| **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  #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? |