

# Social Media SOP

## Social Media SOP: Staying Relevant & Consistent

### Purpose

Maintain a strong, consistent presence on social media by following a clear posting and engagement system that builds trust, visibility, and audience connection.

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### Platforms I Use

- Instagram (Feed, Stories, Reels)
  - Facebook (Page + Personal)
  - LinkedIn (optional)
  - Google Business Profile
  - Back At You Media
  - Canva
  - TikTok
  - YouTube
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### Posting Frequency

- Instagram/Facebook Feed: 3x per week
  - Stories: Daily or at least 3-5x per week
  - Reels/Video: 1x per week
  - Google Business Post: 1x per week
  - LinkedIn: 1x per week (optional)
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### Weekly Content Plan

**Monday:** Market Insight or Tip

Example: “Newmarket prices are holding steady this month...”

**Wednesday:** Personal / Behind-the-Scenes

Example: “On my way to prep a listing—this one’s going to shine!”

**Friday:** Listing Highlight or Client Story

Example: “Just Listed: 123 Main Street—open house this Sunday!”

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## Monthly Content Themes

- Market updates
  - Local events or small business spotlights
  - Just Listed / Just Sold
  - Testimonials / Success stories
  - Buyer and seller tips
  - Personal moments or community involvement
  - Business milestones
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## Posting Checklist

- Clear, eye-catching photo or video
  - Strong first sentence
  - Value-based or storytelling caption
  - Call to action (e.g. “Message me to learn more”)
  - Hashtags and location tag
  - Branded design or consistent style
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## Daily Engagement Routine (15 mins)

- Respond to comments and DMs
  - Like/comment on local posts and followers’ content
  - Share relevant stories and tag people
  - Re-share older posts that still provide value
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## End-of-Month Review

- Which posts had the most engagement?
- What topics worked best?

- Any events or listings coming up?
- Plan next month's content calendar

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Revision #3

Created 23 March 2025 23:04:23 by Eryn Richardson

Updated 5 May 2025 13:21:35 by Eryn Richardson