

iGUIDE SUMMER CONTENT CALENDAR

Here's an 8-week summer content calendar to help you stay consistent and on track. It includes themes, goals, post ideas, and suggestions for platforms and content types.

WEEK 1:

“Summer Home Goals” series



Goal: Drive traffic to listings and position yourself as a lifestyle property expert.

DAY	CONTENT	PLATFORM
Monday	Tease the “Summer Home Goals” series with a reel or story preview	Instagram, Facebook Stories
Tuesday	Post carousel or reel of the “Summer Dream Home” (highlight pool, patio, etc.)	Instagram, Facebook
Wednesday	Share an IG Story poll: "What's your #1 summer home must-have?"	Instagram Stories
Thursday	Post behind-the-scenes of the iGUIDE shoot or teaser from a virtual tour	Instagram, TikTok
Friday	CTA post: “Want your home featured in this series? Let's talk.”	Instagram, Facebook, LinkedIn
Saturday	Share virtual tour link with swipe-up or link-in-bio	Stories, Email
Sunday	Recap the week + preview next week's giveaway	Instagram Stories, Email Newsletter



WEEK 2:

Summer giveaway time

Goal: Boost engagement, grow followers and start new conversations.



DAY	CONTENT	PLATFORM
Monday	Announce giveaway + prizes (carousel or reel)	Instagram, Facebook
Tuesday	Share how to enter (tag, follow, email signup form)	Stories, Bio Link
Wednesday	Post teaser video: What inspired this giveaway?	Instagram Stories
Thursday	Mid-week reminder to enter	Instagram, TikTok
Friday	Bonus entry day (e.g., share to Stories for extra entry)	Instagram, Facebook, LinkedIn
Saturday	Share entries/comments – build excitement (e.g. We have over X+ entries already!)	Instagram Stories
Sunday	Final day to enter! Last call post	Instagram, Facebook



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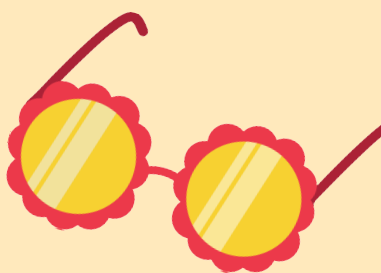
WEEK 3: Behind-the-scenes content blitz



Goal: Build trust and relatability.

DAY	CONTENT	PLATFORM
Monday	Kick off with “Follow me today” vlog-style reel	Instagram, TikTok
Tuesday	BTS carousel of property prep, open houses	Instagram, Facebook
Wednesday	Light post: "Real talk — what do agents really do all day?"	Instagram Stories Q&A
Thursday	Feature proptech tools (like iGUIDE) and how they help	LinkedIn, Instagram
Friday	Reel: coffee break chat or quick Q&A	Reels, TikTok
Saturday	Weekend showings behind-the-scenes clip	Instagram Stories
Sunday	Fun post: “Best thing I saw this week”	Instagram, Email

WEEK 4: Mid-summer market update



Goal: Establish authority and generate leads.

DAY	CONTENT	PLATFORM
Monday	Post teaser: “Wondering what’s really happening in the market?”	Instagram, LinkedIn
Tuesday	Publish 60-sec market update video	Instagram, Facebook, YouTube Shorts
Wednesday	Share written summary or infographic blog	Website, LinkedIn
Thursday	Reel: “One surprising stat about our market right now”	Instagram, TikTok
Friday	Offer free home value estimate CTA	Instagram, Email
Saturday	Post: “What do you want to know about the market?”	Instagram Stories
Sunday	Recap the update + FAQ roundup	Email, Instagram

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WEEK 5:

Client spotlight week




Goal: Build social proof and client trust.

DAY	CONTENT	PLATFORM
Monday	Kick off with a heartfelt client story or quote graphic	Instagram, Facebook
Tuesday	Post before-and-after shots from a client purchase	Instagram Carousel
Wednesday	Video clip or written client testimonial	YouTube, LinkedIn
Thursday	Share client quote in Stories with a “Thank You” shout-out	Instagram Stories
Friday	CTA: “Have a great story to share? I’d love to feature you!”	Instagram, Email
Saturday	Encourage client tags or reviews	Facebook, link in bio to Google Review link
Sunday	Gratitude post + preview next week’s AMA	Instagram, Email

WEEK 6:

“Ask Me Anything” live or Q&A series

Goal: Showcase your expertise and approachability.



DAY	CONTENT	PLATFORM
Monday	Promo post: “What do you want to know about buying/selling?”	Instagram, LinkedIn
Tuesday	Collect Qs via Stories question box	Instagram Stories
Wednesday	Reels: Answer 2-3 FAQs in quick video clips	Instagram, TikTok
Thursday	Reminder about Live or Q&A post tomorrow	Instagram Stories
Friday	Go Live or post full Q&A video	Instagram, YouTube
Saturday	Clip highlights from Live for reuse	Instagram, LinkedIn
Sunday	Recap post + CTA to send more questions	Email, Instagram



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WEEK 7: Summer listing refresh

Goal: Attract fresh interest in listings.

DAY	CONTENT	PLATFORM
Monday	Promo post: “This listing just got a summer makeover”	Instagram, Facebook
Tuesday	Share new photos or video walkthroughs	Instagram Carousel, Reels
Wednesday	Behind-the-scenes: Reshooting a listing	Stories, TikTok
Thursday	Feature a “before & after” of listing updates	Instagram Carousel
Friday	Post: “Why great marketing matters in this market”	LinkedIn
Saturday	Share new iGUIDE virtual tour	Website, Instagram Stories
Sunday	CTA: Want your home marketed like this? Let’s talk.	Instagram, Email

WEEK 8: Celebrate & call to action

Goal: Wrap up the campaign strong and drive final conversions.



DAY	CONTENT	PLATFORM
Monday	Kick off with a celebratory reel: “Look what we did this summer!”	Instagram, TikTok
Tuesday	Stats or wins from the summer campaign (new followers, listings sold, etc.)	Instagram Carousel
Wednesday	Share client feedback or highlights	Instagram, Email
Thursday	CTA: “Still thinking of buying or selling? There’s still time!”	Instagram, LinkedIn
Friday	Fall teaser: “Sneak peek of what’s coming next...”	Instagram Stories
Saturday	Final summer wrap-up video or thank-you message	Instagram, Facebook
Sunday	Soft reminder: Book a consult before fall hits	Email, Instagram