

# SOCIAL MEDIA ACTION PLAN

FOR THE WEEK OF NOVEMBER 27, 2023

**NEW** THIS WEEK

## MANTRA OF THE WEEK

“The first rule of social media is that everything changes all the time. What won't change is the community's desire to network.”

- Kami Huyse



## 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. Who doesn't love a good sale?? It's Cyber Monday on 11.27 - share some great savings for home renos!
2. Giving Tuesday is a great time to pay it forward. Tuesday 11.28 educate your audience on the power of giving and where to start!
3. The Holidays do not always have to be EXTRA! Share some decorating tips for minimalists on Wednesday 11.29
4. PROTECT your computers!! On Thursday 11.30 remind your audience to secure their comps against cyber-attacks for Computer Security Day!
5. Pro Tip: In your stories throw up a poll to see if your audience is doing any fun decor for the exterior of their homes like hanging lights!

## DID YOU KNOW?

When it comes to Instagram, one of the best ways to showcase **your social proof** is through your highlights!

You want to make sure that you are collecting testimonials and comments that are being left under your posts, on your page, or in video form & then just drop them into your highlights on IG!

People are MORE likely to choose you as their agent when they have **proof from others** that you were a GEM to work with!