

SOCIAL MEDIA ACTION PLAN

FOR THE WEEK OF JANUARY 29, 2024

NEW THIS WEEK

MANTRA OF THE WEEK

"Doing what you love is the cornerstone of having abundance in your life." - Wayne Dyer



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. Start the week off with the top 5 tips for setting a competitive asking price when selling. Post it to your feed or take the caption and go LIVE to explain it more.
2. People LOVE the trends. Create a reel & share the top 4 trendy blue paint colors for the year, and help keep them in the know!
3. Encourage your audience to declutter and make space! What are the easiest decluttering tips? Share your top fave tips and stay connected!
4. February 1st starts Black History Month! Share an inspiring message or quote with a post from the Monthly Playbook.
5. Boost engagement this week! Don't forget your **STRONG** CTA's with every caption!

DID YOU KNOW?

Starting February 1st, 2024, Gmail and Yahoo will enhance email security and combat spam. Key changes include:

Email Authentication: Senders must use security methods (SPF, DKIM, DMARC) to verify authenticity, especially for bulk emails.

Simplified Unsubscribe: One-click unsubscribe will make it easier to opt-out, reducing the need to mark emails as spam.

Low Spam Complaints: Senders should minimize spam complaints. Excessive spam flags may impact email delivery.

Tips: Keep subject lines under 50 characters, avoid special characters and all caps.

These updates aim to create a safer, spam-free email environment. Expect similar steps from Microsoft and iCloud soon.