



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 new 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 reader 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.

The screenshot shows the 'SOCIAL TOOL' dashboard. On the left is a navigation menu with sections: DASHBOARD (My posts, Saved web pages, Stars), FEEDS (Articles, Social Media), and Topics (All Topics, Bahamas Local News, BHG Magazine, BHGRE Beta Broker, BHGRE Content, BHGRE Diversity, BHGRE Dream Team, BHGRE Franchises, BHGRE Membership, BHGRE Mentions, BHGRE Team, Buyer/Seller Tips, Culture, Style & Trends, Design & Decor). The main content area is a grid of 8 cards. Each card features an image, a title, a short description, and a date. The cards include: '6 Modern Ways to Take Your Gratitude Practice to the Next Level', 'House Tour: A Country Modern Hill Country Home', 'Reader Bathroom: Flamingos Make Way for a \$23,000 Spa Look in FL', 'Await The Apocalypse In This (Surprisingly Stylish) Virginia...', 'Jared Leto Lists House in Hollywood Hills (Exclusive)', 'What Is Mid-Century Modern? All About This Architectural Style', 'Reader Bathroom: Flamingos Make Way for a \$23,000 Spa Look in FL', and '5 Gorgeous Sink Setups That Make Washing Dishes More Bearable'.

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.

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 walkthrough 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 neighbor 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 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 New Year's Day	2 Client Testimonial	3 Location Feature A great getaway within 2 hours	4 Local Business Spotlight A coffee shop you love	5 Location Feature Show off a local park
6 Suggest accounts to follow	7 Your Personal Side What you do to avoid stress	8 Share A story from the local paper	9 How-to House hunt with kids	10 Homeowner Tip Home-care	11 Referral Shout-out A local appraiser	12 Walk-through video Featured property for sale
13 Share An article about your city/town	14 6 favorite features of your new listing	15 Your Personal Side Fund raisers you participated in	16 Community Cheer on a local sports team	17 Market Update How are mortgage rates looking?	18 Pros & Cons Buying vs. Renting	19 National Popcorn Day
20 Location Feature Community activities for kids	21 MLK Day	22 Tech Feature A new mobile app you tried out	23 National Pie Day	24 #TBT Your 1st open house ever	25 Location Feature One thing to do this weekend	26 Community Highlight a city or town icon
27 Referral Shout-out A local moving company	28 How-to Select the right neighborhood	29 Your Personal Side Share what you're passionate about	30 Share Article about local housing market	31 Moving Tip Not breaking anything in a move		

FEBRUARY 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Market Update Local real estate trends	2 Share A neighborhood photo
3 Mover Tip Packing	4 Buyer Tip Finding a home	5 Location Feature Community activities	6 Local Business Spotlight A favorite restaurant	7 Pros & Cons Remodel vs. Move	8 Community Fun events in your area	9 National Pizza Day
10 Community 1 thing to do this upcoming week	11 Buyer Tip What to look for at an open house	12 How-to Deal with nightmare neighbors	13 You Personal Side Share what you're passionate about	14 Valentine's Day	15 Share Real estate industry happenings	16 Photo Your For Sale sign in front of a house
17 Community Meaningful city council updates	18 President's Day	19 Share Article about local housing market	20 National Love Your Pet Day	21 Homeowner Tip Taking care of an outdoor space	22 National Margarita Day	23 Location Feature Community activities for kids
24 Community 1 thing to do this upcoming week	25 Photo Snacks from your recent open house	26 Finance Tip	27 Decoded The accuracy of your home's "Zestimate"	28 Your Newest Listing		

MARCH 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Highlight a feature on your website	2 Share A recipe
3 Buyer Tip Finding a home	4 How-to Save for buying a vacation home	5 Decoded Mortgages: Types? How to qualify, etc.	6 How-to Access your credit score	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 Share A neighborhood photo	12 Pros & Cons Buying vs. Renting	13 Market Update Mortgage rates	14 Referral Shout-out A local moving company	15 How-to Find a home	16 Photo Your for sale sign in front of a house
17 St. Patrick's Day	18 Personal Side Why do you enjoy living here?	19 Local Business Spotlight A happy hour you love	20 First Day of Spring	21 Community Highlight a city or town icon	22 Location Feature Outdoors, paths and recreation nearby	23 National Puppy Day
24 Community Meaningful city council updates	25 How-to House hunt with kids	26 Share A member of your team	27 Referral Shout-out A local appraiser	28 Real Estate Industry Happenings	29 Homeowner Tip Home care	30 Answer a Common Question
31 The next big thing coming to your area						

APRIL 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 How-to Save for buying a vacation home	2 Community: 1 thing to do this week	3 Homeowner tip: Picking furniture	4 Personal Side: What you do to relieve stress	5 Local Business Spotlight A hardware store	6 Share A website for real estate info
7 National Beer Day	8 Your Personal Side Fundraisers you participated in	9 Share A spring cocktail recipe	10 Seller Tip: Getting top dollar	11 National Pet Day	12 Decoded Confusing real estate terms	13 Photo: Snacks at your open house
14 Community: Activities for kids	15 Share A story from the local paper	16 6 favorite features of your new listing	17 Share A new feature on your website	18 Pros & Cons Buy vs. Rent	19 Good Friday	20 Video tour of a listing
21 Easter Sunday	22 Earth Day	23 National Picnic Day	24 Share A new store or restaurant	25 Your Personal Side Why do you enjoy living here?	26 National Pretzel Day	27 Industry happenings
28 Highlight a feature on your website	29 Your Personal Side How you stay active in the community	30 Decoded Mortgages: types? How to qualify, etc.				

MAY 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1 Share Article about local housing market	2 Photo Snacks at your open house	3 Community 1 thing to do this weekend	4 Cinco De Mayo
5 6 favorite features of your new listing	6 Suggest accounts to follow that you like	7 Community Show off a city/town icon	8 Pros & Cons Remodel vs. move	9 Community Fun events in your area	10 National Clean Up Your Room Day	11 Location Feature Show off a local park
12 Mother's Day	13 National Apple Pie Day	14 Community Fun events in your area	15 Your newest listing	16 Homeowner Tip Re-model without breaking the bank	17 Location Feature Show off a local park	18 Your Personal Side How you stay active
19 How-to Address nightmare neighbors	20 National Rescue Dog Day	21 Photo Your for sale sign in front of a house	22 Referral Shout-out a local appraiser	23 Your Personal Side Have a cool office? Share a photo!	24 Local Business Spotlight A happy hour you love	25 National Wine Day
26 Photo The snacks at your open house	27 Memorial Day	28 Referral Spotlight Home inspector	29 Your Personal Side What you do to relax	30 Community Activities for all ages	31 Local Business Spotlight A coffee shop you love	

JUNE 2019

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

JULY 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1 Photo Your For Sale sign in front of the house	2 Things to think about before selling	3 Share A photo taken from the neighborhood	4 Independence Day	5 Your Personal Side Fundraisers you participated in	6 Location Feature Show off a local park
7 Photo Confusing real estate terms	8 Video tour of a listing	9 Share A helpful real estate tip	10 Homeowner tip Remodel without breaking the bank	11 Referral Shout Out: A local appraiser	12 Share a photo from a local event	13 Suggest accounts to follow
14 Client testimonial	15 Location feature Kid-friendly bike paths and parks	16 Photo Your For Sale sign in front of the house	17 Your newest listing	18 Buyer Tip Finding a home	19 The next big thing coming to your area	20 How-to Clean up after pets
21 National Ice Cream Day	22 Decode Confusing real estate terms	23 Homeowner tip Picking furniture	24 Photo You in action — at an open house, etc.	25 Share A photo taken from the community	26 Pros & Cons Buy vs. Rent	27 How-to Deal with noisy neighbors
28 Your Personal Side What you do to relax	29 Photo Snacks at your open house	30 Photo you with your clients at closing	31 Answer a common question you hear			

AUGUST 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
				1 Suggest accounts to follow that you like	2 Moving tip Unpacking	3 Referral Spotlight A local appraiser
4 Decoded Your home's "Zestimate"	5 Your Personal Side What you do to stay active	6 Homeowner tip Home-care	7 Share A helpful real estate tip	8 Local Business Spotlight A coffee shop you love	9 Seller tip Get top dollar	10 How-to Identify the home that's "the one"
11 Community Show off a city/town icon	12 Photo You with your clients at closing	13 Local business spotlight A restaurant you love	14 Buyer Tip what to look for during an open house	15 Your newest listing	16 How-to House hunt with your kids	17 Community Activities for all ages
18 Photo You in action — at an open house	19 Share A new store or restaurant	20 Community Cheer on a local sports team	21 Referral Spotlight A local moving company	22 Local Business Spotlight A happy hour you love	23 Community Updates from the city council	24 Answer a common question you hear
25 Seller Tip Living in a home while it's for sale	26 Community Fun events in your area	27 Location Feature Outdoors, paths and recreation nearby	28 Local Business Spotlight Hardware store	29 Home Trends What's popular in design	30 Video walk-through of a listing	31 Share Article about local housing market

SEPTEMBER 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Market update How are mortgage rates?	2 Labor Day	3 Homeowner tip Homecare	4 Your Personal Side Fundraisers you participated in	5 Attend a local event and share a photo	6 Share Article about local housing market	7 Homeowner Tip Taking care of an outdoor space
8 The next big thing coming to your area	9 Decoded Stages of the home buying process	10 Your Personal Side What you do to relax	11 Location Feature Kid-friendly bike paths and parks	12 Photo You with your clients at closing	13 Local business spotlight Hardware store	14 Your newest listing
15 Pros & Cons Condo vs. single-family house	16 Share A helpful real estate tip	17 Your Personal Side Why do you enjoy living where you do?	18 How-to Clean up after pets	19 Community Activities for all ages	20 6 favorite features of your new listing	21 Client testimonial
22 Share A new store or restaurant	23 First Day of Fall	24 Things to think about before selling	25 Local Business Spotlight A happy hour you love	26 Referral Shout-out Recommend an appraiser	27 Finance Tip	28 Home Trends What's popular in client preferences?
29 Community Fun events in your area	30 Moving Tip Unpacking					

OCTOBER 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1 Share A real estate app you recommend	2 Things to think about before selling	3 Homeowner tip Picking furniture	4 Share a photo from a local event	5 Decoded Your home's "Zestimate"
6 Photo An industry happy hour meet up	7 Share A new store or restaurant	8 Referral Spotlight Recommend a home inspector	9 Your Newest Listing	10 How-to Save for a vacation home	11 Decoded Stages of the home buying process	12 Seller Tip Get top dollar
13 Pros & Cons Buying vs. Renting	14 Columbus Day	15 Homeowner Tip Homecare	16 Local Business Spotlight A restaurant you love	17 How-to Clean up after pets	18 Share An article about your neighborhood	19 Photo Your For Sale sign in front of a house
20 Location Feature Kid-friendly bike paths and parks	21 Your Newest Listing	22 Your Personal Side Why do you enjoy living where you do?	23 Decoded Terms clients are bound to come across	24 Share A website to get real estate info	25 How to Identify the home that's "the one"	26 Photo The snacks at your open house
27 Referral Spotlight Recommend an appraiser	28 Community Cheer on a local sports team	29 Share A story from the local paper	30 Your Personal Side How you stay active in the community	31 Halloween		

NOVEMBER 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1 Share A new feature on your website	2 Answer a common question you hear
3 Photo The snacks at your open house	4 Decoded Mortgages: types? How to qualify, etc.	5 Homeowner Tip Homecare	6 Attend a local event and share a photo	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 Video tour of a current listing	13 Location Feature A city/town icon	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 Moving Tip Packing	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 Seller Tip Things to consider before selling
24 Decoded Confusing real estate terms	25 Photo You in action — at an open house, etc.	26 Client Testimonial	27 Answer a common question you hear	28 Thanksgiving Day	29 Black Friday	30 Share Article about local housing market

DECEMBER 2019

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1 Buyer Tip Open house (what to look for)	2 Cyber Monday	3 Location Feature Outdoors, paths and recreation nearby	4 National Cookie Day	5 Promote an industry happy hour meetup	6 Your newest listing	7 How-to Clean up after pets
8 Client Testimonial	9 Local Business Spotlight A restaurant you love	10 Seller Tip Get top dollar	11 Community Cheer on a local sports team	12 Pros & Cons Remodel vs. move	13 National Cocoa Day	14 Location Feature Kid-friendly bike paths and parks
15 How-to Re-model without breaking the bank	16 Finance Tip	17 Decoded The accuracy of your home's "Zestimate"	18 Insights from a real estate event	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 First night of Hanukkah	23 Buyer Tip Finding a home	24 Your Personal Side What you do to relax	25 Christmas	26 How to House hunt with kids	27 Location Feature Outdoors, paths and recreation nearby	28 Your newest listing
29 Local Business Spotlight A great hardware store	30 Last night of Hanukkah	31 New Year's Eve				



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