

Top Social Media Post Ideas for Real Estate Agents

Get More Traffic to Your Open Houses, Email Campaigns, and Website

1. Polls and quizzes
2. Contests with prizes
3. Post about customer success stories with images and videos
4. Share a video that you create, especially of properties for sale and open house walk-throughs
5. Post new listings to boost web traffic
6. Post pictures of neighborhood features
7. Post pictures of local business spotlights
8. Share blog posts and videos to keep your audience informed
9. Share home-buying tips, especially for first-time buyers
10. Share your business info
11. Post a weekly or recurring branded series
12. Share home decoration and renovations tips
13. Share customers' testimonials to boost social proof
14. Post memorable memes and GIFs
15. Share company news
16. Repost old listings to increase your reach
17. Share customer-created content to build a community
18. Include DIY home projects to encourage followers
19. Share seasonal home tips to inform users
20. Remind your audience about current discounts and special offers
21. Promote local events you're hosting or attending and share sign-up forms
22. Share charts and graphs that show your success rate
23. Share links to your website to drive traffic there
24. Post a calendar every month to keep users informed
25. Run Facebook and Instagram ads
26. Promote local social groups
27. Post home prices to attract the right buyers

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28. Do behind-the-scenes posts to show your office and team
29. Share professional and community milestones with users
30. Share the charitable causes you support with users
31. Share price reductions to sell homes quickly
32. Promote other services that you offer to widen your customer base
33. Include a Messenger button to make communication easier
34. Post high-quality profile and cover photos
35. Create a detailed About page
36. post links to other social media profiles and websites
37. Ask your audience to subscribe to your email list