews

Humor

177. Parenting humor
178. Industry specific humor
179. Clean jokes
180. Funny pictures of people
181. Funny pictures of animals
182. Funny pictures of sayings or quotes
183. “Friday Funny”
184. Funny videos you find on YouTube

Quotes

185. Industry quotes
186. Funny quotes
187. Law of Attraction quotes
188. Fashion quotes
189. Travel quotes
190. Sports quotes
191. Inspirational quotes
192. Success quotes
193. Political quotes

194. Parental quotes
195. Celebrity quotes
196. Quotes from books
197. Spiritual quotes

Trivia

198. Trivial facts about your industry
199. Trivial facts about your industry's demographic
200. Trivia about your product or service
201. Historical trivia
202. Sports trivia
203. Travel trivia
204. Business trivia
205. Kid trivia
206. Fashion trivia
207. Celebrity trivia
208. News trivia
209. Political trivia
210. Weather trivia

Food

211. How to prepare a recipe (video)
212. How to use a cooking technique *video)
213. Share your "food porn" pictures when you eat
214. Nutritional information
215. Entertaining ideas
216. Food trivia
217. Restaurant Reviews
218. Neighborhood hangouts
219. Coffee house reviews
220. Grilling ideas
221. Party menus
222. Food quotes
223. Photos of food that resemble something or someone

Do you get the idea? The breadth, depth and topic possibilities are only limited by your own imagination. Have fun! If you want to learn how to turn these ideas into real content, be sure to check out my book with tools, instructions and tips on how to create content that will grow your bottom line!

Be sure to contact me if you have any questions or would like to know about what social media services we have for real estate professionals. You can contact me in the following ways:

Text: (408)718-1320

Email: Claudia@socialforrealestate.com

Set-up a free consultation at: www.meetwithclaudia.com

I hope you enjoyed this brainstorm of ideas for your social media!

Have fun and be social!

Claudia Loens

About Claudia and Wordflirt:

Claudia Loens is the Founder of Wordflirt, a digital marketing agency focused on helping businesses have a dynamic online presence, including social media, web design, SEO, blogging and more. What started as a hobby writing business has turned into a what it is today, serving over 100 clients across the world in many industries.

Together with her partner CTO/COO, David Braun, Wordflirt has created a full self-service content solution for the real estate industry. Their dashboard is rich with pre-written content and images, an amazing image editor, the ability to schedule a week's worth of content with the click of a button and the ability to add your own content, view your analytics, and research more content. There is no other solution available for an affordable monthly price. Go to: www.my.socialforrealestate.com/signup to try it for free.