

March 2022 Calendar

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1 Post on Facebook (educational) #TipTuesday #TravelTuesday	2 Post on Instagram (listing) #WisdomWednesday	3 Post on LinkedIn (advice article) #ThrowbackThursday	4 Post on Instagram (personal) #FF /#FollowFriday #FearlessFriday #FridayFunday	5 #ShoutOutSaturday #SaturdayShenanigans	6 #SelfieSunday
7 Post on Instagram (educational) #MondayMotivation #MemeMonday	8 Open House Post (all platforms) #TuesdayTunes #TuesdayTrivia	9 Post Facebook ad #WaybackWednesday	10 Send Email Newsletter #ThankfulThursday	11 Post on Instagram (first-time buyer poll) #FeatureFriday #FlashbackFriday #FeelGoodFunday	12 Open House Post (all platforms) #SmallBusinessSaturday	13 #SpotlightSunday
14 Post on Instagram (local restaurant) #MarketingMonday #MondayMemories	15 Post on LinkedIn (advice article) #TopicTuesday #TransformationTuesday	16 Post on Instagram (listing coming soon) #Humpday	17 Post on Facebook (just sold listing) #ThursdayThoughts	18 Post on Instagram (educational) #FoodieFriday #FunnyFriday #FollowFriday / #FF	19 #SelfieSaturday #SalesSaturday	20 Post on LinkedIn (advice article) #WeekendVibes
21 Post Facebook ad #MondayBlues #MindfulMonday	22 #TrendyTuesday #TechTuesday	23 Post on Instagram (educational) #WorkoutWednesday	24 Charity Event (all platforms) #ThrowbackThursday #TBT	25 Post on Instagram (personal) #FridayFun #FashionFriday	26 Charity Event (all platforms) #SaturdayStyle #SaturdaySale	27 #StartupSunday
28 Post on Instagram (personal) #MarketingMonday #MondayMontra	29 Post on Facebook (educational) #TuesdayTraining #TuesdayTunes	30 Post on Instagram (new listing) #WisdomWednesday	31 Post on LinkedIn (advice article) #ThankfulThursday			

(see next page for how to use hashtags)

Hashtags for Marketing Inspiration: Hashtags are searchable on social platforms and online search engines (like Google). They can also spark engagement with social media followers - when you share something of yours, invite your followers to respond in kind.

Mondays	<p>#MarketingMonday – Spotlight a “property of the week”</p> <p>#MemeMonday – Share a fun home buyer / home seller or realtor industry meme</p> <p>#MondayBlues – Commiserate with followers or share something to cheer them up</p> <p>#MondayMotivation / #MotivationalMonday – Motivational quotes, memes and photos</p> <p>#MusicMonday – Favorite songs perfect for Mondays (share yours, ask audience to share theirs)</p> <p>#MondayMemories – Memories of your business/job, previous sales, early business days, etc.</p> <p>#MindfulMonday / #MindfulnessMonday / #MondayMantra – Share something you’re mindful of as you go about your business - company values, client needs, etc.</p>
Tuesdays	<p>#TransformationTuesday – Before and after photos (properties, staging, new home building progress, etc.)</p> <p>#TrendyTuesday – Popular home trends</p> <p>#TipTuesday – Answer a client FAQ, invite questions and provide helpful tips</p> <p>#TechTuesday – Reveal new home technology / home tech ideas / poll followers about home tech they want</p> <p>#TopicTuesday – Share thoughts on a popular topic in your industry</p> <p>#TuesdayTrivia – Test people’s knowledge about your work or industry or share interesting trivia</p> <p>#TuesdayTunes – Best music for home tours, work days, offices and invite followers to share theirs</p> <p>#TuesdayTraining – Something you learned during training +/- continuing ed or teach buyers/sellers something</p>
Wednesdays	<p>#WellnessWednesday – Offer / solicit tips for staying healthy and active</p> <p>#WayBackWednesday – Photos / videos from the early days of your business or home styles</p> <p>#WisdomWednesday – Wise words of advice for your followers related to your industry</p> <p>#WorkoutWednesday – Workout idea or a sneak peek at your workout - bonus points if related to house/home!</p> <p>#HumpDay – Photos/memes/gifs of how you’re getting over the mid-week and invite followers to share theirs</p>
Thursdays	<p>#ThrowbackThursday / #TBT – Photos of early business days, past sales, throwback home styles, etc.</p> <p>#ThankfulThursday – Thank someone who helped your business, a client, or tell people what you’re thankful for</p> <p>#ThursdayThoughts – Ask followers’ opinions on ideas that relate to home buying/selling - preferences, polls, etc.</p>
Fridays	<p>#FearlessFriday – Motivational quote or story, photos of “extreme” homes, etc.</p> <p>#FlashbackFriday – Photo of your early business days, past client transactions, etc.</p>

#FeelGoodFriday – Post feel-good photos or quotes related to your industry, product, or service
#FeatureFriday – Feature specific home/property features or ask what followers want most
#FashionFriday – Latest home fashions (accessories, flooring, cabinets, tablewares, etc.)
#FoodieFriday – Shout out to neighborhood eateries local home owners love
#FunnyFriday – Funny home buying / home selling memes
#FitnessFriday – Tips, ideas or examples of great home work out spaces (invite followers to share theirs)
#FollowFriday – Feature another local business you follow on social media + invite your audience to follow them too
#FridayFun – Ideas for having fun tonight/this weekend or fun behind-the-scenes posts of your office / staff

Saturdays

#SelfieSaturday – Share a selfie of yourself at work today - at a for-sale property, new home community, etc.
#SocialSaturday – Share how you're interacting with / giving back to your community through events and promotions
#ShoutoutSaturday – Give a shout out to one of your star employees, clients or vendors
#SmallBusinessSaturday – Shout out to a neighboring or favorite local small business
#SaturdayStyle — Home style posts, ideas, trends and tips
#SaturdaySpecial, #SaturdaySale — use for any special home buyer / home seller perks or promotions

Sundays

#SelfieSunday – Share a selfie of yourself at work today - at a for-sale property, new home community, etc.
#SundayFunday – Share fun about your workday, office, job, properties, etc.
#SundayRead – Share one of your recent blog posts
#StartupSunday – Shout out to a local startup or small business or tell your own startup story
#SpotlightSunday – Spotighting a favorite customer, home feature, new home community, etc.
#WeekendVibes – Show how you're generating good vibes for the weekend, ask how others are
#SundaySweets – Sweet treat you're enjoying +/- asking for ideas, recipes
#SundaySpecial, #SundaySale – Got a special offer or free perk you can extend to home buyers / sellers?