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.

Platforms I Use

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

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)

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!”

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

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

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

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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