

October 2023 Real Estate Content Calendar

Use these post ideas to plan your social media content for the month.

Week 1: October 1 - 7

10/1/2023	International Coffee Day (October 1) Celebrate International Coffee Day with a coffee-themed post. Share how your morning brew fuels your real estate hustle. Suggested Hashtags: #CoffeeDay #RealEstateFuel
10/2/2023	World Architecture Day (October 2) Honor the role of architecture in real estate. Share photos of iconic local buildings and their unique designs. Suggested Hashtags: #ArchitectureDay #RealEstateDesign
10/3/2023	Breast Cancer Awareness Month (October) Support Breast Cancer Awareness Month. Post a pink-themed photo and raise awareness about the cause. Suggested Hashtags: #BreastCancerAwareness #SupportTheCause
10/4/2023	Financial Planning Month (October) Educate about financial planning in real estate. Share tips for buyers/sellers on budgeting and making smart investments. Suggested Hashtags: #FinancialPlanning #RealEstateInvestment

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10/5/2023	World Teachers' Day (October 5) Recognize teachers' impact on communities. Share a story of a teacher who influenced a client's home choice. Suggested Hashtags: #TeachersDay #CommunityInfluence
10/6/2023	World Smile Day (October 6) Spread smiles with a heartwarming post. Share a success story of a family that found their dream home. Suggested Hashtags: #SmileDay #DreamHomeSuccess
10/7/2023	Emotional Wellness Month (October) Promote emotional wellness through real estate. Share tips for creating peaceful and positive living spaces. Suggested Hashtags: #EmotionalWellness #PositiveLivingSpaces

Week 2: October 8 - 14

10/8/2023	National Heroes' Day (October 8) Honor local heroes who make communities great. Share stories of police officers, firefighters, etc. Suggested Hashtags: #HeroesDay #CommunityHeroes
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10/9/2023	Indigenous Peoples' Day (October 9) Celebrate the culture and heritage of Indigenous communities. Share information about the local history. Suggested Hashtags: #IndigenousPeoplesDay #CommunityCulture
10/10/2023	World Mental Health Day (October 10) Raise awareness about mental health. Discuss how a comfortable home environment contributes to well-being. Suggested Hashtags: #MentalHealthDay #HomeWellness
10/11/2023	National Book Month (October) Connect reading with real estate. Recommend books on homeownership and investment strategies. Suggested Hashtags: #BookMonth #RealEstateReading
10/12/2023	Financing and Mortgage Tips Educate your audience about different financing options and mortgage tips. Explain the benefits of pre-approval and how to secure a mortgage. Suggested Hashtags: #MortgageTips #HomeFinancing #PreApproval
10/13/2023	Home Renovation Stories Share inspiring renovation stories of clients who transformed fixer-uppers into dream homes. Suggested Hashtags: #HomeRenovation #DreamHomeMakeover #BeforeAndAfter

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10/14/2023	National Baking Week (October 14-October 20) Share a baking-themed post. Tie it to the comfort and joy of home, and how it relates to real estate. Suggested Hashtags: #BakingWeek #HomeComforts
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Week 3: October 15 - 21

10/15/2023	National Retirement Security Week (October 15-October 21) Discuss the importance of homeownership in retirement planning. Share insights on property investments. Suggested Hashtags: #RetirementSecurity #PropertyInvestments
10/16/2023	National Parenting Week (October 16-October 20) Celebrate families finding their perfect homes. Share stories of parents who found spaces to create memories. Suggested Hashtags: #ParentingWeek #FamilyHomes
10/17/2023	National Pasta Day (October 17) Add a touch of fun with a post about comfort food. Share a favorite pasta recipe and tie it to the comfort of home. Suggested Hashtags: #PastaDay #HomeComforts

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10/18/2023	Real Estate Investing Discuss the advantages of real estate investing and share tips on building a real estate investment portfolio. Suggested Hashtags: #RealEstateInvesting #InvestmentProperties #PropertyInvestment
10/19/2023	National Get Smart About Credit Day (October 19) Offer financial advice for buyers. Explain the importance of credit scores when applying for a mortgage. Suggested Hashtags: #CreditSmartDay #HomebuyingCredit
10/20/2023	Pet-Friendly Homes Highlight homes with pet-friendly features and nearby pet amenities. Emphasize the importance of finding a suitable home for pets. Suggested Hashtags: #PetFriendlyHomes #HomesForPets #DogLovers
10/21/2023	Sweetest Day (October 21) Share heartwarming stories of clients who found homes that suited their sweetest dreams. Suggested Hashtags: #SweetestDay #DreamHomeSuccess

Week 4: October 22 - 28

10/22/2023	Video Walkthrough Share a video walkthrough of a property, showcasing its unique aspects and layout. Suggested Hashtags: #PropertyTour #VirtualTour #HomeWalkthrough #PropertyShowcase
10/23/2023	Client Testimonial Share a client testimonial with a photo of them in front of their new home. Suggested Hashtags: #HappyClients #ClientLove #DreamHomeSuccess #TestimonialTuesday
10/24/2023	Diwali (October 24) Celebrate the Festival of Lights. Share well wishes and insights into how cultural celebrations relate to home. Suggested Hashtags: #Diwali #FestivalOfLights
10/25/2023	Before and After Post a carousel of images comparing the before-and-after of a property that underwent renovations. Suggested Hashtags: #BeforeAndAfter #PropertyRenovation #TransformationTuesday #RenovatedHome

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10/26/2023	Throwback Thursday Post a throwback photo of your first sale and share what you've learned since then. Suggested Hashtags: #ThrowbackThursday #FirstSale #RealEstateJourney #ProgressOverTime
10/27/2023	National Mentoring Day (October 27) Highlight the role of mentoring in your real estate journey. Share stories of mentors who shaped your career. Suggested Hashtags: #MentoringDay #CareerGuidance
10/28/2023	National First Responders Day (October 28) Show gratitude to first responders. Share a post honoring their dedication and commitment to our communities. Suggested Hashtags: #FirstRespondersDay #CommunityGratitude

Week 5: October 29 - 31

10/29/2023	Market Trends Infographic Create an infographic about the current real estate market trends in your area. Suggested Hashtags: #MarketTrends #RealEstateStats #LocalMarketInsights #MarketUpdate
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10/30/2023	National Checklist Day (October 30) Offer a helpful checklist for potential buyers or sellers. Share your insights to simplify their real estate journey. Suggested Hashtags: #ChecklistDay #RealEstateGuidance
10/31/2023	Halloween (October 31) Have some Halloween fun! Share a spooky-themed post with a touch of humor and relate it to the excitement of home hunting. Suggested Hashtags: #Halloween #SpookyHomes

Make sure to explore all of Photofy's marketing resources for real estate professionals and use our app to effortlessly create and schedule your posts.

<https://photofy.com/blog>

With Photofy, you've got the tools to make September 2023 a phenomenal month for your social media presence! Happy posting! 😊