

December 2023 Real Estate Content Calendar

Use these post ideas to plan your social media content for the month.

Week 1: December 1 - 2

12/1/2023	National Women Support Women Day Celebrate women in the real estate industry. Share stories of female agents who have made an impact. Suggested Hashtags: #WomenSupportWomen #RealEstateWomen
12/2/2023	World Computer Literacy Day Share how technology enhances real estate. Discuss the role of computer literacy in modern property transactions. Suggested Hashtags: #ComputerLiteracyDay #TechInRealEstate

Week 2: December 3 - 9

12/3/2023	Candle Day Share cozy vibes with a candle-themed post. Discuss how lighting impacts the ambiance of homes. Suggested Hashtags: #CandleDay #CozyHomes
12/4/2023	Poll your Followers Run a poll asking your followers about their preferred home style- modern, traditional, farmhouse, etc. Suggested Hashtags: #HomeStylePoll #FavoriteHomeDesign #ModernOrTraditional

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12/5/2023	Historical Property Highlight Share an interesting fact about a historical property in your area. Suggested Hashtags: #HistoricalProperty #LocalHistory #VintageHomes #HeritageRealEstate
12/6/2023	Community Highlight Highlight a lesser-known aspect of the local community, such as nearby parks, schools, or hidden gems. Suggested Hashtags: #LocalCommunity #NeighborhoodGems #CommunitySpotlight #HiddenTreasures
12/7/2023	Hanukkah Celebrate the Festival of Lights. Share well wishes and insights into how cultural celebrations relate to home. Suggested Hashtags: #Hanukkah #FestivalOfLights
12/8/2023	Workspace Tour Post a video tour of your own workspace and explain how you stay organized as a real estate agent. Suggested Hashtags: #WorkspaceTour #AgentLife #OrganizedWorkspace #RealEstateOffice

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12/9/2023	National Pastry Day Share a sweet treat and connect it to the idea of home comforts. Share how homes offer cozy spaces to enjoy pastries. Suggested Hashtags: #PastryDay #HomeComforts
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Week 3: December 10 - 16

12/10/2023	National Salesperson Day Celebrate salespeople in real estate. Share stories of agents who have gone the extra mile for their clients. Suggested Hashtags: #SalespersonDay #ClientSuccess
12/11/2023	House Hunting Meme Share a fun and relatable meme about the highs and lows of house hunting. Suggested Hashtags: #HouseHuntingMeme #RealEstateHumor #HomeSearchLaughs #RelatableAgentLife
12/12/2023	Gingerbread House Day Share a festive and creative post. Relate gingerbread houses to the fun of making a home uniquely yours. Suggested Hashtags: #GingerbreadHouseDay #CreativeHomes

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12/13/2023	DIY Projects Share a post about the best ways to add value to a home through DIY projects. Suggested Hashtags: #DIYHomeImprovement #AddingValueToHomes #HomeRenovationTips #DIYRealEstate
12/14/2023	National Energy Conservation Day Discuss energy-efficient homes. Share tips on reducing energy consumption and highlight eco-friendly properties. Suggested Hashtags: #EnergyConservationDay #EcoFriendlyHomes
12/15/2023	Personal Story Share a personal story about a particularly challenging or heartwarming experience you've had as an agent. Suggested Hashtags: #AgentExperiences #RealEstateStories #ChallengesFaced #HeartwarmingMoments
12/16/2023	National Ugly Sweater Day Have fun with a light-hearted post. Share a photo of yourself in an "ugly" sweater while relating it to quirky homes. Suggested Hashtags: #UglySweaterDay #QuirkyHomes

Week 4: December 17 - 23

12/17/2023	Satisfied Client Selfie Share a selfie of you with a satisfied client during a closing. Suggested Hashtags: #HappyClients #ClosingDayJoy #SatisfiedHomebuyers #ClientSuccess
12/18/2023	Local Business Feature Showcase a local business that you love, like a cozy café or boutique. Suggested Hashtags: #SupportLocalBusiness #CommunityFavorites #LocalLove #ShopLocal
12/19/2023	Community Event Post about a recent community event you attended and its significance for the neighborhood. Suggested Hashtags: #CommunityEvent #NeighborhoodGathering #LocalEvents #CommunityEngagement
12/20/2023	Personal Joy Highlight your favorite part of the buying/selling process and why it brings you joy. Suggested Hashtags: #JoyOfHomeownership #FavoritePartOfProcess #RealEstatePleasures #BringingJoyHome

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12/21/2023	Winter Solstice (December 21) Welcome winter with a cozy post. Share a fireplace or snow-covered home photo while discussing the charm of winter homes. Suggested Hashtags: #WinterSolstice #CozyHomes
12/22/2023	National Cookie Exchange Day (December 22) Share a festive treat and discuss how homes are places for holiday gatherings and making memories. Suggested Hashtags: #CookieExchangeDay #HolidayHomes
12/23/2023	Motivational Quote Share a motivational quote related to achieving homeownership dreams. Suggested Hashtags: #HomeownershipDreams #MotivationMonday #RealEstateGoals #DreamsToReality

Week 5: December 24 - 31

12/24/2023	Christmas Eve (December 24) Spread holiday cheer! Share well wishes for a joyful Christmas Eve and discuss the magic of homes during the holiday season. Suggested Hashtags: #ChristmasEve #FestiveHomes
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12/25/2023	Christmas (December 25) Share warm Christmas greetings. Highlight the joy of spending the holiday season in a comfortable and welcoming home. Suggested Hashtags: #Christmas #HomeForTheHolidays
12/26/2023	National Homeowners Day (December 26) Celebrate homeownership. Share the benefits of owning a home and the satisfaction it brings to families. Suggested Hashtags: #HomeownersDay #ProudHomeowners
12/27/2023	Explainer video Post a video explaining the step-by-step process of buying a house, including tips for first-time buyers. Suggested Hashtags: #HomeBuyingProcess #FirstTimeBuyers #RealEstateEducation #StepByStepGuide
12/28/2023	Dream Home Success Story Share a client success story where you helped a family find their dream home. Suggested Hashtags: #DreamHomeAchieved #ClientSuccessStory #HappyHomebuyers #DreamsComeTrue

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12/29/2023	Insider Guide Share an insider's guide to your city, featuring the best restaurants, parks, and entertainment spots. Suggested Hashtags: #LocalInsiderGuide #ExploreTheCity #CityHotspots #LocalFavorites
12/30/2023	What I've Learned Reflect on a major lesson you've learned in your real estate journey and how it's made you a better agent. Suggested Hashtags: #RealEstateLessons #LifeLongLearning #AgentGrowth #WisdomInExperience
12/31/2023	New Year's Eve (December 31) Bid farewell to the year. Reflect on real estate achievements and share excitement for what the new year will bring. Suggested Hashtags: #NewYearsEve #RealEstateReflections

Make sure to explore all of Photofy's marketing resources for real estate professionals and use our app to effortlessly create and schedule your posts.

<https://photofy.com/blog>

With Photofy, you've got the tools to make December 2023 a phenomenal month for your social media presence! Happy posting! 😊