

WINBYNOON THE IDEAL WEEK

# Social Media Content Calendar



Social Media shouldn't be hard! But we know it's not always easy creating content. We designed this tool to make it little simpler for you! This strategy is proven and used by top producers from all around the country!

MONDAY



## Video Content for your *channel* on YouTube

Schedule one hour on Mondays to record long form videos (*about 3-5 minutes each*) for your YouTube channel. Start with frequently asked questions, cover new programs and industry trends or highlight new technologies that will help your clients. The sky is the limit for topics, but commit to recording these videos on Monday. These will help your footprint when someone is searching about these topics on Google and other search engines.

TUESDAY

## Go Live! On and

Take 15 minutes on Tuesday afternoons to go LIVE! This should be an informal, unpolished, yet personal feel. What to talk about? Start with storytelling! Talk about what's inspiring you, how you recently helped a family get into their dream home, or just what's going on in your life. These posts will help you show your personality to your past and new clients and show them why they want to work with you.

WEDNESDAY

## Educate with a Webinar

Schedule one hour every Wednesday to do a FREE webinar series for your clients and community. Invite other industry experts, i.e. Lawyers, Financial Advisors or even local business owners from your community to join you and talk about what's going on in their business. Not only will this help your viewers learn what's happening, it will help you build relationships with key people in your community. Plus! They will share it in their social communities as well!

THURSDAY

## Client Call Out

Highlight magical moments for your clients! Wishing them a Happy Birthday, congratulating them on closing on their new home or new jobs. Create a 'Favorites' timeline featuring only your clients and referral partners so you can make sure you don't miss any of their life moments. Make sure to like or comment on their posts to stay top of mind!

FRIDAY

## Culture Is King!

Take time on Fridays to post about the culture you are building with your brand. Post about fun events happening at your office or with your team. Did you attend a charity event or get tickets to your favorite sports team? Share it! This is where you create the personal connection with your community and stay top of mind! Most of the time people would rather work with someone they like, so show them why they should like you!



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