

# SOCIAL MEDIA ACTION PLAN

FOR THE WEEK OF OCTOBER 3, 2022

1. Aspiring sellers tend to believe certain myths about going down the FSBO route. Break FSBO myths and share hard facts on 10/04.
2. Do you have a few open houses coming up? Now is the time to share them! Customize the template on 10/05 and make sure to share some details about the properties you are selling!
3. We know how crazy the real estate market has been and all the predictions people are making about it! Share a market update on 10/06.
4. Create an educational Reel about "6 Things I Wish Someone Told me Before we Built" on 10/07 using our post template. Use the caption as your script and personalize it as you wish!
5. Have you tried using one of our new Video Story Templates with Music? Check them out on the PorchLyte dashboard (Instagram > Stories) and make your Instagram more amazing!

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## DID YOU KNOW?

*How to win at Facebook (according to Facebook) in 2022*

*1. Make Original Content: Users receive the greatest distribution when they primarily post content that is filmed or created by them. Original content contains your unique voice and demonstrates the unique perspective you bring to Facebook. Original content is distinctive, engaging, and is what users prefer.*

*2. Optimize for shares: Make content that other users want to share. This kind of content can spark meaningful dialogue, respectful discussion, and attracts more likes and reactions.*

*3. Get Recommended: Make sure your content complies with their integrity rules and guidelines for recommended content.*



## 📷 DAILY TO-DO LIST

- I engaged with other Instagram accounts on behalf of my biz
- I engaged w/ hashtags related to my industry & niche
- I posted a Instagram reel
- I posted a Instagram story
- I responded to comments & messages

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## 📘 DAILY TO-DO LIST

- I engaged w/ FB Biz Pages & Groups on behalf of my biz
- I posted a Facebook reel
- I posted a Facebook story
- I responded to comments & messages

## Mantra of The Week

*"Definiteness of purpose is the starting point of all achievement."*

*– W. Clement Stone*