

# August 2024

# Social Media CONTENT CALENDAR

SUN	MON	TUE	WED	THU	FRI	SAT
				1 Industry article/ current event	2 Meet the Team introduce someone on staff - contact info and a fun fact	3
4	5 Industry article/ current event	6 Share a Review! ★★★★★	7 FAQ How much does title insurance cost?	18 Link (Instagram story) Link to a helpful resource or blog post on your website.	9 Promote an education or outreach event your office is hosting this month.	10
11	12 FAQ How long is a buyer covered with an owner's title insurance policy?	13 Community Spotlight: Showcase something your team is doing for the community this month.	14 Meet the Team introduce someone on staff - contact info and a fun fact	15 Closing Delays: Talk about something title-related that can cause a delay in closing (use our <a href="#">linked flyer</a> as starter content)	16 Reel - Highlight your closings!	17
18	19 Industry article/ current event	20 Share a Review! ★★★★★	21 FAQ What is the most important thing for buyers to remember during the homebuying process?	22 Wire Fraud Warning 	23 Reel - Highlight your closings!	24
25	26 Give realtors 5 social media content ideas for September	27 Closing Delays: Talk about something title-related that can cause a delay in closing (use our <a href="#">linked flyer</a> as starter content)	28 Industry article/ current event	29 FAQ What goes into a title search?	30 Reel - Highlight your closings!	31

**BONUS**

**Bonus Tips**

- For any of the “FAQ” posts this month, designate a team member (or a few) to do these as short videos. We suggest using a simple, free, editing app such as CapCut or Quik to edit - adding captions and background music to your recorded videos.
- When was the last time your company social media page/account interacted with your customers’ pages? Take 15 minutes a day to scroll the feed as your company account and interact with the posts of your customers. Even better, do the same thing from an individual account (esp. leadership/sales/business dev. team members).

