

# WEEKLY CONTENTING

M T W T F S S

DAILY: 1-3 STORIES | 10/10/10 COMMENTING

WEEKLY: 1-3 FEED POSTS MIN DIFF CATEGORIES

DATES:

pick one

HOW SPECIFIC & NICHE CAN YOU GET?

## EDUCATIONAL EXPERTISE | NICHE | YOU BECOME RESOURCE

WHAT ZILLOW'S DECISION TO END THEIR IBUYER PROGRAM MEANS

SHOULD YOU UPDATE/REPAIR YOUR HOME BEFORE LISTING IT?

WHAT'S THE REAL COST OF WAITING TO BUY/SELL?

IS THE MARKET "CORRECTING" - WHAT DOES THAT MEAN FOR BUYERS?

## ENTERTAINING FUNNY | CREATIVE

COMMUNITY BEST OFS | HOLIDAY RELATED CONTENT

TRENDING REEL THEME REAL ESTATE RELATED

SHARE SOMETHING UNEXPECTED OR FUNNY FROM YOUR DAY

## EMOTIONAL INSPIRES | MOTIVATES | RELATABLE | HUMAN

2022 GOAL PLANNING/VISION BOARD

ARE YOU EXPERIENCING IMPOSTER SYNDROME?

WHAT'S THE PODCAST/BOOK THAT INSPIRED YOU THIS WEEK?

## EXCLUSIVE BEHIND THE SCENES

DAY IN THE LIFE OF

INTERVIEWS WITH LOCAL SMALL BUSINESS OWNERS

SHARING YOUR TAKEAWAYS FROM A WEBINAR YOU ATTENDED

## ENGAGING ASK QUESTIONS

HELP ME DECIDE ....

NEED ADVICE/ RECOMMENDATIONS/ PLEASE HELP

X IS THE BEST X .... CHANGE MY MIND

## FORMAT - MIX FORMATS THROUGHOUT WEEK

- REEL HOOK < 3 SEC | CALL TO ACTION | CAPTIONS | COVER
- LIVE > IGTV CAN SCHEDULE LIVES | PRE-CREATE COVER PHOTO
- 1 MIN + VIDEO TURN ON AUTO CAPTIONS | CREATE SERIES | LINKS | COVER
- CAROUSEL SIMPLE | LARGE FONT | CTA
- SINGLE IMAGE KEYWORDS | HASHTAGS | CAPTIONS | WRITE ALT TEXT

## CHECKLIST - BEFORE YOU POST

- SEARCHABLE KEYWORDS | HASHTAGS | CAPTIONS | WRITE ALT TEXT
- SAVEABLE ANSWERS ?S | SOLVES PROB | TIPS | NOT ABOUT YOU
- SHAREABLE ANSWERS ?S | TIPS | NOT ABOUT YOU | \*\*AESTHETIC
- STORY-FOCUSED YOU VS | LANGUAGE | RELATABLE CHARACTER
- STARTS-CONVOS ASKS QUESTIONS | BE PROACTIVE!

## SAMPLE WEEK OF FEED POSTS:

M: EMOTIONAL / IMAGE POST

W: EDUCATIONAL / CAROUSEL POST

W: ENTERTAINING / REEL

\*\* PRO TIP: TAKE THIS WEEK'S POST AND REPURPOSE THEM FOR NEXT WEEK'S EX: TURN REEL INTO CAROUSEL POST

# WEEKLY CONTENTING

## Content Jumpstarters

- WHAT QUESTIONS HAVE YOU BEEN ASKED THIS THIS WEEK?
- WHAT LOCAL/NATIONAL INDUSTRY NEWS OCCURED?
- WHAT NATIONAL DAYS/HOLIDAYS ARE THIS WEEK?
- WHO CAN YOU HIGHLIGHT OR SHOUT OUT THIS WEEK?
- WHAT ALREADY POSTED CONTENT CAN YOU RE-PURPOSE?
- WHAT CONTENT ARE YOU CONSUMING & WHAT DID YOU LEARN?

### REELS TRENDING SOUNDS/THEMES TO TRY:

### KEYWORDS/ HASHTAGS (MIN 10 MAX 30)

\*Relevant to topic | Hyper-Local | You want to be found for | What YOUR Customer is searching for

#### NICHE (1,000S)

#### SMEDIUM (10,000S)

#### MEDIUM (100,000S)

### COMMENTING TO BUILD BRAND: 10 | 10 | 10 STRATEGY

⌚ 10 MIN ON TIMER

↓ 10 COMMENTS DOWN FEED

➔ 10 COMMENTS ACROSS STORIES

LEAVE MORE THAN JUST A FEW WORDS

DO NOT USE "GREAT PIC" OR "GREAT VIDEO"

ASK A QUESTION

TAG OTHERS IF APPROPRIATE