

15 CREATIVE Content Ideas!

1. **Create a series!** This can be daily, weekly or monthly. Ideas include interviewing local business owners or highlighting your favorite things about where you live.
2. **Run a contest.** For example, host a photo contest where people submit their favorite photo of your area, and win a gift card to a local restaurant.
3. **Host an AMA** - "Ask Me Anything". Ask your followers to submit questions, then go live to answer them!
4. **Social media takeover** - work with a community partner to swap social media content for a day.
5. **Curate content** - share relevant content that others have created on your social media. Be sure to give them credit!
6. **Repurpose your content** - refresh and repost your top performing posts.
7. **Create a "How To" video** - home decor, staging, DIY projects and hobbies make great topics.
8. **Celebrate quirky holidays**, like national dog day!
9. **Behind the scenes** - give your audience a sneak peak into your life as a real estate professional.
10. **Celebrate your milestones** - post about your work anniversary, or any other accomplishments!
11. **Share what you are reading or listening to** - and ask your followers to share their recommendations for books, podcasts, shows, and more.
12. **Fill in the blank** - a great way to get people engaged! Examples include "Today I'm most grateful for ____." "The best part of my day was ____." "The last thing I watched on Netflix was ____."
13. **Shoutouts** - congratulate others on their achievements. Be sure to tag them in your post!
14. **Share positive reviews/testimonials** - include a note thanking the client for sharing their feedback.
15. **Introduce yourself and your team** - it's never too late for an introduction post! Share your story, and help followers get to know your team if you have one.