

30 DAYS OF SOCIAL MEDIA CONTENT IDEAS

Sales Agent Edition





SELLING HOMES IS JUST THE START

Today's top agents are also content creators, local experts, and personal brands all rolled into one.

Whether you're flying solo or backed by a team, showing up consistently (and creatively) on social media is key to staying top of mind, building trust, and turning followers into clients.

71% of homeowners choose their agent based on social media before they even pick up the phone.

This 30-day content calendar is packed with scroll-stopping ideas to help you connect with your audience, grow your brand, and stand out in a saturated market.

Don't have time to post every day?

We've got your back. *Social Agent* offers done-for-you social media management and content creation from just \$35 a day—so you can focus on listings while we make you look like a marketing genius.

Day 01

TIPS OR EDUCATIONAL

For example, tips for Auction or preparing your home for sale.

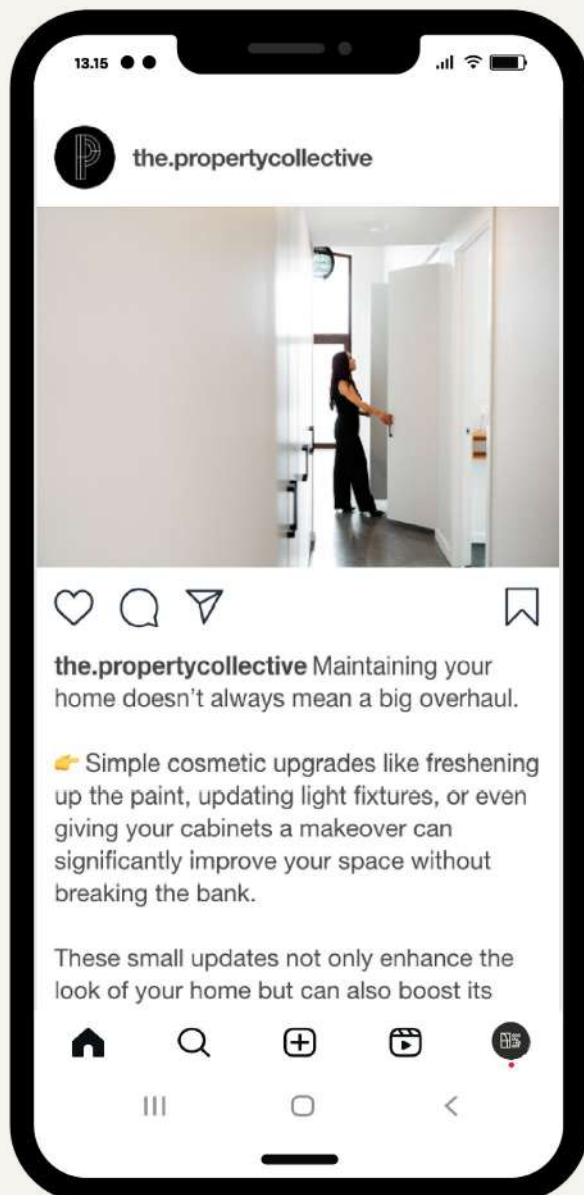
Example 01



Example 02



Example 03:

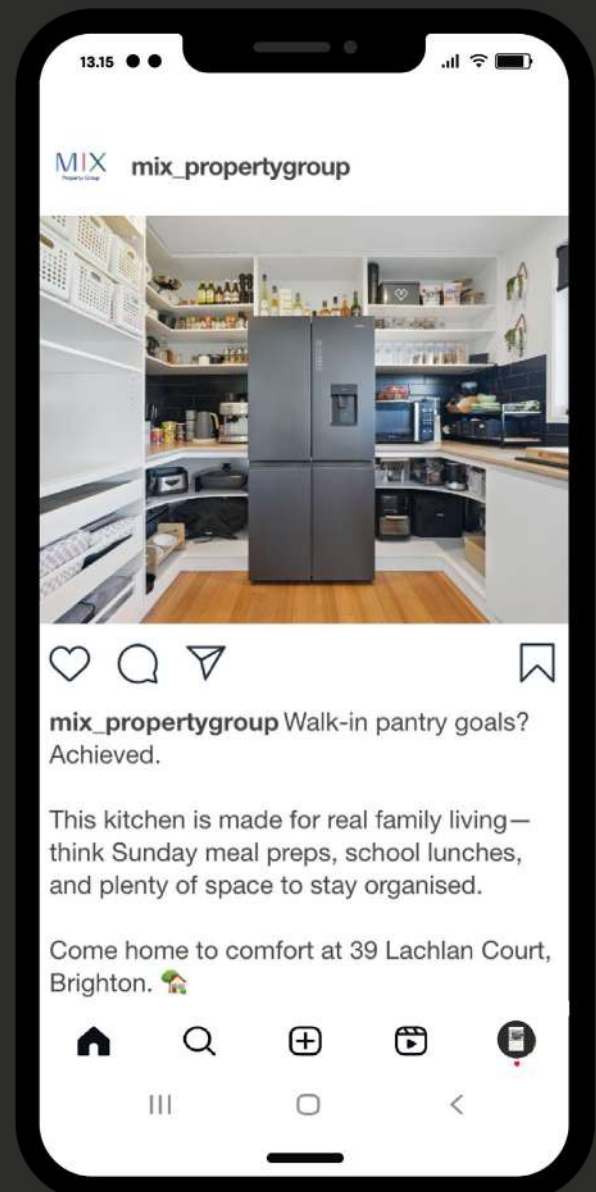


Day 02

“FEATURES IN THIS HOME THAT JUST MAKE SENSE”

Show off clever storage, stylish finishes, or unique design elements.

Example:



Day 03

LOCAL SUBURB SPOTLIGHT

Highlight a feature of the area (e.g., a park, café, or school zone) and explain why buyers love it.

Day 04

AGENT SPOTLIGHT

Introduce yourself or a team member—share your background, values, and why you love real estate.

Day 05

CLIENT TESTIMONIALS

Overlay a glowing review on a photo of the sold property or a happy client moment.

Bonus: or even better video testimonial.



Day 06

BEHIND-THE-SCENES: A DAY IN THE LIFE OF AN AGENT

Show your daily routine—from emails to opens and everything in between.

Day 07

TIPS FOR BUYERS OR SELLERS

Quick, helpful advice like “3 things to prep before listing” or “How to get pre-approved.”

Day 08

POLL: WHICH KITCHEN DO YOU PREFER?

Compare two listings or staging styles — ask followers to vote.

Day 11

MEET THE TEAM

Highlight your assistant, broker, or a mortgage partner you work closely with.

Day 09

NEW LISTING SNEAK PEEK

Tease a coming-soon property with a photo or short video walk-through.

Day 12

SOMETHING PERSONAL

Whether it's sharing a snap of your fur baby, family outings or something you do outside of real estate – this shows personality!

Day 10

THROWBACK THURSDAY

Post a photo from earlier in your career, or a renovation before/after of a sold home.

Day 13

REPOST USER-GENERATED CONTENT

Share a tagged photo from a happy buyer or seller.

Day 14

HIGHLIGHT PROPERTY FEATURES

Showcase sustainability such as solar panels, water tanks, or sustainable landscaping. Outdoor entertainment such as; pool, room for a fire-pit or alfresco.

Day 15

HOW TO STAGE A HOME FOR INSPECTION

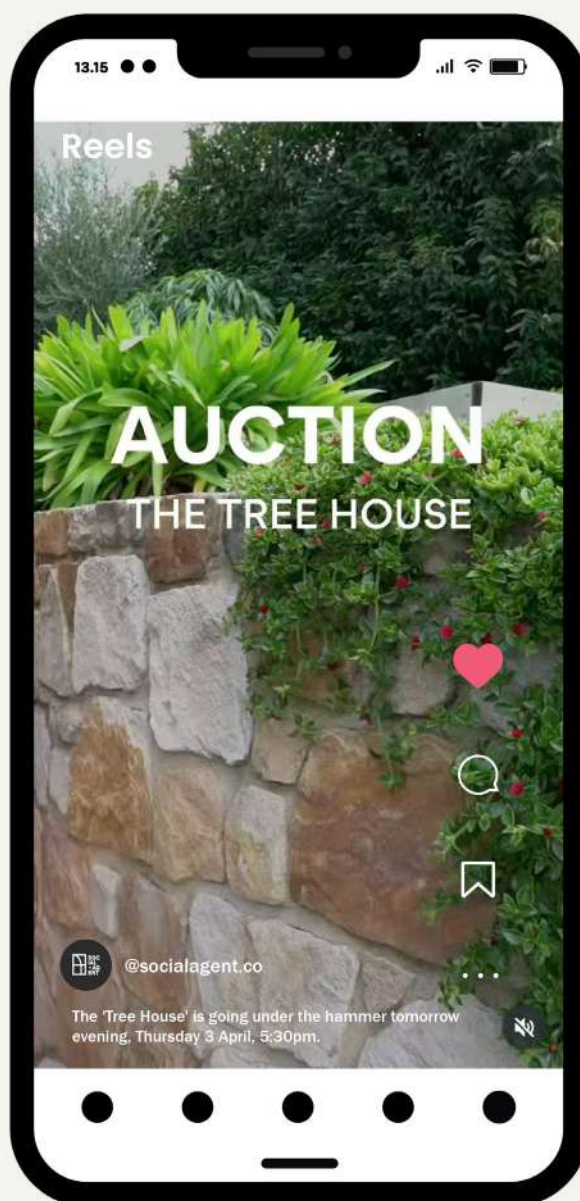
Before-and-after shots or quick tips via carousel or reel.

Day 16

UPCOMING AUCTION OR OPEN HOME

Post with date, time, and 3 reasons people should come see it.

Example:



Day 17

WHAT'S ON IN SUBURB

Highlight what's going on in terms of key community events in your suburb or state.

Day 18

BEHIND-THE-SCENES: PREPPING A LISTING

Show how you style, photograph, or floor-plan a home before it hits the market.

Day 19

AGENT'S FAVOURITE LISTING RIGHT NOW

Walk through a current listing and explain why you love it.

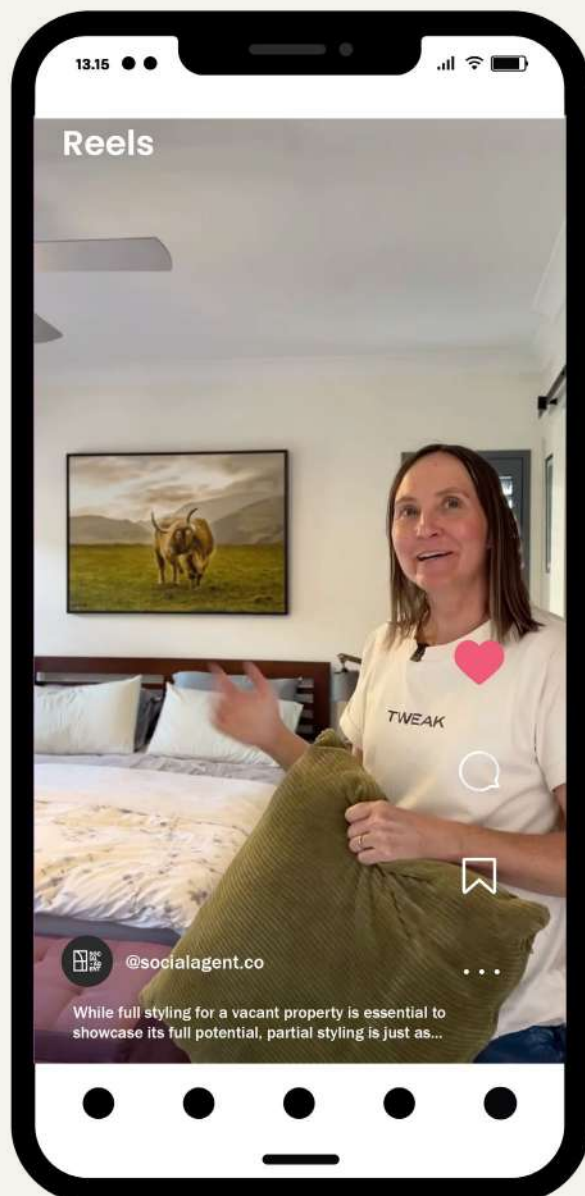
Day 20

COLLABORATION

Collaborate with other real estate services you refer to or have relationships with.

Eg; mortgage broker “Tips for preparing to buy at Auction” or before and after styling with a stylist.

Example:



Day 21

LOCAL BUSINESS SHOUTOUT

Feature a café, tradesperson, or service provider in your area and why you recommend them.

Example:



Day 22

SPONSOR A LOCAL SPORTING TEAM

Share a video or photo to announce it and how the community can also get involved.

Day 23

FUN REAL ESTATE FACT

Something quirky—like the suburb with the fastest sales, or the oldest home you’ve sold.

Example:

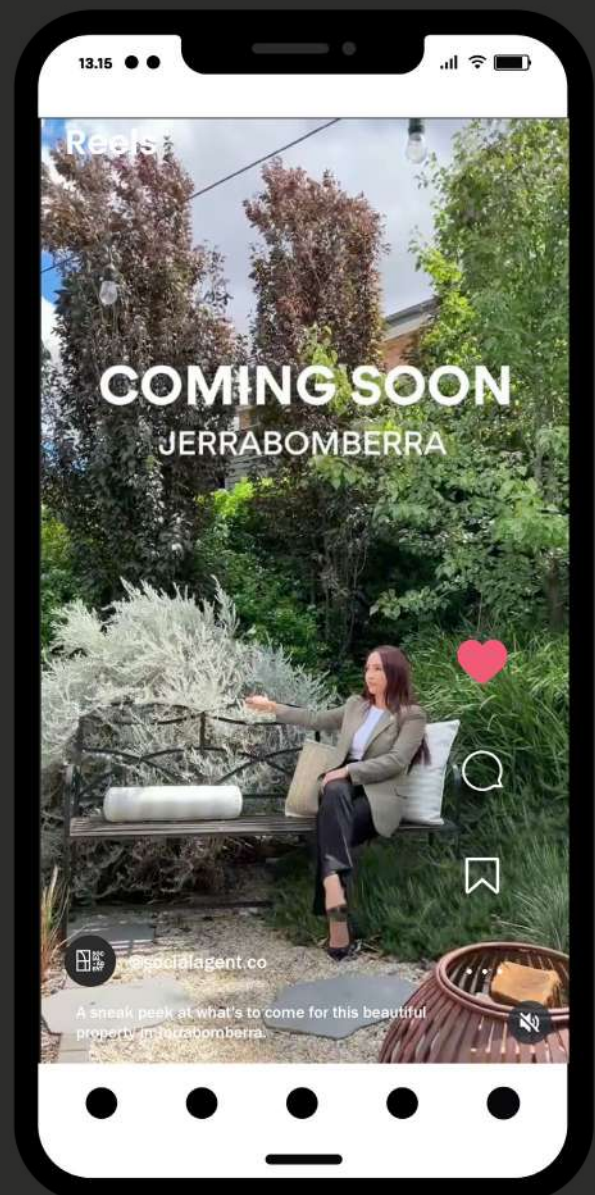


Day 24

NEW LISTING

Rather than ‘Just Listed’ post a carousel or video highlighting the property.

Example:



Day 25

MARKET UPDATE

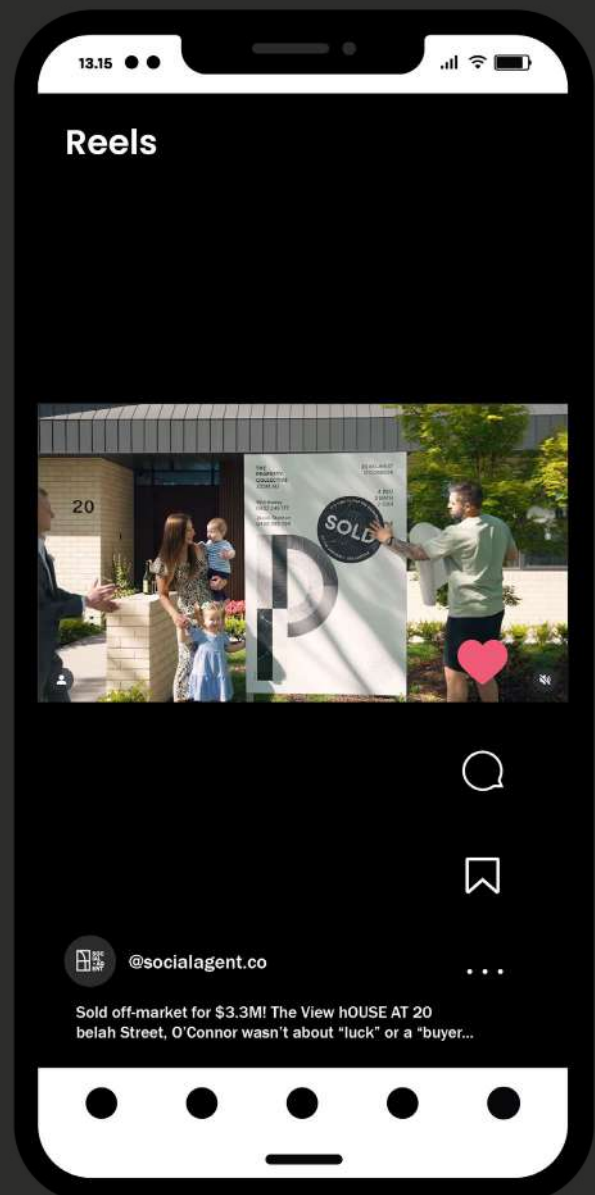
Share a video talking to camera, or photo or info carousel with an update about the market in SUBURB or STATE.

Day 26

CELEBRATING A CLIENT MILESTONE

Highlight a settlement, first home buyer, or anniversary of a sold property

Example:

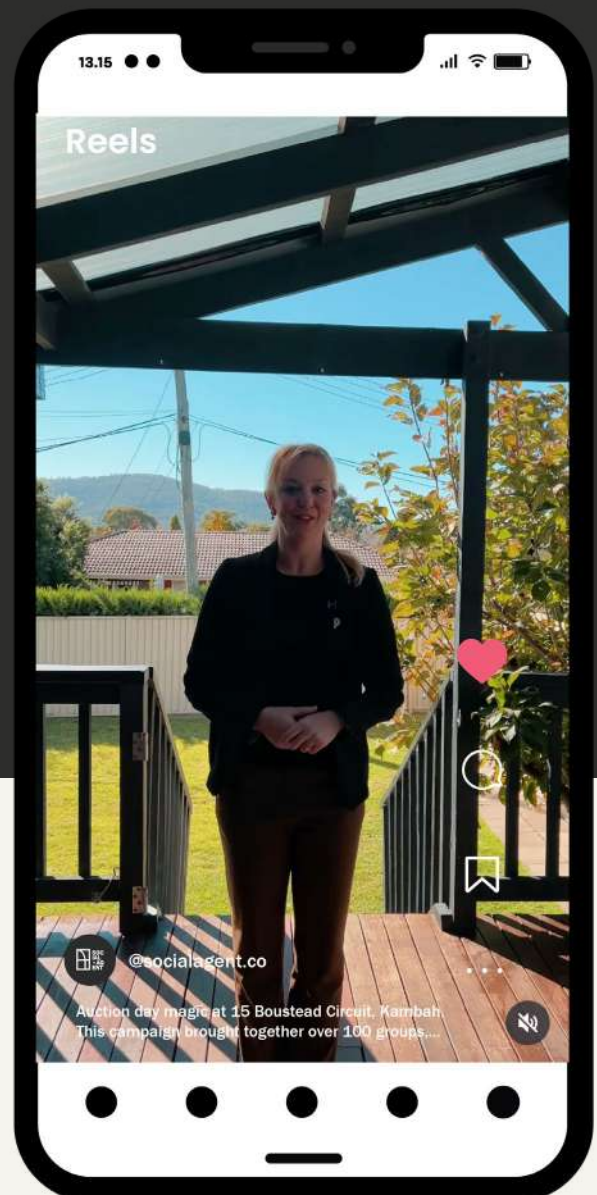
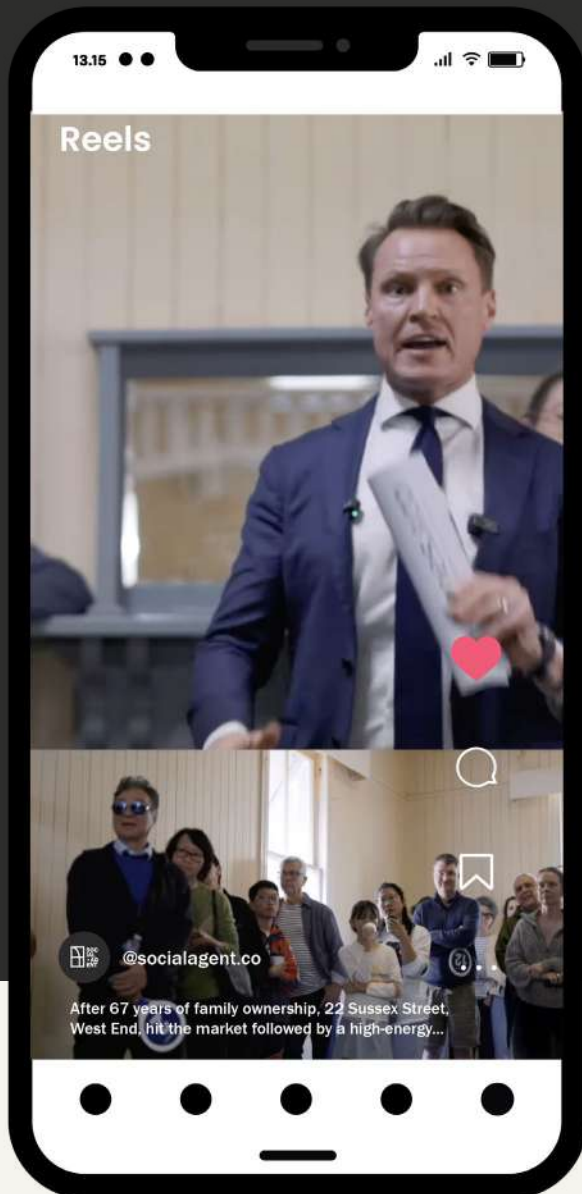


Day 27

AUCTION RECAP

Video to highlight the success.

Examples:

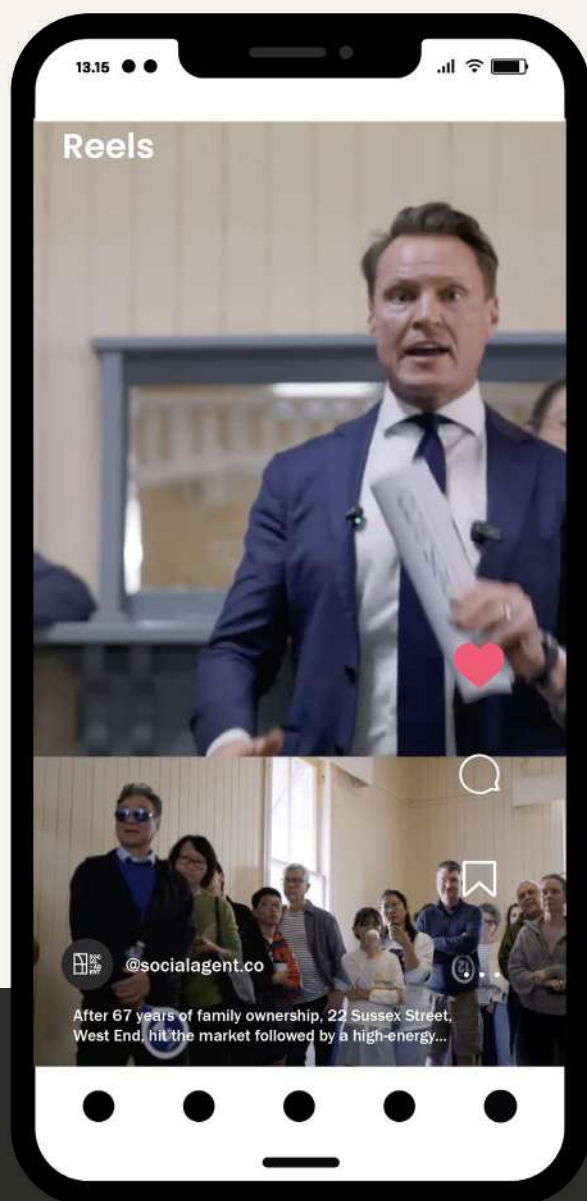


Day 28

MONTHLY/WEEKLY RECAP

A reel of sold properties, happy clients, open homes, or growth milestones

Examples:



Day 29

CASE STUDY

Breakdown the journey of a recent successful sale and what led to that outcome to demonstrate your knowledge and skills.

Day 30

VISION POST

Share your “why” for being in real estate, your goals for the year, or how you’re helping people move forward.





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