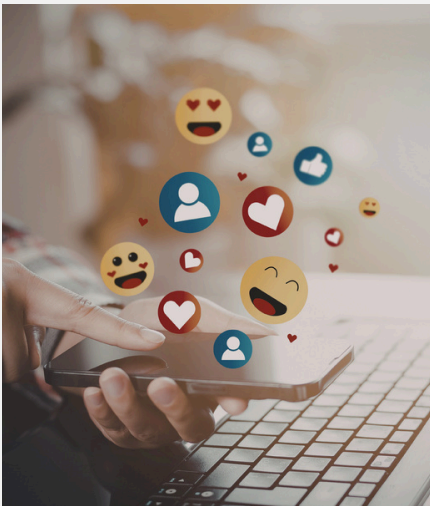


THE SOCIAL MEDIA TOOLKIT



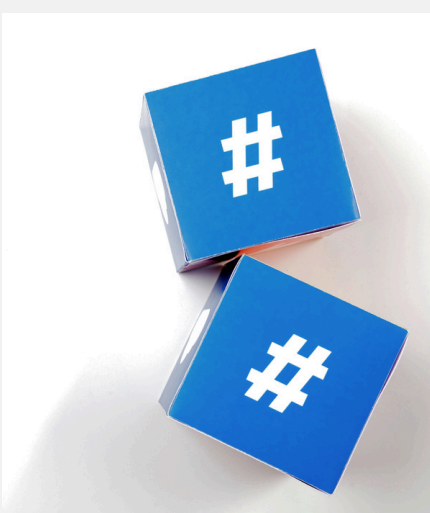
CAPTION IDEAS

- New Listing
- Coming Soon
- Under Contract
- Just Sold
- Open House
- Price Improvement
- Back on Market



POST IDEAS

- Behind the scenes (showings, prep, closings)
- New listing walkthrough
- Before & after transformations
- Local business spotlight
- Market updates / quick stats
- “Did you know?” buyer/seller tips
- Client testimonials
- Day in the life as an agent
- Open house announcements
- Recently sold highlight



HASHTAG BANK

LOCAL HASHTAGS:

- #MaineRealEstate
- #CentralMaineLiving
- #ExploreMaine
- #MoveToMaine
- #MaineHomesForSale
- #LivingInMaine
- #mainerealestate
- #integrityhomesregroup
- #buyandsellwithintegrity

GENERAL HASHTAGS

- #NewListing
- #JustListed
- #HouseHunting
- #DreamHome
- #HomeForSale
- #RealEstateAgent
- #RealtorLife
- #OpenHouse
- #JustSold
- #UnderContract

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ENGAGEMENT PROMPTS

- “Would you live here?”
- “Which room is your favorite?”
- “Dream kitchen or cozy living room?”
- “What would you change about this space?”
- “Are you team move-in ready or fixer upper?”



CONTENT TIPS

- Keep captions short and easy to read
- Use line breaks to avoid big text blocks
- Always include a call to action
- Mix personal + professional content
- Stay consistent (even if it's simple)