

Social Media Post Suggestions & Calendar

July 2022



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Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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3	4 🇺🇸 Independence Day	5 🏠 Client Testimonial	6	7 🍫 World Chocolate Day	8	9 🏠 Real Estate Question
10 🐱 National Kitten Day	11	12 🏠 Real Estate Fact	13	14 🏠 Real Estate Fact	15	16 🍒 National Cherry Day
17 👤 World Emoji Day 🍦 National Ice Cream Day	18	19 📍 Business Spotlight	20	21 🏠 Real Estate Tip	22	23
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July 2022 Content Calendar Suggestions

- **July 1st** - 😊 International Joke Day
 - Are there any comedy theatres near you? Post about visiting local comedy theatres.
 - Post a story asking a joke with Instagram's question feature that involves a response and share responses in next stories.
 - **Pro Tip:** Use a popular trending hashtag like #internationaljokeday2022 and #internaljokeday with your post. If you mention a business make sure to geotag the location of the business and tag the business in your post.
- **July 4th** - 🇺🇸 Independence Day
 - Patriotic posts.
 - Is there a local firework display or 4th of July event happening in your area? If so, post video or story about it!
 - **Pro Tip:** Use a popular trending hashtag like #independenceday2022 #forthofjuly #4ofjuly #july4 and #independenceday with your post.
- **July 5th** - Client Testimonial
 - Share a positive testimonial from one of your recent clients. Use one of our client review testimonial templates to easily create this, or just post pic of client and put positive review in caption.
 - **Pro Tip:** Use a popular trending hashtag like #itestimonialtuseday and #happyclient with your post.



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- **July 7th** - 🍫 **World Chocolate Day**
 - Do you have a local chocolate shop near you? Post with local chocolate shops in your area.
 - Ask audience what their favorite chocolate treat is in the caption to increase engagement.
 - **Pro Tip:** Use a popular trending hashtag like #worldchocolateday2022 and #worldchocolateday with your post. If you mention a business make sure to geotag the location of the business and tag the business in your post.
- **July 9th** - 🏠 **Real Estate Question**
 - Question: If you had \$10,000 for home improvement project, what would you spend it on?
 - Post a reel or photo that asks this question that prompts a response.
 - **Pro Tip:** Make sure to tag the person you mention in the post. Also use popular trending hashtags like #realestate #sellyourhomefast, #homebuyingtips, and #homesellingtips.
- **July 10th** - 🐱 **National Kitten Day**
 - Post photo of a kitten asking engaging question like “What would you name this cute kitten?” or a question about kittens.
 - Take a visit to your local shelter and post about kittens available for adoption and needing a furever home.
 - **Pro Tip:** Use a popular trending hashtag like #kittens #catsofinstagram #nationalkittenday2022 and #nationalkittenday along with tagging the business you mention.



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- **July 12th - 🏠 Real Estate Fact**
 - Post story with a poll asking the question: “Did you know that 12 million U.S homeowners spend more than half of their income on rent?”
 - **Pro Tip:** Use popular trending hashtags like #realestate #sellyourhomefast, #homebuyingtips, and #homesellingtips.
- **July 14th - 🏠 Real Estate Fact: 5 Reasons to Own a Home**
 - Caption: “Here are 5 reasons why owning a home is a great investment: equity, savings, tax, benefits, appreciation.”
 - Create a reel or infographic related to topic.
 - **Pro Tip:** Use a popular trending hashtag like #realestate #sellingyourhome #sellyourhomefast, #homebuyingtips, and #homesellingtips.
- **July 16th - 🍒 National Cherry Day**
 - If there are cherry farms near you a potential caption could be: “Where are the best cherry berry picking locations?”
 - Include photo of a cherry farm near you if you can visit.
 - **Pro Tip:** If you mention a location make sure to geotag the location and tag the business in your post. Also use popular trending hashtags like #nationalcherryday2022 or #nationalcherryday your post.



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- **July 17th - 🤖 National Emoji Day**
 - Post photo with caption prompt: “What is your favorite emoji? 🌞 Share your favorite emoji below ↓”
 - **Pro Tip:** Use popular trending hashtags like #nationalemojiday2022 and #nationalemojiday.
- **July 17th - 🍦 National Ice Cream Day**
 - Post photo with engaging caption such as: “What is the best classic flavor Vanilla, Chocolate or Strawberry?”
 - If there are any popular ice cream shops near you, try to visit the shop and post a picture with ice cream.
 - **Pro Tip:** Use popular trending hashtags like #nationalicecreamday2022 and #nationalicecreamday.
- **July 19th - 📍 Business Spotlight**
 - Showcase a local business you love (whether that be a restaurant, local boutique or any type of small business) and tell your followers why you love it!
 - Create a photo post, reel or story! Making this a weekly routine could establish an interested audience in your area.
 - **Pro Tip:** Use a popular trending hashtag like #sellyourhomefast, #homebuyingtips, and #homesellingtips.



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- **July 21st - 🏠 Real Estate Tip: How to Take Your Home from Listed to Sold**
 - Create a reel or infographic of all the steps on how to take your home from listed to sold.
 - *Keep in mind: What might seem like common knowledge to you may be confusing to others. Break down the home selling process in a few steps.*
 - **Pro Tip:** Use a popular trending hashtag like #sellyourhomefast, #homebuyingtips, and #homesellingtips.

- **July 26th - ❤️ National Disability Independence Day**
 - On July 26, 2022 the Americans with Disabilities Act (ADA) turns 32!
 - Story post acknowledging the act anniversary.
 - **Pro Tip:** Use a popular trending hashtag like #nationaldisabilityindependenceday2022 and #nationaldisabilityindependenceday.

- **July 30th - 🤝 International Friendship Day**
 - Take a chance to show more of who you are and not just what you do by highlighting your best friend in a post.
 - Share why they are your best friend and include a memorable experience you had together.
 - **Pro Tip:** Use popular trending hashtags like #internationalfriendshipday and #internationalfriendshipday2022 with your posts.



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General Posting Suggestions

- Take a photo of yourself in front of a local establishment (restaurant, dry cleaning, grocery store, flower shop, dance studio, etc), you frequent and support or/and the food or owner or you and the owner...
- Take a photo of one unique thing about your community or the communities you serve.
- Take a photo in front of your local public school and talk about its ranking (assuming it's good!).
- Take a photo of some nice flowers, landscaping, or a beautiful tree in your community.
- Highlight the benefits of your local community through pictures or video.
- Attend community events and post pictures and/or videos in your story about them (charity events, local Chamber, city council, community blood drives, etc).
- Post flyer about local events happening in your area.
- Give shoutouts to local law enforcement or first responders.
- Have a farmers market? “Do you know why it’s great? Support local.”
- Check out your city’s community website offerings and post about things happening that would improve the value of anyone’s life.
- Post about red ribbon ceremony cuttings.
- Create a fun raffle for a gift card at a local establishment.
- Make sure to mix up your hashtags and use relevant ones for each post.



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👉 In Conjunction With All the General Content Suggestions Don't Forget to Also Post the Following through Zentap's Dashboard:

- Listing Videos/ Flyers
- Open House Announcements
- Local Market Updates
- Carousel Style Posts
- YTD Market Reports
- Single Data Point Snapshots
- Testimonial Videos and Flyers (should post 1-2 a month minimum)
- Marketing Videos about YOU

***Remember this:** *if you want to grow engagement, the best way to this is to GIVE the engagement that you would like to receive - meaning be sure to like and comment on your followers posts and people that you follow!*

Need help creating more engaging content?

Email us 📧 support@zentap.com