

Real Estate Social Media Content Calendar

A weekly template so posting happens on a schedule, not on a whim. Aim for 3 to 5 posts a week.

YOUR CONTENT MIX

Decide your split, then fill the week around it. Example: 40% educational, 30% local, 20% listings, 10% personal.

WEEKLY PLAN

DAY	PILLAR	FORMAT	POST IDEA
Monday	Educational	Reel / video	
Tuesday	Local	Carousel / graphic	
Wednesday	Listing	Walkthrough video	
Thursday	Personal / BTS	Story	
Friday	Client win	Testimonial	
Weekend	Local / community	Story / poll	

BATCH IT

- Pick one hour a week to plan and film several posts at once.
- Repurpose: one walkthrough becomes a Reel, a carousel, and a Story.
- Schedule ahead so a busy week never means a silent feed.

Consistency beats perfection. Three decent posts a week for a year beats a burst of ten and then silence.