

# social media made simple

## EPISODE 3 PLANNING WORKSHEET

### MULTIFAMILY / STUDENT LIVING / SENIOR LIVING

Time Period: \_\_\_\_\_

Outreach Marketing: (2-3 Posts Per Week)

- Highlight a Preferred Employer
- Neighborhood Feature
- Spotlight a Floor Plan or Special
- Showcase a Community Amenity
- Renting vs. Buying
- Testimonials
- FAQ
- Student Housing & Senior: Target the "decision-maker" or "decision influencer"
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Referrals: (1-2 Posts Per Week)

- Tag a Friend That....
- Benefits Of Having a Friend Live Nearby
- Bonus
- \_\_\_\_\_

Retention & Engagement: (2-3 weekly)

- Team Highlight
- Welcome New Residents
- Renewals
- Events + Reminders
  - \_\_\_\_\_
  - \_\_\_\_\_
  - \_\_\_\_\_
- Notices
  - Rent Is Due
  - \_\_\_\_\_
  - \_\_\_\_\_

EPISODE 3: SOCIAL MEDIA MADE SIMPLE

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## EPISODE 3 PLANNING WORKSHEET

### REALTORS

Time Period: \_\_\_\_\_

#### Generate Leads: Show Your Expertise

Success Stories (1-2 Per Week)

\_\_\_\_\_

\_\_\_\_\_

Testimonials (1-2 Per Week)

\_\_\_\_\_

\_\_\_\_\_

Company Milestones, Awards Or Certifications (As Applicable)

Neighborhood Features (2-3 Per Week)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Referral Reminders (2-3 Per Week)

\_\_\_\_\_

\_\_\_\_\_

Partnerships Highlights (1-2 Every Other Week)

\_\_\_\_\_

\_\_\_\_\_

Commonly Asked Questions(1-2 Per Week)

Engage In Facebook Groups (Daily)

Weekly Article Post On LinkedIn (1 Per Week)

Events (As Applicable)

#### Showcase Your Personality

Introduce Yourself (1-2 Per Month)

Behind-The-Scenes (1-2 Per Week)

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

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