30 DAYS OF SOCIAL MEDIA CONTENT IDEAS

Mortgage Broker Edition

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SECURING A HOME LOAN IS JUST THE BEGINNING

Today's leading mortgage brokers are educators, strategists, and trusted financial partners all in one.

Whether you're helping first home buyers, investors, or refinancers, showing up consistently (and strategically) on social media is key to building trust, attracting quality clients, staying front of mind with referral partners, and positioning yourself as the expert before the first enquiry is even made.

More and more borrowers are choosing their broker based on what they see online, long before they book a call. Equally important is nurturing your existing client base through valuable, relevant content that reinforces your expertise and encourages repeat business and referrals.

This 30-day content calendar is filled with engaging, practical ideas designed to help you educate your audience, showcase your experience, build credibility, and stand out in a competitive lending market.

Day 01

HEALTH CHECK

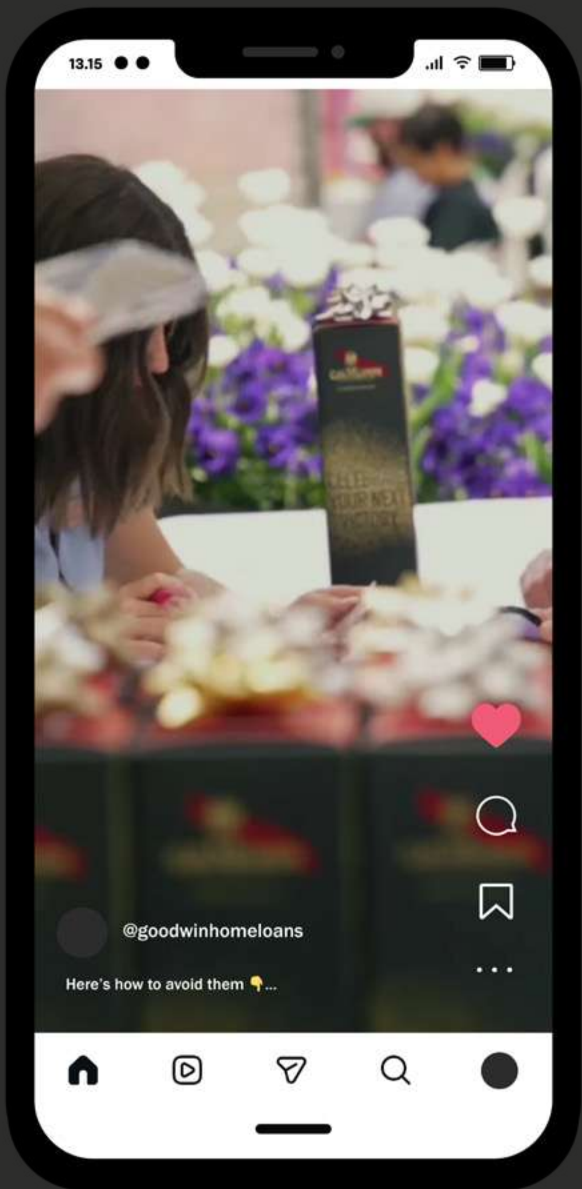
Encourage homeowners to review their current loan. “A quick home loan health check could be your ticket to saving thousands”. Outline what a health check includes, reviewing interest rate, loan structure, LVR, borrowing capacity, and whether the loan still aligns with their goals.

Position this as a proactive service and include a clear call to action to book a review or send a DM.

Day 02

FIRST HOME BUYER TIPS

Share practical advice for first home buyers such as “3 mistakes to avoid before applying for a home loan”. Educational carousel or short-form video content works well here. Keep it simple and actionable so it can be saved and shared.

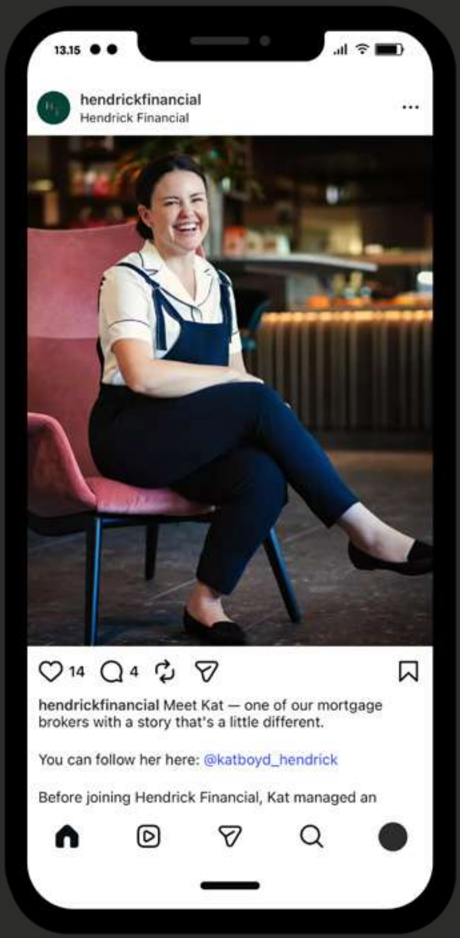


Day 03

TEAM SPOTLIGHT

Introduce a team member and share why they chose the mortgage industry, what they love about helping clients, and their favourite type of scenario to work on. Highlight personality traits and values to humanise the brand.

Photo or short video format works well to build familiarity and trust.



Day 04

CLIENT SUCCESS STORY

Don’t just post a five-star review, turn it into a story. Start by outlining the client’s situation, then explain the strategy used and how the deal was structured. Finish with the outcome; approval secured, better rate negotiated, or keys handed over.

Story-driven testimonials demonstrate expertise and build credibility.

Day 05

REFINANCING EXPLAINED

Break down refinancing in simple terms and explain that it's not just about chasing a lower interest rate. Discuss accessing equity, consolidating debt, or restructuring a loan to suit changing goals.

Keep this educational and clear, ideally in video format to build authority and connection.

Day 06

BEHIND THE SCENES

Show what a “day in the life” of a mortgage broker looks like. From team coffee, client strategy sessions, reviewing lender policies, team coaching, personal highlights like gym or family.

This builds transparency and helps demystify the process for potential clients whilst also humanising the brand.

Day 07

GOVERNMENT SCHEME UPDATE

Share and educate clients about information available from government schemes such as First Home Guarantee or state-based grants. Break down eligibility criteria and explain who benefits most.

Providing updates positions the broker as a trusted and up-to-date industry expert.

Day 08

PRE-APPROVAL EXPLAINED

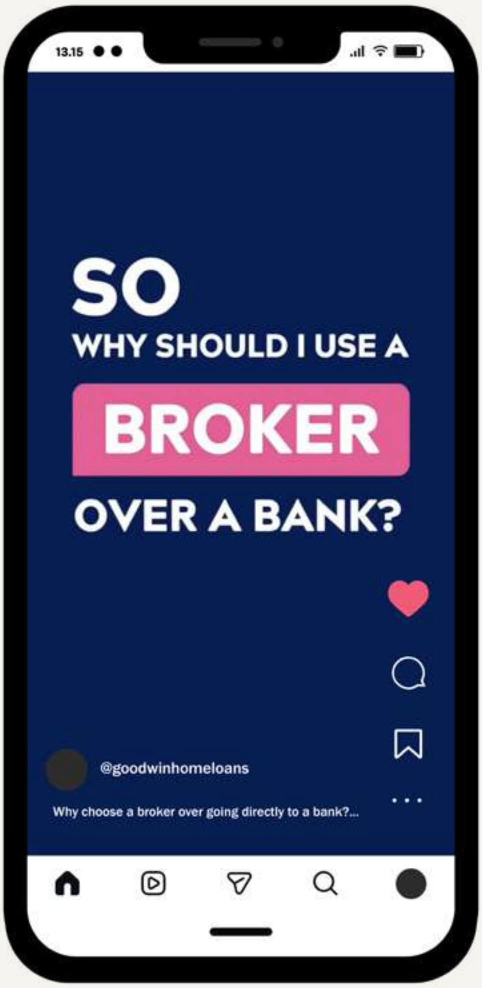
Break down what pre-approval actually means, how long it lasts, what documents are required, and what can impact it before formal approval. Many buyers misunderstand this stage, assuming it’s a guarantee, so clarity here builds confidence and sets realistic expectations.

Day 09

BROKER VS BANK

Create a comparison post explaining the difference between going directly to a bank versus working with a broker. Highlight access to multiple lenders, policy knowledge, structuring strategy, negotiation power, and ongoing loan reviews.

Keep the tone educational rather than critical, the goal is to demonstrate value and expertise without discrediting banks.



Day 10

MYTH OR FACT

Address common misconceptions like “You need a 20% deposit to buy,” or “Pre-approval guarantees finance.”

Clear, confident myth-busting content builds authority and removes fear for buyers.

Day 11

SOMETHING PERSONAL

Show the human side of the business. Share a team coffee catch-up, fitness routine, weekend activity, or a milestone celebration.

Authentic content helps audiences feel connected to the people behind the brand.

Day 12

5 REASONS YOU NEED A MORTGAGE BROKER

Example 01

Day 13

CASH RATE UPDATE

When the RBA announces a rate decision, break down what changed and what it means for homeowners, buyers, and investors. Keep it simple and practical.

Timely market commentary builds trust and authority.

Day 14

ANSWER FAQ

Create a post answering 3–5 common questions received in DMs or discovery calls. This could include “How much can I borrow?”, “Do brokers charge fees?”, or “Can I buy if I’m self-employed?”

This is an easy way to educate while also driving engagement through comments.

Day 15

CASE STUDY

Highlight a real client scenario with measurable results. Outline the problem (e.g. limited borrowing power, complex income structure, tight deadline), the strategy implemented, and the final outcome.

Adding numbers, savings achieved, rate reduced, equity unlocked makes the result tangible and powerful.

Example 02

Day 16

UNDERSTANDING YOUR LOAN STRUCTURE

Educate your audience on the difference between fixed vs variable, offset vs redraw, interest-only vs principal & interest. Explain why loan structure matters just as much as interest rate. This positions the broker as strategic rather than transactional.

Day 17

INVESTOR EDUCATION

Share insights for investors – how to use equity, understanding interest-only loans, or avoiding cross-collateralisation risks.

Position the broker as someone who understands strategy, not just approvals.

Day 18

HIGHLIGHT AWARDS OR EXPERIENCE

Highlight years in the industry, total value of loans settled, lender accreditations, repeat client rate, or ongoing professional development. Frame this around experience and trust, showing depth of knowledge without sounding boastful.

Day 19

VIDEO TESTIMONIAL

Share a short client video testimonial explaining their experience and how they felt throughout the process.

Seeing and hearing real clients builds strong social proof.

Day 20

$XXX,XXX COULD GET YOU THIS

Create a post showcasing what a figure or budget could buy across different suburbs or property types, helping buyers visualise what their borrowing capacity actually translates to in the market.

Compare options such as apartment vs townhouse vs house, or metro vs regional, and highlight key features to make it tangible and aspirational. Finish with a strong call to action encouraging followers to find out their own buying power, positioning the broker as the first step in turning numbers into real property opportunities.

Day 21

COLLABORATION POST

Partner with a real estate agent, buyers agent, or accountant to discuss what clients should do before purchasing property.

Collaborative content expands reach and strengthens referral relationships.

Day 22

COMMUNITY INVOLVEMENT

Highlight sponsorships, local events, or charity involvement. Show that the business is active and invested in the community. Community content builds warmth and relatability.

Day 23

THE HOME LOAN PROCESS EXPLAINED

Outline the step-by-step journey from discovery call to settlement. Breaking down the process removes uncertainty and builds confidence.

Day 24

RED FLAGS IN LOAN OFFERS

Educate your audience on comparison rates, break costs, and hidden fees. This positions the broker as a protector of the client's best interests.

Day 25

BEFORE YOU APPLY CHECKLIST

Provide a simple checklist of what to do before lodging a loan application, reduce credit limits, avoid new debt, ensure stable employment, and gather documentation.

Practical advice builds trust and authority.

Day 26

SUBURB OR STATE MARKET UPDATE

Share a quick snapshot of what’s happening in a specific suburb or state. Median prices, recent growth, buyer demand, or rental trends and explain what it means for buyers right now. Keep it simple, relevant, and finish with a call to action for anyone considering purchasing in that area.

Day 27

DO'S AND DON'TS

Create a clear and engaging "Do's and Don'ts Before Settlement" or "Do's and Don'ts Before Applying" post.

For example:

Do keep finances consistent.
Don't apply for new credit.

Practical, simple content like this performs well because it's actionable and easy to save.

Day 28

MONTHLY WINS RECAP

Wrap up the month by sharing number of settlements, pre-approvals issued, or families helped.

Social proof content reinforces momentum and trust.

Day 29

THE COST OF WAITING

Educate buyers on the potential impact of delaying, rising property prices, rate movements, or lost equity growth.

Keep it informative rather than fear-driven.

Day 30

POINT OF DIFFERENCE (POD)

Share why the business exists and what makes the client experience different. Focus on values such as communication, tailored strategy, and long-term relationships.

Mission-driven posts create emotional connection and brand loyalty.

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