

30 DAYS OF SOCIAL MEDIA CONTENT IDEAS

Property
Management Edition



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MANAGING PROPERTIES JUST

IS THE BEGINNING

Today's leading property managers are also educators, local experts, and trusted brands all in one.

Whether you manage a handful of homes or an extensive portfolio, showing up consistently (and creatively) on social media is key to building trust, attracting quality landlords and tenants, keeping your business front of mind, and keeping your clients informed.

More and more investors are choosing their property manager based on what they see online — long before they make contact. Equally important is nurturing your existing community of landlords and tenants to strengthen relationships and foster long-term loyalty.

This 30-day content calendar is filled with engaging, practical ideas to help you connect with your audience, showcase your expertise, and stand out in a competitive market.

Day 01

TIPS OR EDUCATIONAL

Share advice like “How to choose the right tenant”, “5 ways to increase your rental yield”, or “Tips for a successful rental application”.

This can be in carousel or video format.

Day 02

FEATURES THAT JUST MAKE SENSE

Highlight functional or low-maintenance features that appeal to investors or tenants (e.g., durable flooring, modern security, smart home features).

Day 03

SUBURB SPOTLIGHT

Show off areas with high rental demand or growth potential — mention amenities and average rental returns. For tenants, highlight “Reasons why families love [SUBURB]”.



Day 04

TEAM SPOTLIGHT

Introduce your property management team and share what drives your commitment to great service. Be personable—celebrating team highlights and successes helps your audience connect with the people behind the brand.

Photo or video format.



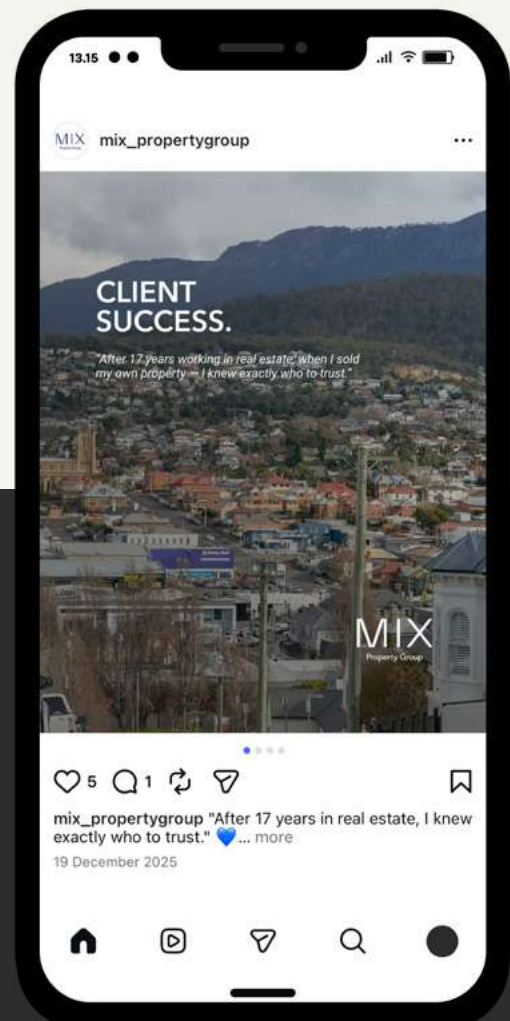
CLIENT TESTIMONIALS OR SUCCESS STORIES

Don't just share a review — turn it into a story. Feature a landlord or tenant success that demonstrates the impact of your service.

Start by outlining the **challenge**, for example, a vacant property that wasn't leasing, a difficult maintenance issue, or a landlord struggling with rent arrears. Then explain how you helped — your process, communication, and problem-solving approach. Finally, share the **outcome**, a quick turnaround, higher rent achieved, improved satisfaction, or a long-term client relationship.

Pair this with a visual: overlay the testimonial on a property image, or create a short **video or reel** featuring the client's words and results. Story-driven testimonials build trust and show potential clients the real-world value of your management service.

Bonus: share a video highlighting some recent feedback.



Day 06

BEHIND THE SCENES

Show what a “day in the life” of a property manager looks like — from inspections to maintenance calls.

Day 07

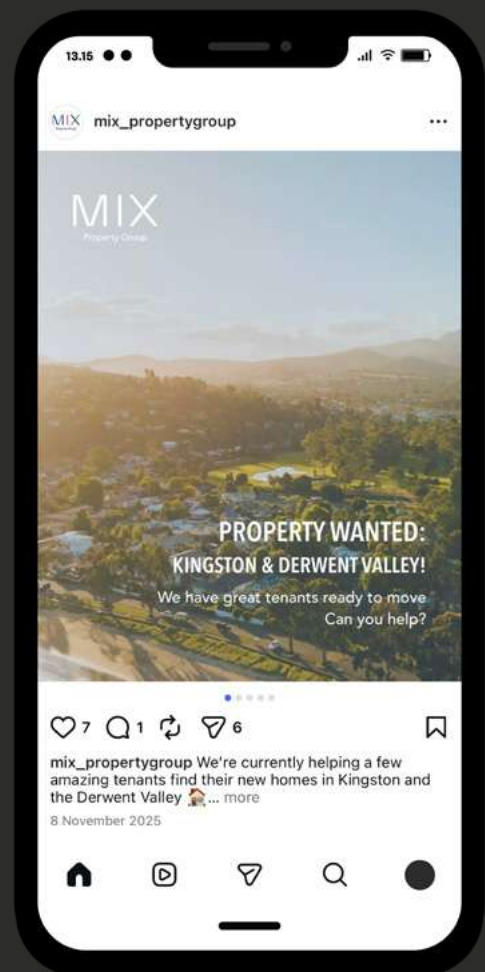
LANDLORD TIPS

Quick, helpful advice like “3 signs it’s time to review your rent” or “How to protect your investment property.”

Day 08

PROPERTY WANTED

If you’re helping clients move on or searching for their next home, create a “Property Wanted” post. Mention that you have clients actively looking to secure a rental home in a specific suburb and encourage anyone considering renting out their property to reach out. It’s a great way to show that you’re proactive, connected, and helping clients at every stage of their property journey.



Day 09

NEW RENTAL LISTING SNEAK PEEK

Show off a property before it hits the market. Include rent price range and key features.

Day 10

THROWBACK THURSDAY

Share how your business or service approach has evolved, milestones or showcase a “before and after” property renovation.

Day 11

MEET THE TEAM

Feature a property manager, maintenance coordinator, or leasing specialist — share fun facts or their top property tip.

Example 02

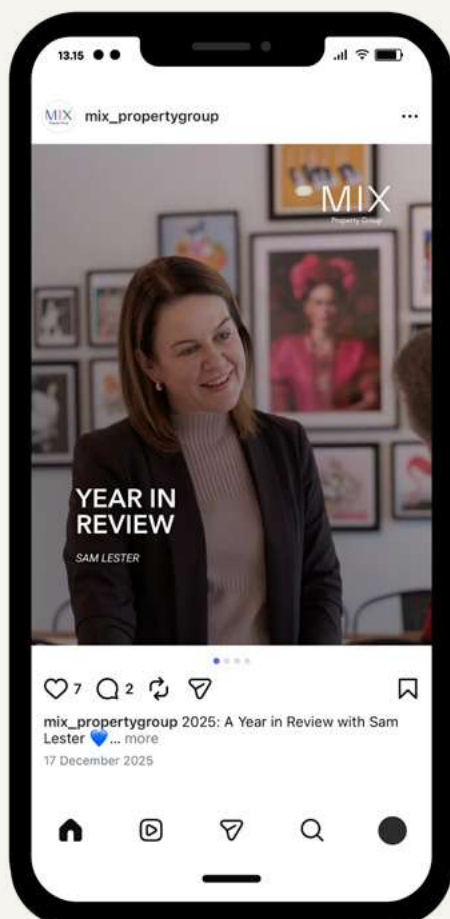


Day 12

SOMETHING PERSONAL

Show the people behind your brand. Share moments that reflect your team culture — whether it's celebrating a win, enjoying a coffee catch-up, or volunteering in the community. You can also give a glimpse into life outside of work, like pets, hobbies, or weekend adventures.

Authentic posts like these not only help build trust with clients and tenants but also attract potential team members who connect with your values and want to be part of your workplace culture.



Day 13

KEY CALENDAR DATES

Acknowledge important days throughout the year — like Mother's Day, Father's Day, International Women's Day, or R U OK? Day.

Share a photo, video, or team message to celebrate the occasion and recognise the people who make up your community. It's a simple way to show authenticity, inclusivity, and genuine connection beyond property management.



Day 14

PROPERTY FEATURE HIGHLIGHT

Focus on what makes a property appealing — e.g., low-maintenance gardens, pet-friendly setups, or energy-efficient appliances.

Day 15

HOW TO PREPARE FOR INSPECTION

Offer a checklist for tenants — before-and-after visuals work great here.

Day 16

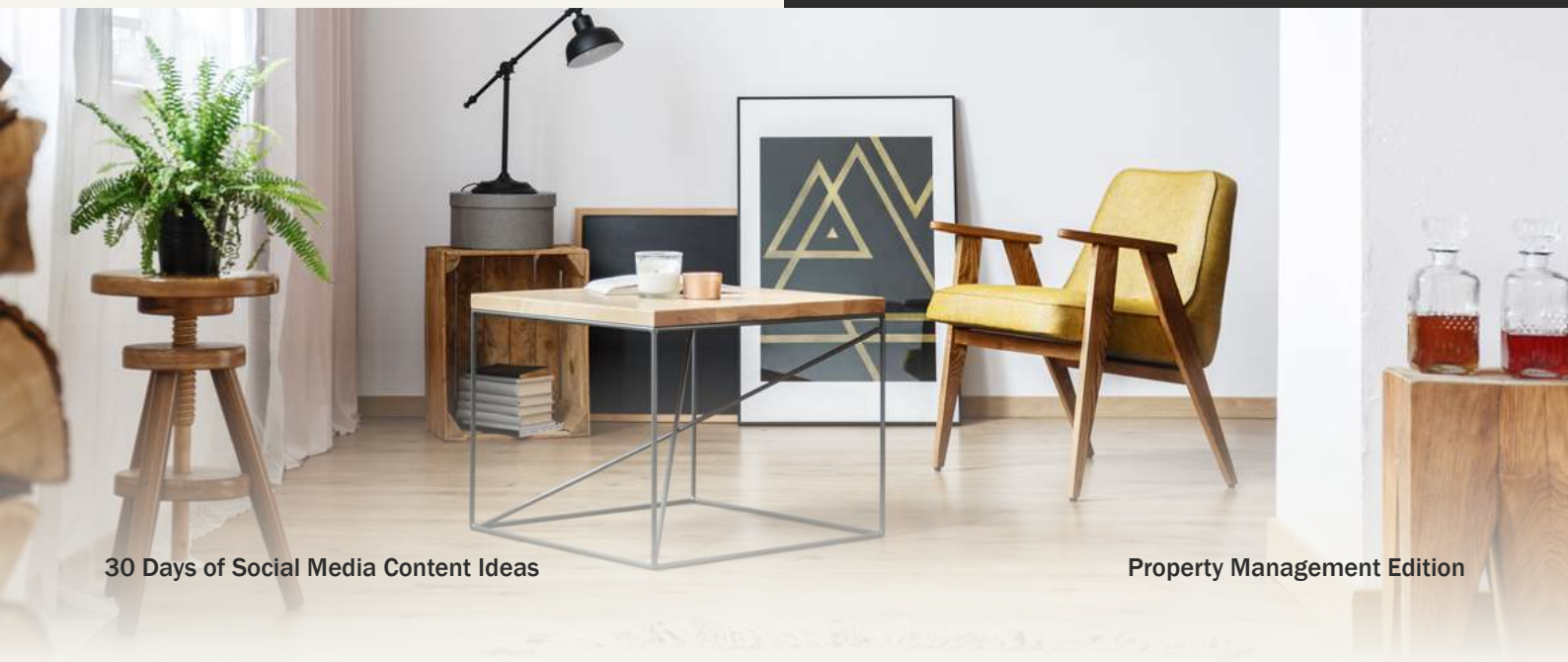
UPCOMING OPEN FOR INSPECTION

Post upcoming open home details for rentals, with 3 quick reasons why it's a great property.

Day 17

WHAT'S ON IN THE COMMUNITY

Share local events, new businesses, or infrastructure updates that make your rental suburbs attractive.



Day 18

EDUCATIONAL VIDEO

Share a short video of yourself (or your team) talking directly to the camera about topics your audience cares about — such as tips for maintaining a rental property, understanding lease agreements, or how routine inspections work.

Video content performs exceptionally well because it builds trust, showcases your personality, and helps your audience connect with you on a human level. Seeing and hearing you explain something adds authenticity and authority that static posts can't always achieve.

Keep it simple — speak naturally, keep your message clear, and aim for under 60 seconds.

Day 19

FAVOURITE PROPERTY THIS WEEK

Highlight a standout rental listing and explain what makes it special.

Day 20

COLLABORATION

Team up with a tradesperson, cleaner, or strata manager for a co-created post on maintenance or compliance tips.

Day 21

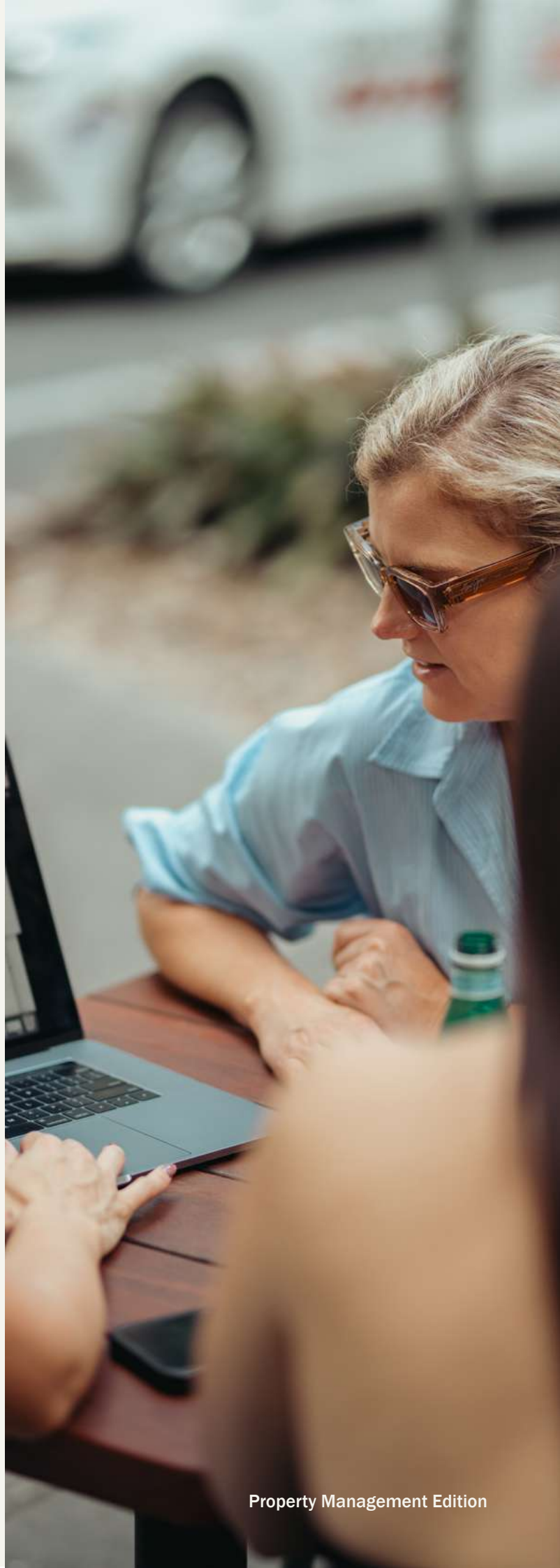
LOCAL BUSINESS SHOUTOUT

Feature a local café, plumber, or service provider you recommend for tenants or landlords.

Day 22

SPONSOR A LOCAL EVENT OR TEAM

Share your community support and encourage engagement from tenants or landlords.



Day 23

FUN PROPERTY FACT

Post something interesting like “The average lease length in our suburb is...” or “This property type gets leased fastest!”

Day 24

NEW LISTING

Rather than “Just Listed,” post a video or carousel that gives a real feel for the property lifestyle.

Day 25

MARKET UPDATE

Share stats on average rent, vacancy rates, or investor trends in your area.

Day 26

TRADESPERSON OR SUPPLIER HIGHLIGHT

Show appreciation for a trusted trade or service provider you work with — such as a cleaner, plumber, or blinds company. Share why you recommend them, how they help keep your landlords' properties in top shape, and what makes their service stand out.

These posts not only strengthen business relationships but also demonstrate the value of your professional network to landlords and tenants alike. It reinforces that you partner with reliable experts who help maintain quality, safety, and care across every property you manage.

Day 27

MAINTENANCE RECAP

Show a before-and-after maintenance success story — great for demonstrating responsiveness.

Day 28

WEEKLY/ MONTHLY RECAP

Wrap up recent leases, positive reviews, or property upgrades.





Day 29

CASE STUDY

Show how you solved a property challenge — e.g., turning around a vacancy or improving rent returns.

Day 30

VISION POST OR RELATABILITY

Share your mission as a property manager — why you love what you do and how you make investing stress-free.



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