



S O C I A L
S T R A T E G Y
G U I D E

EVERYTHING YOU NEED TO PLAN, CREATE AND
REPURPOSE YOUR CONTENT LIKE A PRO!

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WELCOME

This guide is your ticket to navigating the intricate world of researching, planning, and creating social media content effortlessly. Once you've got a system in place, brace yourself — social media might just become, dare I say it, fun! Crafting content won't feel like a full-time gig; instead, it's a simple formula you can recycle, saving you heaps of time while reaping the results you've always dreamed of.

Broken down into five straightforward steps, each with its unique brilliance, this guide is your empowerment to work smarter, not harder. Think of it as your trusty tool for effortlessly crafting the perfect plan month after month. Ready to dive in and revolutionize your social media game? Let's get started!

BRAND PERSONAS

CHEATSHEET

Before we dive in, take a look at the five brand personas (or content buckets) for your social media journey. These personas ensure your content is diverse and captivating, without falling into the traditional “real estate only” trap. Having well-rounded content is the key to keeping your audience engaged in your content.

	CONTENT	OUTCOME	EXAMPLE
THE FRIEND	RELATABLE + PERSONAL	CONNECTION + LIKABILITY	First meeting of the day? Talking with my kid about the importance of being kind to others on our way to drop off.
THE TEACHER	EDUCATIONAL + ADDED VALUE	CREDIBILITY + TRUST	Five tips (that actually make sense and won't stress you out) to start saving for your first home.
THE ROLE MODEL	INSPIRATIONAL + ASPIRATIONAL	TRUST + IMPACT	Sometimes the scariest of things can allow you to live the life of your dreams, that's what investing in real estate did for me...
THE LEAD GURU	EDUCATIONAL + FREE OFFER	CURIOSITY + LEAD GEN	3 ways we spring clean our house ...want more? Grab our "Ultimate Spring Cleaning Checklist" (link in bio).
THE AGENT	OFFER + CONTACT	SALE OR NEW LEAD/CLIENT	If you're in the San Diego area and looking for a little slice of heaven DM today to see this beauty up close.

STEP ONE

PLAN YOUR STRATEGY

We've all secretly harbored dreams of a thriving following, but let's face it – hoping won't cut it. What we need is a solid plan that strikes the right balance between consistency and sanity. No need to succumb to the pressure of posting three times a day as some social “experts” would have you believe (seriously, who has the time for that!?).

The key is consistency, whether it's five days a week or just two. Showing up regularly packs more punch than sporadic posting or bombarding the platform with six posts in a day only to disappear for a month. The algorithm sees it all and favors those who maintain a steady presence.

So, how do you decide how many posts a week is right for you? I suggest reflecting on your recent efforts. Was three times a week a breeze? Did the idea of posting five times make you break into a sweat? Choose a schedule that works for you.

Now, the million-dollar question: where's your playground? Instagram, TikTok, LinkedIn, or the ever-evolving Meta (yeah, we're still getting used to that too). Pick the platform that feels (most) like home.

No clue where to start?

Let's keep it real simple to kick things off – three posts a week on your platform of choice.

Now, let's fine-tune your posting strategy. Consider the types and quantity you want each month. There are three main contenders: Videos (YouTube, reels on Instagram, TikToks on TikTok), standalone posts (those eye-catching single images), and Carousels (multiple slides in one post). Feeling a tad overwhelmed? No worries. Start simple – aim for one of each per week. It's like a trial run to figure out what clicks best for you or seamlessly fits into your schedule.

STEP ONE

PLAN YOUR STRATEGY

Alright, time to map it all out. Use the spaces below to jot down your plan, and boom – consider yourself officially off to the races!








MY POSTING SCHEDULE

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
M	T	W	T	F	S	S

POST TYPES

VIDEO (REELS)	<input type="checkbox"/>	/WEEK
STANDALONE	<input type="checkbox"/>	/WEEK
CAROUSEL	<input type="checkbox"/>	/WEEK

MY POWER PLATFORM(S)

<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
						

TOTAL POSTS NEEDED PER MONTH:

STEP TWO

RESEARCH YOUR CONTENT

Now, let's de-mystify the content research game with a simple formula. Here's how to make it a breeze:

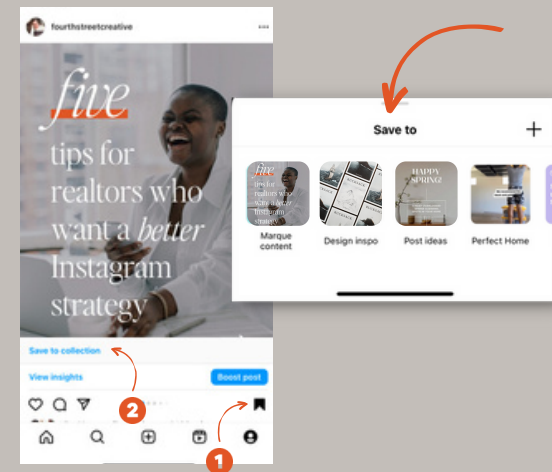
Step One: Scrolling Inspiration

Before you officially dive into content research, kickstart your creative journey while casually scrolling through your favorite platform. It's as simple as saving any post that resonates with you and aligns with your brand – we're talking about inspiration, not copying. We're building impactful, one-of-a-kind brands here, not clones.

On Instagram, just hit the save button beneath any post that piques your interest. This stores it in your saved posts, a handy repository for future inspiration. Pro tip: boost your organizational game by creating collections based on your content pillars. This way, you can effortlessly locate your gems when the time comes.

If Instagram isn't your platform of choice save link URL's instead to a notes app or google doc. Easy peasy!

Do your research ahead of time for easier content creation



Make collections work for you by correlating them to your specific content pillar like:

1. BTS
2. Teaching
3. Testimonials
4. Lead Gen
5. Listings

STEP TWO: RESEARCH YOUR CONTENT

Step Two: National/Social Days Keep an eye on upcoming social, national, or holidays (think National PJ Day, Or National Coffee day) – they're golden opportunities to humanize your brand and connect with your audience. Make sure they align with your content pillars or brand ethos. **Check out the monthly calendar in The Social Hub to make it easy!** Just don't overdo it on these, especially if you are only posting a few times a week, the last thing you want is a feed riddled with national day celebrations and little else.

Step Three: Your Dates Consider your personal or professional dates – birthdays, family anniversaries, client milestones, or upcoming or recently sold listings. Then jot those into your calendar.

Step Four: Find Fresh Content Navigating the world of finding your own content can be a bit of a puzzle – from not knowing exactly what to share to steering clear of becoming the Wikipedia of real estate.

You crave content that's both fresh and engaging, but where to find it? Here are a few savvy strategies:

Online Forums: Dive into online forums and eavesdrop on what sellers and buyers are buzzing about.

Social Stalking: Don your detective hat and explore the comment section on popular real estate social accounts – it's a treasure trove of insights and discussions that will spark your creative genius.

Askthepublic.com Head to askthepublic.com. Type in any topic, and voilà! You get a list of the most commonly Googled questions around that topic right at your fingertips. It's a priceless resource you can tap into over and over again when crafting your content.

STEP TWO: RESEARCH CONTENT

CONTENT BRAINDUMP

Social Days/My Dates

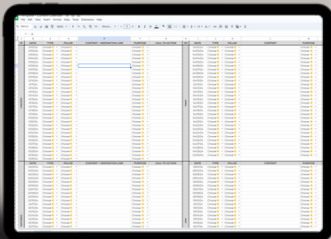
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Fresh Content Ideas

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Inspired Ideas

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Need an organization tool to keep all of your posts, Reels, blog and newsletter content in one place?

GOOGLE SHEETS

CONTENT CALENDAR

GET THE TEMPLATE

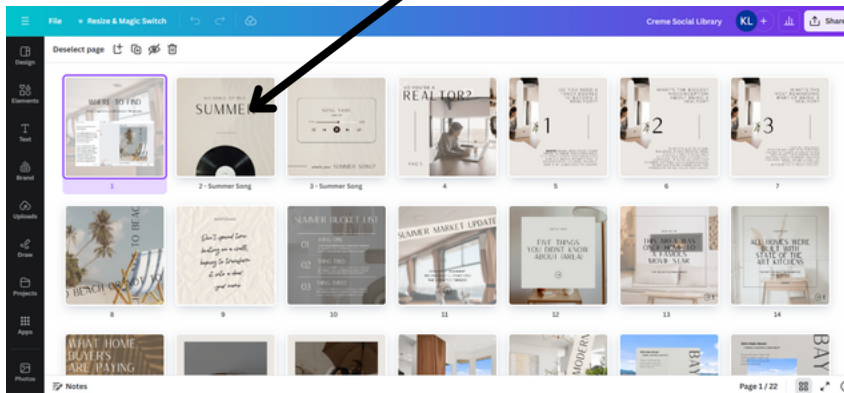
STEP THREE

ORGANIZE

Once your arsenal of post ideas is locked and loaded, it's time to dive in and bring your vision to life. Here's how:

Step One: Lay it out Take all of your chosen ideas and lay them out in Canva, choose from one of the social template libraries and edit as you see fit!

choose based on your content pillars



Step Two: Schedule your posts

Either jump into Meta Business Suite and head to the planner to start scheduling your posts and building out your content, or use the **Content Calendar Template** in The Social Hub to plan out your posts!

Content inspo

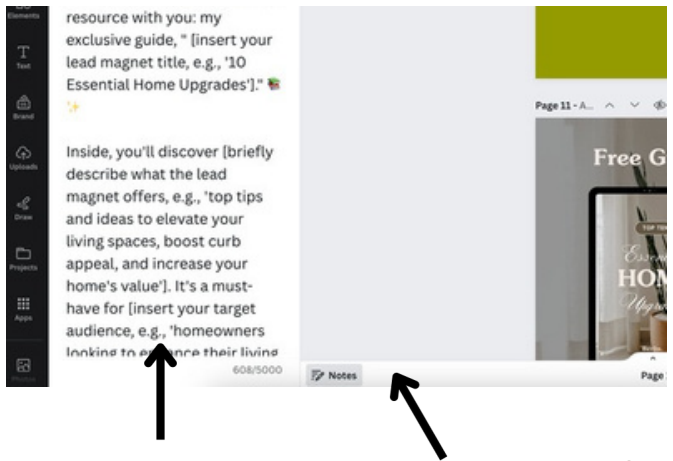
A screenshot of a content calendar spreadsheet. The spreadsheet is organized into columns for 'DATE', 'TYPE', 'PI pillar', 'CONTENT', 'PRIORITY', and 'CALL TO ACTION'. A black arrow points from the text 'Content inspo' to a specific row in the spreadsheet. Another black arrow points from the text 'Select post type' to a specific column in the spreadsheet. The spreadsheet contains multiple rows of data, representing a schedule of posts for the year.

Select post type

Plan out your content for the entire year!

STEP THREE: ORGANIZE

Step Three: Add your captions Keeping things simple is important. In Canva, use the notes section to write down your captions for each post. This helps make sure your content tells a clear story. If you're posting directly from Canva, it gets even easier. Your captions are right there, making everything smooth and straightforward.

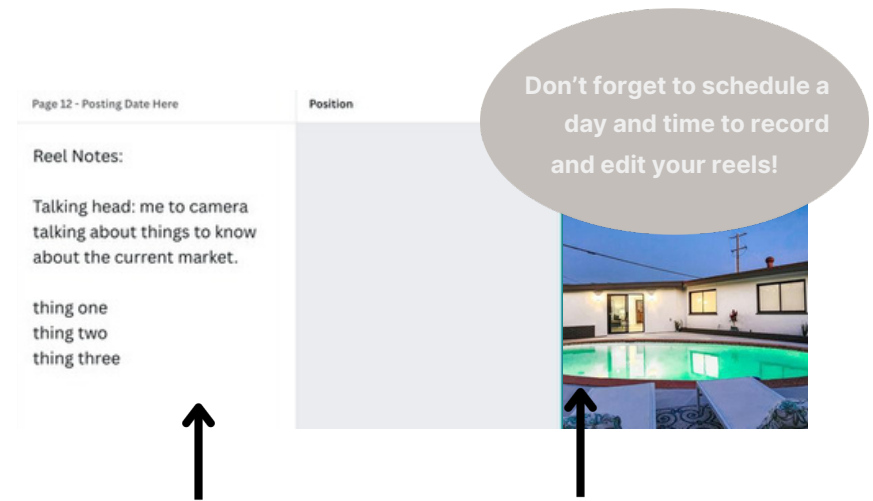


write your caption
directly inside

notes section

Step Four: Reels/Videos You can actually edit your reels in Canva if you want! Having everything together and neatly organized is key. Include recording notes or inspiration links directly on the information card or in the notes section for easy reference allows you to keep it all in one place for smooth sailing.

If Canva doesn't work for your needs with editing reels, you can use video editing apps like Splice, which are free and user-friendly!



production notes

edit right in canva

STEP FOUR

REPURPOSE LIKE A PRO

Why limit the brilliance of your hard work to just one month? Strategic content repurposing is the key to turning one month's creation into a feast that spans several. Here's how:

01. The Small Swap Method: This one is so simple, just a few small tweaks and you're good to go! Works great if you post to multiple platforms!

Swap #1

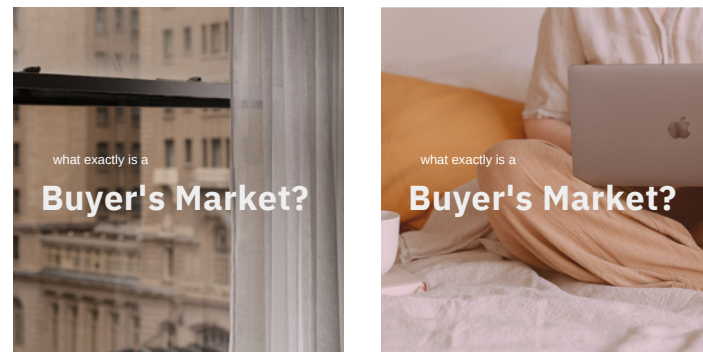
Use the same copy + same image but with a new heading



original → repurposed

Swap #2

Using the same heading but changing up the photo or design/template

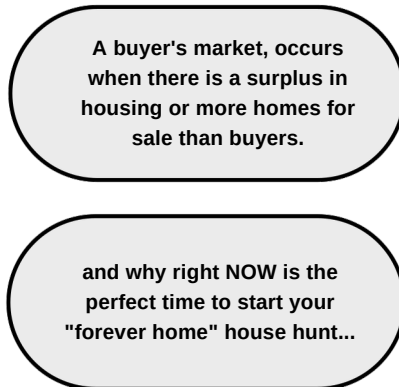


original → repurposed

STEP FOUR: REPURPOSE LIKE A PRO

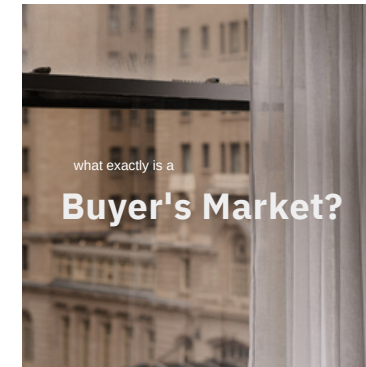
Swap #3

Using the same heading + design but sharing a new insight or a reworking of your old insight



Swap #4

Actually no swapping at all! Just use the same heading + copy + design (works well with a few month's buffer)



This technique alone is a content-saving grace, providing you with the freedom to breeze through a few months without the constant need to whip up fresh material. But why stop there? There's more repurposing magic waiting for you on the next page.

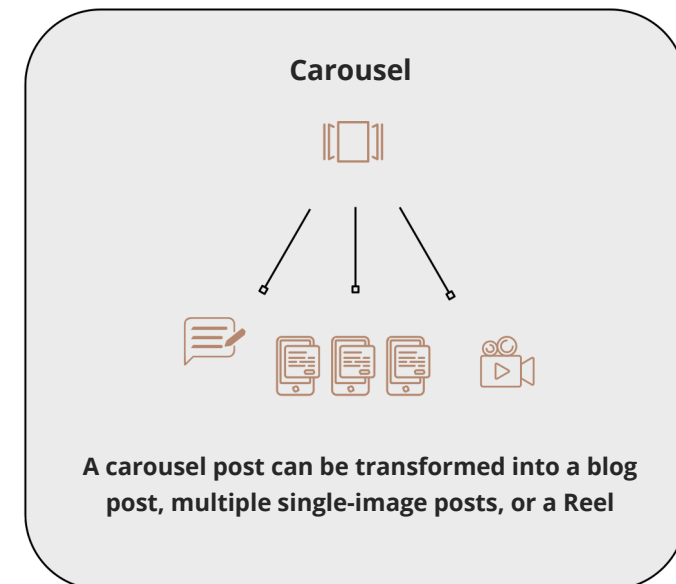
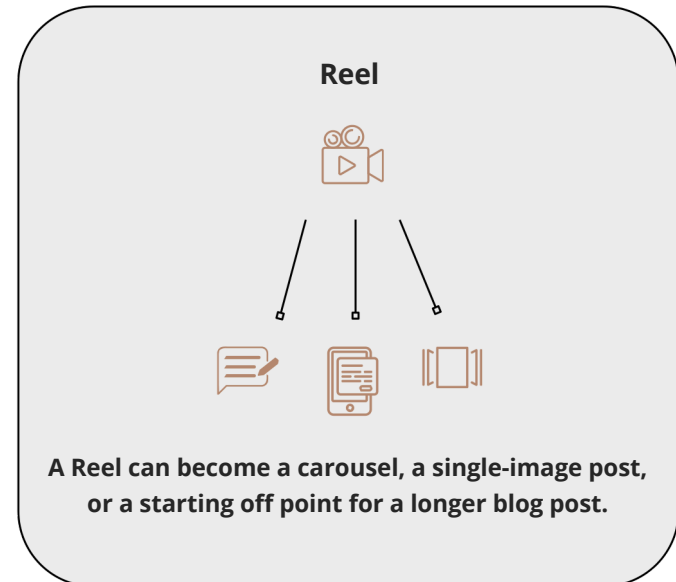
STEP FOUR: REPURPOSE LIKE A PRO

Once you see how much you can do with the stuff you've already made, making new things won't feel overwhelming anymore. It's like turning something you've done into something new and fun, over and over again! And that's exactly what we want for our marketing – to get big rewards while having a good time. Now, let's check out the next cool way you can do this:

02. The Short-Form Switch: This method is all about taking your content and using it in a different way. So your reels become carousel posts, your posts become carousels, your standalone content becomes reels, carousels, youtube videos, podcast episodes, IG live content etc.

Here's the general rule of thumb: one post should = 9 (4 standalone, 4 x reels, 1 carousel) but often times more if you're posting to multiple platforms, using content in your blog, and newsletters.

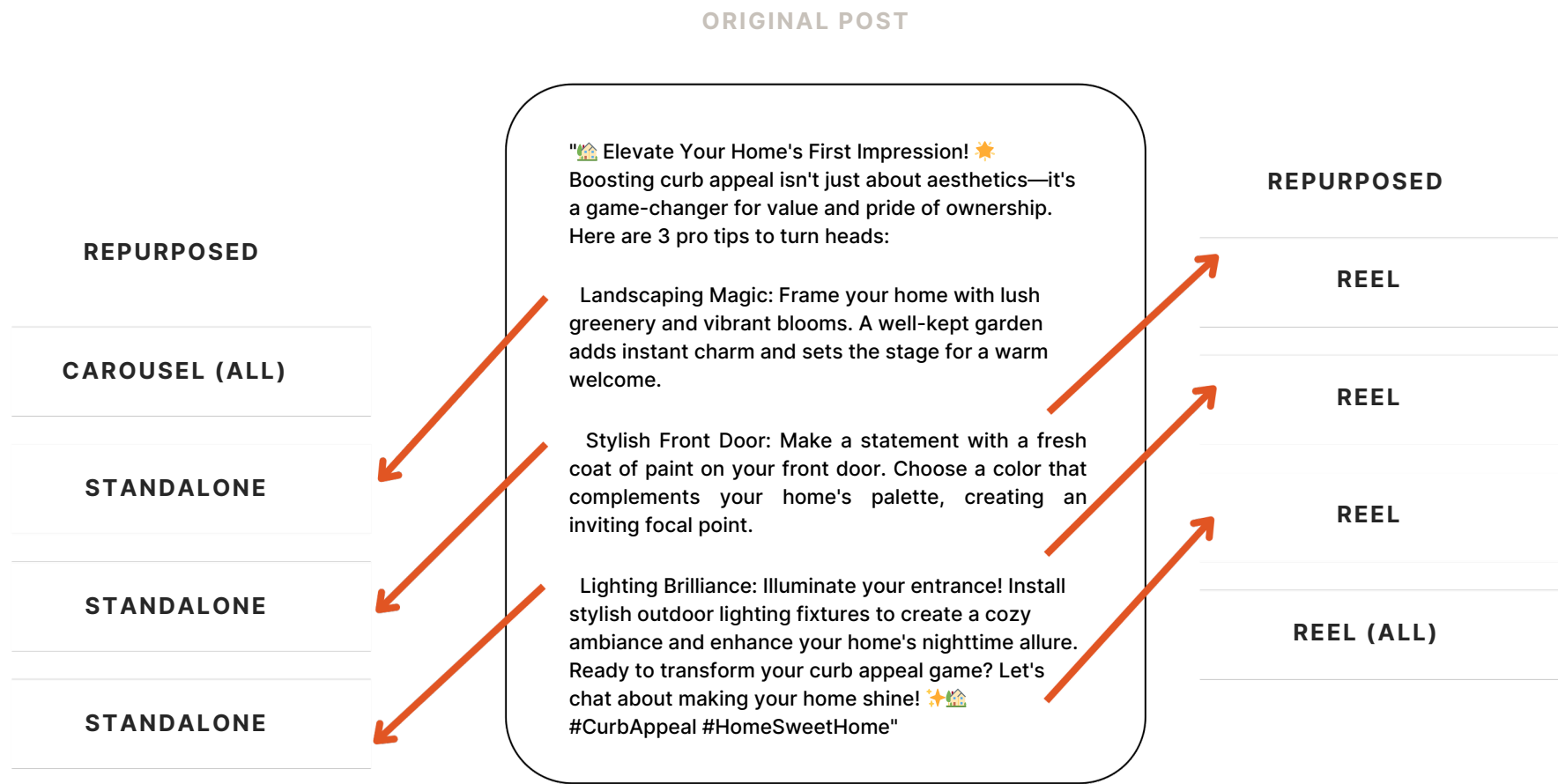
The sky is the limit but here is an example of how that can look.



STEP FOUR: REPURPOSE LIKE A PRO

Let's take a look at re-purposing in action with this post example. Let's pretend the post example below is your original masterpiece—the one you put time and effort into crafting.

Now, let's explore how you can transform that single piece of content into a whopping 9 variations.



STEP FIVE

REVIEW/AMPLIFY/TWEAK/DITCH

The final step is to assess your results, figuring out what's hitting the mark, what's not, and where you can make adjustments. If you've had a post that soared, your audience is sending a powerful message. On the flip side, if a post fell flat, embrace it. Tweak it, give it a new headline, or switch up the format. It's all about experimentation so let's dig in and see how it's done:

01. Review - Kick off by navigating to your social platform of choice and dig into those analytics. If you're not sure where to find them, a quick Google search can guide you. Focus on your top-performing posts, and if you prefer simplicity, keep an eye on the ones raking in the likes, comments, saves, or shares—those are your star players!

02. Amplify - Your star players are ready for the spotlight! Take those top-performing posts, repurpose them as much as you can on social and then go even further with newsletters, blogs, or beyond. It's time to AMPLIFY!

03. Tweak Wondering what to do with those posts that didn't quite hit the mark? Don't toss them aside just yet! Instead, let's run a few experiments. Play around with different headlines, swap out images, maybe try a reel instead of a standalone or a carousel instead of a reel. You'd be amazed at how a simple tweak, like a new headline, can turn a flop into a success!

04. Ditch Okay, so you've tried out your experiments, and if they all took a nosedive, it's a sign to gracefully retire that post— and any others in the same league. Your audience is speaking loud and clear. Give them what they crave, and the algorithm gods will surely smile upon you!

KELLERWILLIAMS
Luxury
LA JOLLA

