Compass, Cross & Crown
COMMERCIAL PHOTOGRAPHY AND MEDIA

30-Day Social Media Schedule for Real Estate Marketing

A simple, repeatable plan for keeping a new listing visible, engaging and shareable throughout the first month.

THE GOAL
Don't post the listing once and hope buyers see it. Use a mix of photography, video, lifestyle content, education and reminders to create multiple opportunities for people to discover the property.

The 4-Part Content Formula

CAPTURE Beautiful listing photography	SHOWCASE Video, Reels & walkthroughs
ELEVATE Details, lifestyle & visual enhancements	LAUNCH Calls-to-action, open houses & reminders

Posting Rhythm

3 posts per week (per listing) is a practical target for most agents. Use Stories more frequently when you have fresh activity, showings, open houses or new information. The schedule below is designed to be flexible: move posts to match your listing's actual milestones.

Tip: Don't think of this schedule as one-month of postings. Instead, use it as a checklist for each listing to make sure all your properties get attention.

Tip: Tag the property location, brokerage, relevant local accounts and collaborators when appropriate. Make the post easy for clients and friends to share.

30-Day Listing Marketing Calendar

Use the strongest professional images first, then vary the format and story so the audience sees the property from different angles.

		POST	WHAT TO SHARE
1	LAUNCH	Hero photo + "Just Listed"	Lead with the strongest exterior or hero image. Include price, location and a simple CTA.
2	STORY	Behind the listing	Share a detail, view or feature that gives the property personality.
3	REEL	Quick walkthrough	15–30 second Reel using 5–8 strong clips. Keep text concise.
4	EDUCATE	What makes this home special?	Explain one feature buyers may overlook: layout, views, storage, location, craftsmanship, etc.
5	LIFESTYLE	Sell the lifestyle	Show how the home connects to outdoor living, entertaining, work-from-home, recreation or local amenities.
6	REMINDER	Listing spotlight	Carousel: 4–6 images + 3 standout features + CTA.
7	ENGAGE	Question / poll	Ask: "Which room would you choose?" or "Mountain view or outdoor living?"
8	DETAIL	Design detail	Highlight a kitchen, fireplace, primary suite, craftsmanship or other memorable feature.
9	REEL	Before/after or transition	Use a room transition, door reveal or fast property montage.
10	VALUE	Buyer benefit	Translate a feature into a benefit: "Large mudroom = room for boots, gear and everyday life."
11	LOCAL	Location connection	Pair the home with a nearby lifestyle or community reference.
12	SOCIAL PROOF	Testimonial / agent voice	Share a client, seller or agent quote when permission is available.
13	OPEN HOUSE	Event promotion	Post date/time/location details and the best image. Share to Stories too.
14	RECAP	Why this home?	Carousel: "5 reasons to put this one on your list."
15	MIDPOINT	Fresh look	Reintroduce the listing with a different hero image than Day 1.
16	REEL	Feature spotlight	Create a Reel around one standout feature: view, shop, acreage, kitchen, etc.
17	EDUCATE	Real Estate tip	Explain the importance of having a professional realtor when buying or selling a home. (i.e. what do you do better than others).
18	LIFESTYLE	Day-in-the-life	Paint a picture of what living there could look like.
19	DETAIL	Close-up carousel	Use 4–5 detail images: textures, finishes, fixtures, views or craftsmanship.
20	OPEN HOUSE	Second push	If applicable, promote the next open house or private showing opportunity.
21	ENGAGE	This or that	Compare two spaces/features and invite comments.
22	REEL	Cinematic montage	Use music + 6–10 clips. Keep the caption focused on one message.
23	VALUE	Local market relevance	Explain a practical buyer consideration such as storage, land, views, commute or amenities.
24	STORY	FAQ	Answer a common question about the property: "How large is the lot?" "Is there a garage?" etc.

DAY	TYPE	POST	WHAT TO SHARE
25	SHARE	Agent-to-agent post	Create a post designed to be shared by other agents: price, location, key facts and strongest image.
26	LIFESTYLE	Outdoor / seasonal angle	Use exterior, landscape, view or seasonal imagery.
27	RECAP	Top 5 features	Simple graphic or carousel summarizing the home's strongest selling points.
28	REEL	Full-home recap	Fast tour with text overlays naming key spaces.
29	URGENCY	Status update	Share price improvement, showing opportunity, open house or other legitimate update—only when applicable.
30	CTA	Final monthly spotlight	Strongest remaining image + concise summary + direct invitation to schedule a showing or share.

Quick Posting Checklist

Before posting

- Confirm price, address/area, status and showing/open-house information.
- Choose a strong image or short video that works without explanation.
- Check that any AI-enhanced or virtually altered image is clearly identified when needed and accurately represents the property.

Caption formula

- 1. Hook: What makes this home worth stopping for?
- 2. Details: Give 2–4 useful facts or features.
- 3. Lifestyle: Help the audience picture living there.
- 4. CTA: Invite a showing, share, save, comment or DM.

Make every post work harder

- Use the same listing assets in multiple formats: feed post, Reel, Story, carousel and Pinterest pin.
- Create vertical crops for Reels/Stories and square or landscape versions for feed and other platforms.
- Save strong evergreen images for later reminders instead of using every image at once.

Keep the audience moving

- Tag the location and relevant collaborators when appropriate.
- Respond to comments and questions promptly.
- Reshare listing activity to Stories: showings, open houses, price changes and new content.
- Track which posts generate saves, shares, profile visits, website clicks and inquiries.

THE BIG IDEA

A great listing deserves more than one post. Repetition with variety keeps the property visible without making your audience feel like they are seeing the same advertisement over and over. Lead with beautiful visuals, add useful information, tell the lifestyle story, and give people a clear next step.