

SOCIAL MEDIA ACTION PLAN

FOR THE WEEK OF JANUARY 15, 2024

NEW THIS WEEK

MANTRA OF THE WEEK

It is essential to have good tools, but it is also essential that the tools should be used in the right way.

-Wallace D. Wattles



DAILY PROSPECTING CHECKLIST

- ☒ I engaged socially with other Instagram accounts, FB Business Pages and Groups on behalf of my biz
- ☒ I posted a reel to IG +FB
- ☒ I posted 1-2 feed post
- ☒ I posted 3-5 story slides to IG + FB
- ☒ I responded to comments & messages
- ☒ I am using searchable keywords in my captions and bio eg. 'Your City' Real Estate
- ☒ I am using a strong CTA



1. This week is Martin Luther King Day, make sure you take some time to honor him with a quote of his or recognizing how he has impacted so many.
2. Don't forget to educate your audience this week! Give them the Top 5 closing expenses to budget for.
3. We may only be 2 weeks in but give your audience the hottest home design trends of the New Year.
4. Encourage a little engagement this week! What does your audience prefer, a fixer-upper or a move-in ready home?
5. It is totally possible that a few people in your audience could be buying and selling at the same time, give them 10 tips on how to handle this situation.

DID YOU KNOW?

According to a study by Influencer Marketing Hub, Reels have an impressive average reach rate of 30.81%, significantly outperforming carousels and image posts, which have average reach rates of 14.45% and 13.14%.

Also, reach rates for carousels experienced a SERIOUS decrease between 2022 and 2023.

Reels should be the NUMBER ONE way you are pushing out content on IG.