
30 Real Estate Social Media Post Ideas

Never stare at a blank feed again. Rotate these across your content pillars.

EDUCATIONAL (BUILD AUTHORITY)

1. The market minute: one local stat (median price, days on market) in under 60 seconds.
2. Myth-buster: correct a common buyer or seller misconception.
3. A tip you say in person all the time. If clients ask it, post it.
4. A seller checklist by season or stage of the sale.
5. Explain one step of the buying or selling process simply.
6. What sold in your area this month, and what it means.

LOCAL (SHOW YOU KNOW THE AREA)

7. Neighborhood guide: film your favorite local spots, tag the businesses.
8. Suburb spotlight: prices, schools, transport, cafes in a saveable graphic.
9. What's on this month: local events, markets, school fairs.
10. Go live with a local business owner (cafe, stylist, lender).
11. New local opening or hidden gem.
12. Guess the location: share clues, let viewers guess.

LISTINGS (PROOF YOU SELL)

13. The 30-second vertical walkthrough, narrated.
14. Three things I love about this listing.
15. Just listed, clean and skimmable.
16. Just sold in your area (great for prompting neighbor appraisals).
17. Before and after: styling, upgrades, photography.
18. Coming soon: tease an upcoming listing in Stories.

PERSONAL (BUILD TRUST)

19. This is me: a short intro to you and how you work.
20. Behind the scenes of an open home or photo shoot.
21. A day in the life of an agent.
22. Why you got into real estate.
23. Two truths and one lie about you or your market.
24. A recent win or lesson, told honestly.

CLIENT WINS (SOCIAL PROOF)

- 25. A client handover moment (with permission). The strongest proof there is.
- 26. A short testimonial with a real quote and photo.
- 27. A throwback to a strong past result and why it mattered.
- 28. A first-time-buyer success story.

ENGAGEMENT (START CONVERSATIONS)

- 29. Ask me anything about buying, selling, or pricing (Stories polls or Live).
- 30. A quick poll: "What's stopping you from moving this year?"

Rule: track saves, shares, and DMs, not likes. Those are the signals that a post actually reached the right people.