

SOCIAL MEDIA ACTION PLAN

FOR THE WEEK OF JANUARY 23, 2023

NEW THIS WEEK

MANTRA OF THE WEEK

“You learn more from failure than from success. Don’t let it stop you. Failure builds character.”



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. Re-introduce yourself to your followers as the hottest realtor of 2023 using the content for 01/23. Use the opportunity to promote your services and gain more clients.
2. Your followers don’t have to settle for a cramped room if you share with them 3 easy ways to make a small room look bigger. Check out the post for 01/24.
3. Make sure your followers will be ready for any emergency at home by sharing with them a list of the basic items that should be in their home emergency kit on 01/25.
4. Encourage potential home sellers by letting them know that it is still possible to sell their homes during winter. Share the content for 01/27.
5. Be sure to share the post about the 10 best natural cleaning products on 01/29. Make sure to also check out the Story template for this!
6. Have you seen the new Reel templates for this month? Under the Instagram tab, click Reels. Don’t forget to add trending music/sound before you publish it on your profile.

DID YOU KNOW?

You can ‘save’ your favourite images, elements, videos, and templates just by ‘STARRING’ them?!

It’s just like adding them to a ‘Favourites Folder’ so that you don’t have to go searching for them when creating!

Save yourself the time, and ‘Star’ them for an easier find.

Simply click the **three dots** on the element, photo, etc.. and click the star symbol. On the left-hand menu, you will now have a ‘Starred’ folder for **easy access!**