



# Content Grid:

Jump-Start Your Social Media Content Strategy

# CONTENT GRID

Below are more than 30 content ideas for your social networks. When planning your monthly social media content strategy, refer to this grid for inspiration. Make sure your social media content is consistent with your overall branding and marketing strategy. **Note, this content grid was created for real estate professionals, but it can be modified for any industry. Let this be your guide!**

LOCAL REAL ESTATE	NATIONAL REAL ESTATE	LOCAL & COMMUNITY	PERSONAL INTEREST	HOME & DESIGN
Favorite feature of a new listing (think beyond the front of the house)	Link to an article from Inman News	Photo of your favorite restaurant or boutique	Favorite family-friendly places to visit	Before and after photos from staging
Picture of your clients at the closing table	Link to an article from NAR	Best park for kids or dogs	Favorite weekend get-away within two-hours away	Holiday home decorating ideas
Picture of your clients with their set of keys or by their SOLD sign	Link to an article from your local association	Link to an article about upcoming community events	Why you love where you live	Link to an article from HGTV for inspiration
Share a post from your broker or franchise	Link to an article from HousingWire.com	Link to one of your Pinterest boards highlighting different neighborhoods	Your favorite local sports team	Link to one of your Pinterest boards highlighting different rooms or design styles
Monday market update – a one-minute video you create	Throwback Thursday #TBT – home prices then and now	Link to one of your favorite local bloggers	Your charity of choice	Photo of one of your client's homes after they move in
Photo or video of a past client with their story of how you helped them	Link to an article from the New York Times on housing	Best place to get a cup of coffee or a glass of wine	Behind-the-scenes; why you love what you do	Photos of your favorite home details
Graphic featuring a review you received online	Photos from real estate events you attend	Important school dates and info – link to the school sites	Photos of your team and/or your office	De-cluttering or home improvement tips

# CONTENT GRID MUST-HAVES

## YOUR BUCKETS OF CONTENT

What types of content are relevant to your business and to your brand? Can you come up with 3-5 'buckets' (or categories) of content that are relevant to your brand?



### Example #1: Real estate brokerage

Your categories could include: community information, market data, homes for sale, positive reviews and/or real estate news.



### Example #2: Technology company

Your categories could include: mobile technology, productivity, technology news and/or tech trends.



### Example #3: Wine industry

Your categories could include: wine industry news, wine club specials, happy customers, positive reviews and/or wines of the month.



### Example #4: Small business owners

Your categories could include: your customer success stories, favorite product features, behind-the scenes with your team.



### Example #5: Service provider

Your categories could include: your customer success stories, tips related to your service, FAQ.

# CONTENT GRID MUST-HAVES (continued)

## LIST OF GO-TO SOURCES

You need to have a list of 3-5 go-to sources that you can refer to day in and day out to curate content to post to your social channels.



### Example #1: Real estate brokerage

Your list of go-to sources may include: Inman News, RIS Media, REALTOR® magazine, The Wall Street Journal, Housing Wire, HGTV.



### Example #2: Technology company

Your list of go-to sources may include: Re/code, TechCrunch, The New York Times, CNET, The Wall Street Journal.



### Example #3: Wine industry

Your list of go-to sources may include: Wine Enthusiast, Wine Spectator, Epicurious, and/or Food and Wine Magazine.



### Example #4: Small business owners

Your list of go-to sources may include links to articles relevant to your industry, Entrepreneur Magazine or Business Insider.



### Example #5: Service provider

Your list of go-to sources may include links to articles relevant to your industry, reviews from Yelp or other industry-related links.

# CONTENT GRID: BEST PRACTICES

## CONTENT CAN BE A VARIETY OF DIFFERENT THINGS:



- **Links to articles**  
(make sure to include your own commentary) Alltop.com and BuzzSumo.com are great sources for articles as well to see what topics are trending.



- **Videos & live streaming**  
Live streaming through apps like Periscope and Facebook Live is a great opportunity to create a live event but also to create a piece of recorded video content. In addition, Instagram and Vine videos can be great sources of content that you create. YouTube is the #2 search engine in the world - search for videos that your audience would like.



- **Holiday greetings**  
New Years, Memorial Day, Thanksgiving, winter holidays. Remember to be brand-appropriate with your messaging here - it's always best to keep holiday greetings short and simple.



- **Seasonal reminders**  
Back to school, spring cleaning, tax time, holidays, staying cool in the summer, staying warm in the winter, spring forward, fall back.



- **Photos**  
Community photos, client photos, success stories, team, product photos, behind-the-scenes.

# CONTENT GRID: BEST PRACTICES (continued)

## RECOMMENDED MOBILE APPS



- **Photography**

Instagram, Afterlight, VSCO Cam, Camera+, Layout from Instagram, Wordswag, Over, Diptip.



- **Video**

iMovie, Animoto, Videocraft, Videon, Replay, Instagram, Vine.



- **Live Streaming**

Periscope, Blab, Meerkat, Facebook Live, Nomat Cast.



- **Content curation**

Twitter Lists, Storify, Swaay, LinkedIn Pulse, Feedly, Scoop.It.



- **Content organization**

Evernote, Wunderlist, Google Sheets, Trello, Pocket.



- **Content grid creation**

Google Sheets, Google Calendar, PowerPoint and/or Keynote.



- **Social media management**

Edgar, HootSuite, Facebook Pages app, HubSpot, Adobe Social, Sprout Social.



Katie is the Founder of Katie Lance Consulting – a social media marketing firm. Katie’s clients include companies such as RE/MAX International, DocuSign, RPM Mortgage, SmartZip and many others. Katie is also a frequent keynote speaker, a contributor to The Huffington Post and formerly was the Chief Strategist for Inman News.

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