

# SOCIAL MEDIA ACTION PLAN

FOR THE WEEK OF FEBRUARY 19, 2024

**NEW** THIS WEEK

## MANTRA OF THE WEEK

"If you want to be seen, you have to put yourself out there. It's that simple." - Karin Fossum



### 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. Encourage engagement this week by posting for whatever holiday you are celebrating this Monday, 2.19, for Family Day (CA) or President's Day (USA)
2. Solidify your authority this week by providing your audience with questions that should be asked when selecting a home builder!
3. Getting specific with your audience members helps foster credibility. This week, talk to your audience about financing options for homebuyers.
4. Relationships and connections with your clients help build trust! Give your audience 5 tips for a memorable home showing!
5. Engagement is EVERYTHING! Put up a poll on your story and ask your followers something simple - what does your next move look like? Downsizing or Upsizing?

### DID YOU KNOW?

Just like the concept of "**curb appeal**" in real estate the same principle **applies to your online branding**. Think of your website and social media profiles as the digital "curb" of your brand.

Just as a **well-manicured lawn and a freshly painted front door** can significantly boost a property's appeal, a sleek, professional website and cohesive social media presence can dramatically enhance your appeal to potential clients.

This is a testament to the power of visual identity and engaging online presence in your **branding strategy**.

So, remember, in the digital world, **your first impression matters** just as much as in the real one. Make sure your online "curb appeal" is inviting and reflects the quality and professionalism of the service you offer.