



Boost

Maximize Your Real Estate Sales:
500+ Social Media Engagement
Ideas to Turn Followers Into
Clients



Dear Agent,

Do you ever feel like you run out of ideas to talk to your audience about on social media or in your digital content creation? If so, then you're not alone as so many others have told me countless times "they just don't know what to post online or create content about."

Feeling this way may not only be frustrating to you, but it could also lead to not marketing your real estate business at all. Once you stop marketing, it's only a matter of time before you start feeling "the pinch" due to not enough leads, clients, and closings in your pipeline.

After hearing so many agents talk about this problem, I decided to put together a list of possible topics to get those creative juices of yours flowing! Before you dive into this huge list though, I wanted to go over some quick, but important aspects of how to fully utilize this topic list.

So, without further ado, let's jump in!

Keep Shining On.
Your Real Estate Coach,

Amanda

WELCOME

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INTRODUCTION





FULLY UTILIZING THIS LIST

How to use the list

If you peeked ahead at all, you may have noticed this list is LONG! If I'm being completely candid with you, I started this off as just 50 topics. Yes, just 50, but I couldn't stop. My heart said to keep giving you topics, so I freely kept adding. Needless to say, the list grew...and it kept growing. Finally, after 555+ topics, I had to put the brakes on so you could actually have it in hand to use!

As it grew to 500+ topics, I realized that now you had well over a years' worth of topics. You can use one of them every single day and could easily even stretch it out to 2-5+ years' worth! Thus, no more blocked creativity or wondering what to post! I got you covered. 😊

Example topic layouts

As you'll see, in the first 50+/- topics, I lay them out in a variety of headline styles, i.e. "The Top 3 Ways to," "Comparing one thing vs. Another thing," etc. This is to give you an idea of HOW to lay out different topics. Every topic can be used in any of these styles.

In fact, you can take one topic and repurpose it into numerous headline styles. Thus, creating multiple content pieces from only one topic. Writing in a headline style, not only brings attention to your content, but also stimulates engagement with your audience. It challenges them to ask questions or provides them with information they've been looking for.

Engagement builds rapport and connection in the online space. This technique begins to create a bond leading your potential clientele to become your actual clients once they have transitioned along the customer journey.



Functional flexibility options

As you meander through this list, you'll see that it covers a large variety of topics, including residential, investment, and commercial subjects. This was deliberate so you have plenty to choose from regardless of your dream clientele (niche) or where you are within your career.

Remember that each and every topic is "fluid." That's to say that each real estate topic can be tweaked and customized to your own real estate business needs and wants. (Hold tight, we'll address "customizing" more in just a little bit below!)

I also wanted to give you a variety so that maybe it would spark some of your very own ideas. That's also why you'll see a "Notes" Page at the back of the list. This is a place for your own inspiration to take hold and for you to write down any additional topics, or versions of topics, that may spring to mind as you're going along.



SOCIAL MEDIA POSTS THAT BOOST ENGAGEMENT

Being a real estate agent, I'm sure I don't have to tell you that there are some tried and true methods for creating engagement around your social media posts. Below, I'm going to touch on 10 high-engagement techniques. Some may be familiar to you and others that are most likely brand new. Don't worry, even in the ones that may be familiar to you, I've added some extra "AF-Pizzaz" that you're going to want to try!

(Pro Tip: Be sure to get permission for any of these methods from your clients in writing when it concerns marketing their properties. It's also a good idea to send them an edited version before it gets posted out to the world to make sure they are comfortable with it first. Never compromise client-satisfaction/comfort for audience-attention.)



Method 1

Virtual Home Tours w/ a Twist

While creating virtual home tours isn't new, I urge you to take it to the next level. Not only market the properties you represent in the best light by showcasing their best features but be very unique about it. This could be done by setting up short funny "skits" or educating your audience on a special feature.

For example, if it has a pool, set up a skit where you (or a friend) jump in the pool on a hot day. Another example would be that if a home has a unique feature, do a sidebar quick education highlight moment, i.e., if it has a wine cellar, explain where the idea of wine cellars came from and what makes them important to wine connoisseurs. Also, don't forget to engage your audience by encouraging them to ask questions or share their thoughts.



Method 2

Before and After Transformations w/ Reactions

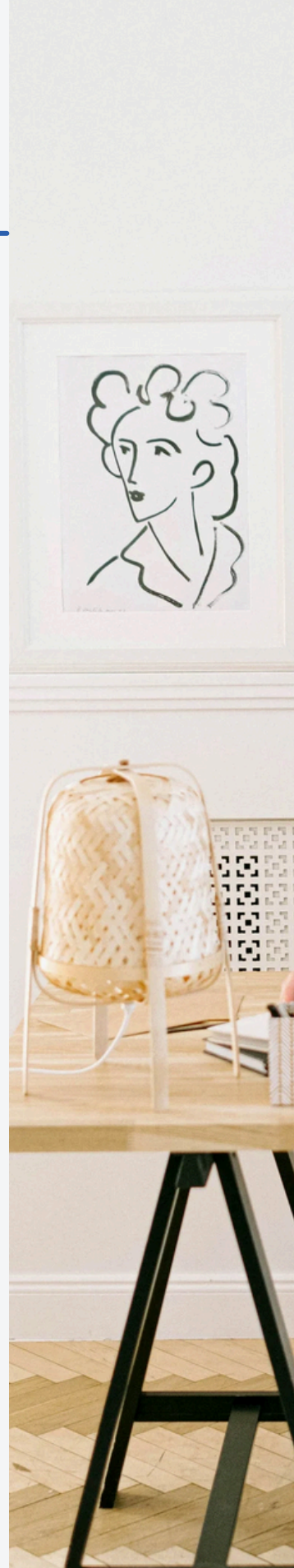
We've all seen renovation or staging pre & post videos, BUT something your audience may also enjoy is your reactions to the pre & post stages. That's right, not only share the transformation stories of properties that have been renovated or staged, but also include a side-by-side of your reactions to the before and after phases. Encourage followers to share what they agree/disagree with you on or share their favorite part.

Method 3

Behind-the-Scenes

If all those reality tv shows have proved to us anything, it's that the general public wants to know more about our world. (They really have no idea, right!?! Lol) While most of know that our daily life isn't "insanely glamorous" like many would like to believe it is, we also tend not to give it as much credit as we should in order to bond with our audience.

Yes, they want to see what you do. They want to see what you're working on, hear some of the insider conversations, hear some of the questions, see some of the struggles, and see some of the victories. So go ahead, don't be shy and offer a sneak peek into your daily life as a real estate agent. Share photos, Reels/TikToks, meetings with your team in action, marketing extras that you do for your clients, answer questions that you get from clients, etc.



Method 4

Client Reviews & Interviews

It's always a great idea to post the occasional kind word or great review from your previous clients. However, amp it up a little bit. This can be done by using a graphic design tool like Canva or Photoshop to create visually appealing testimonial images.

Another way to really accentuate your client reviews is to have clients do a quick video for you. You can then post that video, and you could also post a reaction video to that as well along side it with a thank you to the client. Don't forget to tag your client as well if they are comfortable with that. Some people enjoy the little thank you on social media.





Method 5

Polls and Surveys

This technique is one of my favorites and is so fun! You'll see that this method and the following 2 are variations of this technique with just a little different spin for each. I encourage you to play with each one to see which type yields the best engagement metrics from your audience.

For basic Polls and Surveys, it's fairly straightforward. Engage your audience by creating polls or surveys related to real estate preferences or trends. Ask questions about popular home features, favorite neighborhood amenities, or design styles. You could even do local attractions, ways to relax, or food to eat. Use polls that provide you with more insight into your audience's likes and dislikes.

Method 6

"This or That" or "True or False" Polls

This method is a variation of Method 5, but instead of a basic "Yes or No" poll, asking your audience to choose between 2 items or guess an answer to a question. These can be a blast and you'll get valuable insights into your active audience.

People love to share their opinions and play 'trivia' of sorts. Encourage followers to participate and share their thoughts as well. Based upon the answers they provide you; you can also create future content from the results you gain (see Method 8 below 😊).





Method 7

Interactive Video Polls

This technique is amping up Polls even higher, but yet again, it's all in the name of having some fun and getting audience engagement. With this method, you'll create multiple videos in a side-by-side format, demonstrating 2 different things. Then, you'll add a Poll on top of those side-by-side videos and let your audience choose.

For example, say you use solar lights on your signs to illuminate your signs after dark. You could do one video noting the sign with the solar light and then one video without. Then, give your audience a Poll question like "Lit After Dark or Not Lit After Dark" and let them choose. (You could even add a funny spin on this regarding wine or cocktails, etc.)

By adding video with a poll question, it grabs the attention of the reader quickly and is more motivating for your audience to engage instead of just the basic "Yes or No" poll alone.





Method 8

Real Estate Myth Busting

This is a great option for carousel-style posts or short videos. Address common misconceptions or myths about real estate, then follow it up with the factual information to educate your audience. Encourage followers to share their own real estate myths or ask about things they're unsure about.

For a spicy spin on this method, start with a poll noting "True or False" or "Myth or Fact" and let your audience decide. The next day (or after whenever your poll time expires depending on your social media platform), reveal the results from your poll including a short video answering the question with the factual information. This demonstrates your expertise as a market authority.





Method 9

Putting the “Fun” back into Real Estate

I'm sure I don't have to tell you that there are some great accounts out there making fun of real estate all day long. They help to alleviate the stresses we deal with daily in this rollercoaster of an industry of ours.

Thus, why not share that joy with your clients too. While it's probably not the best idea to go posting memes making fun of buyers or sellers, posting a funny video of some of your daily struggles may be well worth it. You know that sign that you can't get to stay in the ground? Show a funny time lapse video of your struggle trying to get it to stay upright. You know that same sign you can't get out of the ground now that the house is sold? Show a time lapse video of that with your victory in the end.

People love to laugh, and studies show that they are more receptive to humorous posts and marketing. Showing funny videos with sneak peaks of our behind-the-scenes struggles is a double hit. Encourage your followers to comment on their struggles and wins for the day as well to help spread some inspiration.

Method 10

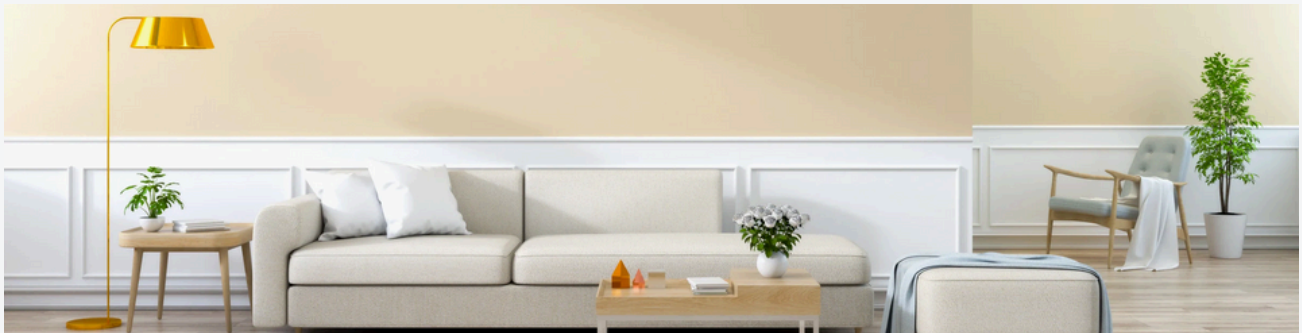
Shareable Long-form Content

In this age of social media hype, long-form content is drastically overlooked. What's also severely underutilized is its ability to feed your social media and create exponentially more quality leads, clients, and closings. While I do train and coach agents extensively on content marketing within my program, **RESONATE**; this method assumes that you already know how to create highly valuable long-form content as the expert authority in your market.

From the information derived from your blog or vlog posts, whichever your preference is, share helpful tips and advice related to the home buying or selling process. Use social media to promote your blog posts and encourage your followers to share the content if they think it'd be helpful to others within their own network.

For example: "If you're thinking about selling your home in the next year, you're not going to want to miss my latest blog post on the top 5 tips to make your home stand out from the competition!" Don't forget to include the link where your audience needs to go to read the article. Also encourage them to share what they like most or can implement immediately.

(If you struggle with long-form content marketing, or any type of marketing, within your real estate business, I'd love for you to join me in **RESONATE** where we take marketing your real estate business to the next level and beyond for more leads, clients and closings! Just click **HERE** or visit www.amandafarnumtraining.com/Resonate for more information and to enroll today!)





CUSTOMIZING TOPICS TO YOUR REAL ESTATE BUSINESS

Now that you have a plethora of topics to choose from, you need to make sure that you are utilizing topics that are strategic to your personal real estate business. For example, if you primarily work within the residential sector, don't choose a topic on Investing in Warehouse Properties that may not be applicable to your audience and also be potentially beyond your expertise.

Instead choose a topic that will be more applicable. Stay true to what your audience is interested in knowing and information that you can provide them accurately. Your audience (aka followers) are your potential clientele, and you need to be sure to speak to their needs and wants.

Once you choose an applicable topic from the list, you'll then need to customize it carefully to your potential clientele. If you're not sure how to do this, check out my free video micro-challenge, **ATTRACT: The Real Estate Agent's Ultimate Micro-Challenge for Elite Lead Generation**. Just click [here](#) or visit www.amandafarnumtraining.com/attract for more information. In this free micro-challenge, I walk you through, step-by-step, how to speak more clearly to your potential clientele so you can stop chasing clients and start attracting them instead.

Another aspect to keep in mind is to never feel limited by only the topics on the list. If you see a topic and a thought comes to mind that is an offshoot of that which might apply better to your audience, use it! Also, don't be afraid to mix and match topics. Maybe you see two or three topics on the list that you can combine in a Myth vs Fact or an educational funny short video that your audience will enjoy. Do it! Don't be afraid to experiment. Social media is constantly evolving so as a business owner in real estate, you also need to be testing posts and content continually to see what resonates deeper with your audience.

Last but definitely not least, have fun! Utilize topics that you truly ENJOY sharing information about with your potential clientele. Your audience subconsciously reads the energy that you put behind your content so make sure it's joy.

Unfortunately, far too many times in this business, I see real estate agents get the life sucked out of them because they are trying to conform to what they see others doing. You are uniquely you, you are uniquely special, and you bring a value to your clients that only you can. Lean into your authenticity and it will pay for itself ten-fold in your real estate business.

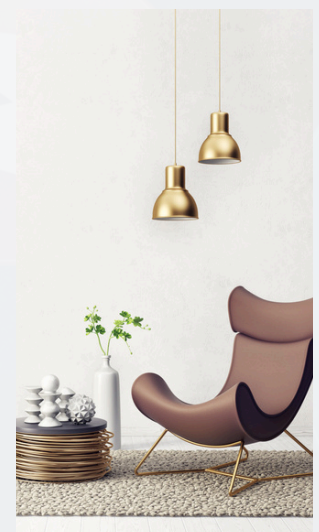
Now is the time sweet soul, that you grab a topic, make it your very own, and post it out to the world! Your audience is waiting superstar!

500+ TOPICS LIST



TOPICS

- 01 Top 3 inspections to prepare for before buying (Bullet Point 3-5+ types of inspections common in your market for your dream client)
- 02 Why you want a termite inspection if you're buying a home (Or use whatever inspection is popular in your market)
- 03 Why I use this key property search technique for my buyer clients
- 04 Why this subdivision is one of my favorites in the _____ (location) area
- 05 5 Amazingly fun things to do in _____ (location)
- 06 Special perks I do for my buyers that most others don't
- 07 Great parks in _____ (location)
- 08 My favorite places to eat in _____ (location) (This could be any type of establishment. Share information about local attractions, popular restaurants, parks, schools, or hidden gems in specific neighborhoods. Encourage your followers to share their favorite spots or recommendations, creating a sense of community engagement.)
- 09 What is conventional financing?
- 10 What is FHA financing?
- 11 What is VA financing?
- 12 What are points and can they help me?
- 13 My 5 favorite new construction subdivisions currently in the works





- 14 Buying new construction vs. buying a resale home
- 15 What is a Loan Estimate from a lender?
- 16 Best 5 festivals in _____ (location)
- 17 Can you move into your new home before closing?
- 18 Top 3 Ways your home purchase can fall apart
- 19 Do you need a radon inspection?
- 20 3 Secrets about _____ (location) that you didn't know
- 21 Best lakes in the _____ (location) area
- 22 My favorite 3 activities to do in _____ (location) in _____ (month)
- 23 Homeowner Housing Expense & DTI ratios: How to figure out what you potentially qualify for to purchase (Do bullet points for steps)
- 24 3 Reasons to buy right now in _____(your market)!
- 25 Best places to grab dessert in _____ (location)
- 26 Favorite local charities that have great events in _____ (your market)
- 27 Profile a local business that you love. (Partner with other local businesses like home decor stores or moving companies. You could even do this weekly or monthly as a series, etc.)
- 28 LTV, PMI, PITI - What does all that mean? (Do bullet points explaining each)
- 29 Is now a good time to invest in real estate? (Do Pros and Cons)
- 30 How are prorations handled for taxes and insurance at closing?

- 31 What is a Closing Disclosure from a lender?
- 32 Is a closing date set in stone?
- 33 What is a flood zone & how can it affect you?
- 34 What is a Seller's Disclosure and why it's important
- 35 How to figure out property taxes?
- 36 How does paying commissions work?
- 37 What to do when your deal is falling apart?
- 38 Monthly _____ (location) Market Stats - What's going on in our market?
(Share regular updates on property trends, market data, and other relevant insights. Use eye-catching infographics, charts, and graphs to make your content more engaging and shareable.)
- 39 National Real Estate Industry News & how it affects us locally
- 40 Recent contract changes you should know about
- 41 3 Major changes in our real estate market that you need to know about
- 42 What is fair housing and why it's important?
- 43 What is earnest money?
- 44 Earnest money vs Down Payment (Can do mythbusting, Myth vs Fact)
- 45 How is a home inspection different from an appraisal?





- 46 Real estate client or customer? You need to know the difference!
- 47 What is a termination fee?
- 48 Top 3 Ways that I spoil my clients
- 49 What is a survey and do I need one?
- 50 What is radon?
- 51 20__ (year or month) Color Trends
- 52 20__ (year or month) Home Decor Trends
- 53 20__ (year or month) Landscaping Trends
- 54 Preapproval vs Prequalification and why it matters
- 55 Current DOM and what that means
- 56 When can you rescind a contract?
- 57 5 Random fun facts about your market that most people don't know
- 58 Inspirational Quotes that you can relate back to your business or services that you offer
- 59 What is Lead-based Paint & is a disclosure mandatory?
- 60 What disclosures are legally required when selling my home?

- 61 Top tasks to remember when moving
- 62 Tell Me Something Good (Encourage followers to share any and all of their good news for the day/week with you so you can celebrate their wins with them.)
- 63 Positive words of encouragement
- 64 Your favorite books that have helped you along your path
- 65 Book(s) you're currently reading
- 66 Tools/Apps you use to make your client's lives easier
- 67 Share what keeps you motivated
- 68 Reflect on the last quarter or year to date noting items of gratitude
- 69 Dear Buyers, please stop doing this...
- 70 Dear FSBO, please stop doing this...



- 71 Dear Sellers, please stop doing this...
- 72 3 Ways to prepare your home fast to sell
- 73 Top 3 inspections to prepare for before selling
- 74 Why a pre-listing home inspection is a great idea if you're thinking of selling
- 75 Why I use this key marketing technique for my seller clients
- 76 Special marketing that I do for my sellers that others don't
- 77 Do you REALLY want to to sell? 3 Things to think about before making the big decision
- 78 How I use social media to help my sellers

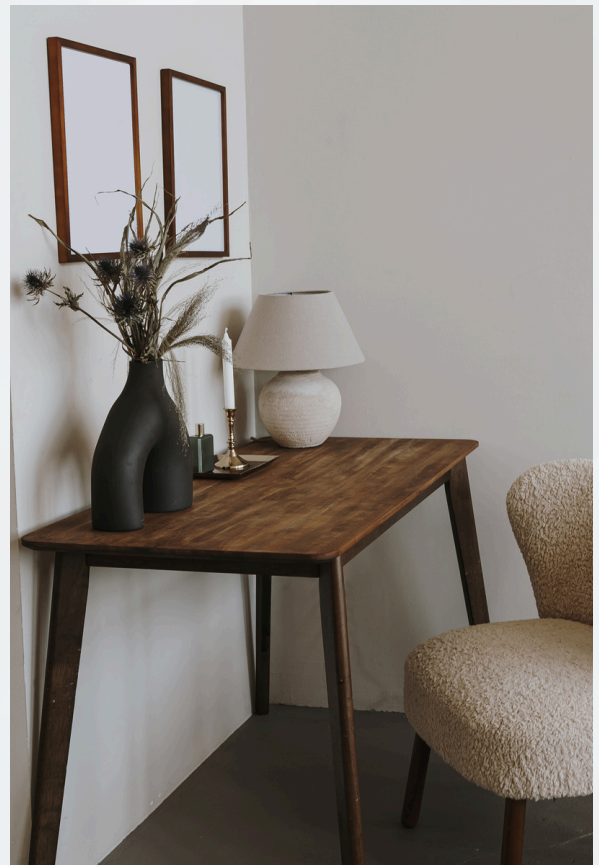
- 79 How I use social media to help my buyers
- 80 How I use my blog to help my sellers
- 81 How I use my blog to help my buyers
- 82 How I use my vlog to help my sellers
- 83 How I use my vlog to help my buyers
- 84 What are HOA transfer fees and are you responsible to pay them when selling
- 85 What are tax deed stamps and why you have to pay them when you sell your home?
- 86 What is a seller net sheet?
- 87 What upgrades should you do before selling?
- 88 What repairs should you do before selling?
- 89 Can you stay in your home after closing?
- 90 Top 3 Ways your home sale can fall apart
- 91 Pricing your home for sale in the _____ (location) market
- 92 Preparing for an Open House tips
- 93 3 reasons to list right now in _____ (your market)!
- 94 FSBO or List with an agent? You Decide
- 95 Top 3 FSBO Mistakes to avoid
- 96 How to figure out your property's equity
- 97 Virtual Technology options for selling your home
- 98 How AI can help you sell your home





- 99 What is a CMA?
- 100 What's a Marketing Plan and why you should hire an agent that has one?
- 101 Top 3 kinds of marketing your listing agent should be doing
- 102 What disclosures do you need to complete on your home when you sell it?
- 103 What is a material fact and why is it important to a seller
- 104 How does new construction affect me as a seller?
- 105 What features would your dream home have? (Encourage them to share their must-have amenities, unique preferences, or even their wildest home fantasies.)
- 106 Which of these home features is a must-have for you? (Poll/Survey Question)
- 107 DIY Home Improvement Projects (Share DIY tips and tricks for simple home improvement projects that can enhance the value or appeal of a property. Encourage followers to share their own DIY experiences or ask for advice on specific projects.)

- 108 Real Estate Market Trends (Discuss the latest trends, shifts, and developments in the real estate market. Share insights, statistics, and predictions about housing prices, mortgage rates, or emerging neighborhoods. Encourage followers to share their thoughts or ask questions about the market.)
- 109 Home Staging and Interior Design (Offer tips and inspiration for staging homes or creating stunning interior designs. Share photos, videos, or mood boards that showcase different design styles or highlight current trends. Ask your followers to share their favorite design elements or rooms.)
- 110 Relocation Tips and Advice (Provide tips and insights for people who are planning to relocate to a new city or neighborhood. Discuss factors to consider when moving, such as schools, transportation, amenities, or quality of life. Encourage followers to share their relocation stories or ask for recommendations.)
- 111 Home Buying Tips for _____ (Downsizing, Move-Up Home Buyers, Nature Lovers, etc. Offer practical advice and guidance for respective dream clientele. Share tips on down payments, navigating the home buying process, or understanding mortgage options. Invite your followers to share their experiences or questions.)
- 112 The Benefits of Homeownership
- 113 Design Trends for Modern Kitchens
- 114 Curb Appeal Ideas to Boost Home Value
- 115 The Importance of Home Inspections
- 116 Exploring Different Mortgage Options
- 117 Tips for Selling a Home Quickly
- 118 Explaining the Escrow/Closing Process
- 119 The Pros and Cons of Renting vs. Buying
- 120 Top Home Security Systems and Tips
- 121 Investing in Real Estate: Where to Start



- 122 The Impact of Location on Property Value
- 123 How to Stage Your Home for a Quick Sale?
- 124 Exploring Tiny Homes and Minimalist Living
- 125 Real Estate Investing Strategies for Beginners
- 126 Understanding Property Taxes: What You Need to Know
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- 130 Tips for Negotiating a Real Estate Deal
- 131 The Rise of Smart Homes and Home Automation
- 132 Vacation Home Investment: Pros and Cons



- 133 How to Prepare Your Home for an Open House?
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- 142 Creating a Home Office: Design and Productivity Tips

- 143 The Benefits of Pre-Approval for a Mortgage
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- 151 Real Estate Market Forecast: Predictions and Insights
- 152 Tips for Selling a Home in a Buyer's Market
- 153 Tips for Buying a Home in a Seller's Market
- 154 Exploring Different Types of Residential Properties (condos, townhouses, etc.)
- 155 Home Organization Tips and Hacks
- 156 How to Create a Zen Home?
- 157 The Benefits of Home Warranty Plans
- 158 Creative Ways to Finance a Home Purchase
- 159 Creative Ways to Provide Seller Financing for a Home
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- 172 Tips for Buying Foreclosed Properties
- 173 3 Ways Vacation Rental Investments Have Changed the Real Estate Market
- 174 Does Homeownership Actually Contribute to Wealth Building?
- 175 Designing a Home Gym: Tips and Equipment Recommendations
- 176 The Rise of Shared Workspaces and Co-Working Communities
- 177 Tips for Finding the Right Real Estate Agent
- 178 Would You Ever Consider a Real Estate Investment Abroad?
- 179 How Home Improvements Impact Property Value?
- 180 Tips for Investing in Commercial Real Estate

- 181 The Hottest Real Estate Investment Strategies for Primary Home Owners
- 182 Tips for Selling a Home during the Holidays
- 183 The Role of Virtual Reality in the Real Estate Industry
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- 192 The Benefits of Living in a Gated Community
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- 203 The Pros and Cons of Selling a Furnished vs. Unfurnished Property
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- 212 Tips for Selling a Home with a Homeowners Association (HOA)
- 213 How CCR's Can Affect You as a Seller
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- 217 What Are Net-Zero Energy Homes?
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- 227 The Advantages of Real Estate Investment for Wealth Preservation
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- 236 Exploring Real Estate Investment Opportunities in Healthcare Facilities
- 237 The Future of Real Estate: Sustainability and Green Building (Discuss the growing interest in sustainable and eco-friendly homes. Share information about energy-efficient features, solar panels, water-saving systems, or green building materials. Encourage followers to share their own sustainable home practices or ask questions about eco-friendly options.)
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