| **March 2022 Calendar** |
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| **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#SatudayShenanigans | 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** | **#MarketingMonday** – Spotlight a “property of the week” **#MemeMonday** – Share a fun home buyer / home seller or realtor industry meme**#MondayBlues** – Commiserate with followers or share something to cheer them up**#MondayMotivation** / **#MotivationalMonday** – Motivational quotes, memes and photos**#MusicMonday** – Favorite songs perfect for Mondays (share yours, ask audience to share theirs)**#MondayMemories** – Memories of your business/job, previous sales, early business days, etc. **#MindfulMonday** / **#MindfulnessMonday** / **#MondayMantra** – Share something you’re mindful of as you go about your business - company values, client needs, etc.  |
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| **Tuesdays** | **#TransformationTuesday** – Before and after photos (properties, staging, new home building progress, etc.)**#TrendyTuesday** – Popular home trends**#TipTuesday** – Answer a client FAQ, invite questions and provide helpful tips**#TechTuesday** – Reveal new home technology / home tech ideas / poll followers about home tech they want**#TopicTuesday** – Share thoughts on a popular topic in your industry**#TuesdayTrivia** – Test people’s knowledge about your work or industry or share interesting trivia**#TuesdayTunes** – Best music for home tours, work days, offices and invite followers to share theirs**#TuesdayTraining** – Something you learned during training +/- continuing ed or teach buyers/sellers something |
| **Wednesdays** | **#WellnessWednesday** – Offer / solicit tips for staying healthy and active**#WayBackWednesday** – Photos / videos from the early days of your business or home styles**#WisdomWednesday** – Wise words of advice for your followers related to your industry**#WorkoutWednesday** – Workout idea or a sneak peek at your workout - bonus points if related to house/home! **#HumpDay** – Photos/memes/gifs of how you’re getting over the mid-week and invite followers to share theirs |
| **Thursdays** | **#ThrowbackThursday** / **#TBT** – Photos of early business days, past sales, throwback home styles, etc.**#ThankfulThursday** – Thank someone who helped your business, a client, or tell people what you’re thankful for **#ThursdayThoughts** – Ask followers’ opinions on ideas that relate to home buying/selling - preferences, polls, etc. |
| **Fridays** | **#FearlessFriday** – Motivational quote or story, photos of “extreme” homes, etc. **#FlashbackFriday** – Photo of your early business days, past client transactions, etc. **#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** – Spotlighting 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?  |