

A person's hands are shown holding a white smartphone. The background is a soft, out-of-focus grey. The text is overlaid in white, with the month 'SEPTEMBER' at the top, followed by 'CAPTIONS + CONTENT' in a larger font, and a promotional message at the bottom.

SEPTEMBER

CAPTIONS +
CONTENT

GET YOUR FREE CONTENT AND CAPTIONS FOR THE
MONTH. CHOOSE BASED ON YOUR CONTENT PILLARS.

QUICK NAVIGATION

CONTENT PILLARS

1 THE FRIEND

2 THE TEACHER

3 THE ROLE MODEL

4 THE LEAD GURU

5 THE REALTOR

MENU

THE FRIEND

CONTENT

Relatable + Personable

OUTCOME

Connection + Likeability

The Friend helps to balance your content and create a more personal connection with your audience.

CONTENT PROMPTS	Share your favorite local coffee shops in San Diego—why do you love them, and what’s your go-to order?	Post about your weekend adventure in San Diego. Where did you explore, and why should others visit these spots?	Talk about your experience buying your first home in San Diego—what made the process exciting or nerve-racking?	Share tips for settling into a new neighborhood—what helped you feel at home when you first moved to San Diego?	Create a post about your favorite San Diego neighborhood for dog owners and what makes it pet-friendly.
CAPTIONS	Looking for the perfect pick-me-up in San Diego? ☕ Let me share my favorite hidden gems! Whether you need a caffeine boost or a cozy spot to work, these cafes have become my go-to places. What’s your favorite local coffee shop? Let me know in the comments! 📌	This weekend, I took some time to explore [insert location]! 🌊 San Diego is full of hidden treasures, and I’m constantly amazed by the beauty all around us. Have you been to this spot yet? Share your latest San Diego adventure with me!	I’ll never forget the day I bought my first home here in San Diego! 🏡 It was a whirlwind of excitement, nerves, and paperwork (a lot of paperwork 😓), but it was all worth it in the end. What was the best part of your home-buying experience?	Moving into a new neighborhood can feel a little overwhelming, but these tips helped me settle in when I first moved to San Diego! 🏡 From introducing yourself to neighbors to finding local spots, it’s all about getting comfortable. What helped you feel at home?	If you’re a dog lover like me, you know how important it is to find a neighborhood that welcomes our furry friends. 🐕 These San Diego spots are perfect for dog owners—plenty of parks, dog-friendly cafes, and more! Where’s your pup’s favorite hangout?

THE TEACHER

CONTENT

Educational + Added Value

OUTCOME

Credibility + Trust

The Teacher is exactly how it sounds, you're using your expertise to teach and guide your audience and potential clients

CONTENT PROMPTS	<p>Talk about a popular decor trend that you think is overrated or impractical, and suggest alternatives that are more functional or timeless.</p>	<p>Share the top 3 home decor trends for this year. Include tips on how to incorporate them into any home style.</p>	<p>Share 5 creative design hacks for maximizing space in small San Diego homes, especially in apartments or condos.</p>	<p>Post about how to create the perfect outdoor living space in San Diego, with tips on furniture, lighting, and greenery suited for the local climate.</p>	<p>Offer advice on sustainable home decor choices that not only look great but are also better for the environment—perfect for eco-conscious San Diego homeowners.</p>
CAPTIONS	<p>Let's talk about that decor trend that EVERYONE seems to be jumping on—but is it really worth the hype? 😬 I've got some thoughts! Here's why I'm saying 'pass' on this one, and what I'd recommend instead for a timeless look. #DesignTips #RealTalk</p>	<p>Ready to give your home a refresh? ✨ Here are the top 3 home decor trends taking over San Diego! From organic textures to bold colors, these ideas will transform your space. Which trend are you most excited to try? #HomeDecor #InteriorDesign</p>	<p>San Diego may be known for its beaches, but city living sometimes means getting creative with small spaces! 🏡 Here are my top 5 hacks to maximize every square foot—because every inch counts! #SmallSpaceLiving #DesignHacks</p>	<p>With weather like this, who wouldn't want to spend more time outdoors? 🌿 Transform your outdoor space into a cozy oasis with these simple design tips perfect for the San Diego lifestyle. #OutdoorLiving #SanDiegoHomes</p>	<p>Want to make your home more eco-friendly without sacrificing style? 🌱 Here are some sustainable decor choices that are both beautiful and better for the planet. Let's create spaces that feel good and do good. 🌍 #SustainableLiving #EcoFriendlyHome</p>

THE ROLE MODEL

CONTENT

Inspirational + Aspirational

OUTCOME

Trust + Impact

The Role Model guides their audience through stories of triumph, motivational anecdotes and inspirational stories.

CONTENT PROMPTS	Share a personal story about overcoming a challenge in your real estate career and what you learned from it.	Talk about how you've built lasting relationships with clients in San Diego and how that inspires your approach to real estate.	Post a behind-the-scenes look at your day and how you stay motivated to help clients find their dream homes.	Share a quote that motivates you each morning.	Celebrate a recent client success story and explain how you helped them navigate some challenges.
CAPTIONS	When I first started in real estate, I faced some big challenges—but every obstacle taught me something valuable. 🙌 The biggest lesson? Never give up on your dreams. What challenge have you overcome recently? Let's inspire each other! #MotivationMonday #RealEstateJourney	Real estate is so much more than transactions—it's about building relationships that last. ❤️ I'm grateful for every client who's trusted me with their home journey. What's one piece of advice you'd give for building meaningful connections? #RelationshipBuilding #ClientLove	Ever wonder what a day in real estate looks like? 📅 From showing homes to meeting with clients, every day brings something new—and I wouldn't have it any other way. Here's a peek behind the scenes! #DayInTheLife #RealEstateAgent	The only way to do great work is to love what you do.' 💡 This quote keeps me going every day as I help clients find their dream homes here in San Diego. What inspires you to do your best work? #DailyInspiration #RealEstateLife	Helping [client's name] find their dream home was such a rewarding experience! 🏡 Navigating the San Diego market wasn't easy, but we made it happen together. Grateful for clients who trust the process! What's your home-buying goal? #SuccessStory #HappyClients

THE LEAD GURU

CONTENT

Educational + Free Offer

OUTCOME

Curiosity + Lead Gen

Think of the Lead Guru as "The Teacher" with a twist! You want to add value and teach like The Teacher but then add a CTA to capture leads.

CONTENT PROMPTS	<p>Share 3 essential moving tips for San Diego homebuyers. Offer a free, downloadable moving checklist for anyone who signs up with their email.</p>	<p>Highlight the pros and cons of 2 popular San Diego neighborhoods. Offer a detailed neighborhood guide covering schools, amenities, and local insights for anyone who subscribes to your email list.</p>	<p>Create a post about the top 5 things buyers need to know before putting an offer on a home. Include a call to action offering a free "Complete Home Buyer's Checklist" in exchange for their email.</p>	<p>Share your top 3 home maintenance tips specific to the San Diego climate. Offer a downloadable home maintenance calendar for those who provide their contact info.</p>	<p>Give a snapshot of current market conditions and trends. Encourage viewers to sign up for a free, monthly San Diego Market Insights Report that will be emailed directly to them.</p>
CAPTIONS	<p>Moving soon? 🏠 Don't forget these 3 key moving tips! Want more? Sign up for my free moving checklist packed with all the essentials you won't want to forget. Click the link in my bio to get it delivered straight to your inbox! 📧 #MovingTips #FreeChecklist</p>	<p>San Diego is full of amazing neighborhoods, but how do you know which one is right for you? 🏡 I've put together an in-depth guide to help you decide. Sign up to get the full neighborhood breakdown delivered to your email! #NeighborhoodGuide #SanDiegoLiving</p>	<p>Thinking about buying a home in San Diego? 🏠 Don't go in without my 'Complete Home Buyer's Checklist!' Sign up with your email to get all the tips you need to start your home-buying journey. #HomeBuyers #FreeChecklist</p>	<p>San Diego's sunny weather is beautiful, but it can take a toll on your home! ✨ Here are my top 3 home maintenance tips for keeping your property in tip-top shape. Want the full calendar of tasks? Download my free Home Maintenance Guide when you sign up! #HomeCare #FreeGuide</p>	<p>Want to stay in the know about San Diego's real estate market? 📰 Sign up for my free monthly Market Insights Report to get all the latest trends and updates delivered to your inbox! #MarketUpdate #RealEstateNews</p>

THE REALTOR

CONTENT

Offer + Contact

OUTCOME

Sale or New Lead/Client

The Agent is you showing up as, you guessed it, a real estate agent. Here you're a salesperson.

CONTENT PROMPTS	<p>Post a virtual tour of a new listing and highlight its unique features.</p>	<p>Share your top three favorite properties currently on the market in San Diego and explain what makes each special.</p>	<p>Write a post about how you help clients prepare their homes for sale in San Diego—from staging to professional photography.</p>	<p>Post client testimonials that showcase your dedication and success in helping them find or sell their home.</p>	<p>Post a photo of a just-sold property, and include a brief story about how you found the perfect buyer or helped your client move on to their next adventure.</p>
CAPTIONS	<p>Come take a virtual tour of this beautiful new listing in San Diego! 🌊 With [highlight features], this home won't last long. DM me to schedule a private showing! #VirtualTour #SanDiegoHomes</p>	<p>These 3 San Diego properties are my absolute favorites on the market right now. 🏡 Whether you're looking for beachfront or city views, there's something here for every dream. Want to see them in person? Let's set up a tour! #DreamHomes #SanDiegoRealEstate</p>	<p>Getting ready to sell your home in San Diego? 🏡 Here are the 3 things you should do to get your property ready for the market. Need help with the details? I'm here to guide you every step of the way! #SellingTips #HomeStaging</p>	<p>Just sold this stunning property in [San Diego area]! 🏡 Helping my clients navigate the market and get top dollar is what I do best. Ready to sell your home? Let's chat! #SoldIt #RealEstateSuccess</p>	<p>Another home SOLD! 🏡 This gorgeous property didn't stay on the market long—congrats to the new owners! Thinking of selling your San Diego home? Let's talk strategy. #JustSold #SanDiegoRealEstate</p>



KELLERWILLIAMS
Luxury
LA JOLLA