

# SOCIAL MEDIA ACTION PLAN

FOR THE WEEK OF DECEMBER 4, 2023

**NEW** THIS WEEK

## MANTRA OF THE WEEK

“You have all the tools and resources you need. What you do with them is up to you.”  
-Cherie Carter-Scott



## 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. New Month means New Highlights! Dec 4th drop those December Market Highlights for your audiences!
2. Tis' the season to support and to give! Post your favorite charities to help this holiday season on 12.5.
3. Holidays mean guests! Give your audience suggestions and tips on some things they should prepare for or do before their holiday guests arrive on 12.6.
4. The Holiday of Lights is December 7th! Remember to wish all of your friends of the Jewish Faith a Happy Hanukkah!
5. On 12.8 - Let your audience in on the pros and cons of selling during the holidays!

### 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!