



2026 SOCIAL MEDIA CONTENT PLANNER



 corefact | SOCIAL SHARE

JANUARY 2026



SOCIAL MEDIA REAL ESTATE TIP:

Start the year strong by sharing local market predictions and what buyers/sellers should expect in 2026. Encourage early-year prep for those planning to move later in the year.

NATIONAL HOLIDAYS & SPECIAL INTERESTS DAYS

Jan 1: New Year's Day
Jan 4: National Trivia Day
Jan 10: Cut Your Energy Costs Day
Jan 15: Get to Know Your Customers Day
Jan 19: Dr. Martin Luther King Jr. Day
Jan 23: National Pie Day
Jan 24: National Compliment Day
Jan 26: Lunar New Year (Year of the Horse)

SOCIAL SHARE CONTENT READY - SUBSCRIBE & POST TODAY!

Jan 1: Happy New Year 2026
Jan 5: January Home Maintenance Tips
Jan 15: Why Working With a Local Agent Matters
Jan 19: MLK Day Inspiration
Jan 26: Happy Lunar New Year!

WEEK 1

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FEBRUARY 2026



SOCIAL MEDIA REAL ESTATE TIP:

Share listing prep tips for the early-spring market surge: cleaning, repairs, staging, curb appeal.

NATIONAL HOLIDAYS & SPECIAL INTERESTS DAYS

Feb 1: Start of Black History Month
Feb 1: Super Bowl Sunday (2026 Super Bowl date)
Feb 2: Groundhog Day
Feb 13: Galentine's Day
Feb 14: Valentine's Day
Feb 16: President's Day
Feb 17: Random Acts of Kindness Day
Feb 28: Start of Ramadan

SOCIAL SHARE CONTENT READY - SUBSCRIBE & POST TODAY!

Feb 1: Black History Month Highlight
Feb 2: Prediction: Early Spring or Not?
Feb 9: Seller Tip — "Small Fixes, Big Impact"
Feb 14: Client Appreciation Valentine
Feb 20: Pet Appreciation Day
Feb 27: Ask Me Anything Q&A

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MARCH 2026



SOCIAL MEDIA REAL ESTATE TIP:

Highlight first-quarter market activity and insights – buyer demand, inventory shifts, community updates.

NATIONAL HOLIDAYS & SPECIAL INTERESTS DAYS

Mar 1: Start of Women's History Month
Mar 8: International Women's Day
Mar 8: Daylight Savings Begins
Mar 17: St. Patrick's Day
Mar 20: First Day of Spring
Mar 29: Palm Sunday
Mar 30: Passover Begins

SOCIAL SHARE CONTENT READY - SUBSCRIBE & POST TODAY!

Mar 1: Celebrating Women in Real Estate
Mar 8: Daylight Savings Reminder
Mar 17: St. Patrick's Day "Lucky Buyer" Fun Post
Mar 20: Spring Home Checklist
Mar 25: Market Update
Mar 30: Spring Selling Season Tips

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SOCIAL MEDIA REAL ESTATE TIP:

Focus on home staging, outdoor prep, and spring curb appeal improvements.

NATIONAL HOLIDAYS & SPECIAL INTERESTS DAYS

- Apr 1: April Fools' Day
- Apr 10: National Siblings Day
- Apr 12: Easter Sunday
- Apr 15: Tax Day
- Apr 22: Earth Day
- Apr 24: Arbor Day

SOCIAL SHARE CONTENT READY - SUBSCRIBE & POST TODAY!

- Apr 2: 5 Spring Buyer Motivators
- Apr 8: This or That: Spring Edition
- Apr 12: Happy Easter
- Apr 15: Tax Day Reminder
- Apr 22: Earth Day / Eco-friendly Home Tips
- Apr 29: Curb Appeal Checklist

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MAY 2026



SOCIAL MEDIA REAL ESTATE TIP:

Share a mid-year market outlook – trends, interest rate insights, and buyer sentiment.

NATIONAL HOLIDAYS & SPECIAL INTERESTS DAYS

May 1: AAPI Heritage Month
May 1: Mental Health Awareness Month
May 5: Cinco de Mayo
May 10: Mother's Day
May 12: Teacher Appreciation Day
May 25: Memorial Day

SOCIAL SHARE CONTENT READY - SUBSCRIBE & POST TODAY!

May 1: AAPI Heritage Month
May 5: Cinco de Mayo Celebration
May 9: Outdoor Living/Staging Tips
May 10: Happy Mother's Day
May 18: Home Staging Tip
May 25: Memorial Day Tribute

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JUNE 2026



SOCIAL MEDIA REAL ESTATE TIP:

Recognize Homeownership Month by celebrating past clients and sharing benefits of owning vs. renting.

NATIONAL HOLIDAYS & SPECIAL INTERESTS DAYS

Jun 1: Start of Pride Month
Jun 1: Homeownership Month
Jun 14: Flag Day
Jun 19: Juneteenth
Jun 21: Father's Day
Jun 21: Summer Solstice

SOCIAL SHARE CONTENT READY - SUBSCRIBE & POST TODAY!

Jun 1: Pride Month
Jun 5: June Home Checklist
Jun 14: Flag Day
Jun 16: Father's Day Tribute
Jun 19: Juneteenth
Jun 21: Welcome Summer
Jun 30: Pool Safety/Home Tips

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JULY 2026



SOCIAL MEDIA REAL ESTATE TIP:

July = peak outdoor entertaining season. Show off listings with patios, decks, and outdoor kitchens.

NATIONAL HOLIDAYS & SPECIAL INTERESTS DAYS

Jul 1: Plastic Free July
Jul 4: Independence Day
Jul 7: World Chocolate Day
Jul 17: Get To Know Your Customers Day
Jul 24: International Self-Care Day
Jul 30: National Cheesecake Day

SOCIAL SHARE CONTENT READY - SUBSCRIBE & POST TODAY!

Jul 1: Summer Maintenance Tips
Jul 4: Happy Independence Day
Jul 14: Market Update
Jul 17: Customer Appreciation Post
Jul 29: Referral Appreciation
Jul 31: Summer Fun Highlight

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AUGUST 2026



SOCIAL MEDIA REAL ESTATE TIP:

Encourage late-summer sellers to prepare for the strong fall market.

NATIONAL HOLIDAYS & SPECIAL INTERESTS DAYS

Aug 1: Wellness Month

Aug 1: Golf Month

Aug 4: National Night Out

Aug 11: Son/Daughter Day

Aug 16: Tell a Joke Day

Aug 21: Senior Citizens Day

Aug 26: Women's Equality Day

SOCIAL SHARE CONTENT READY - SUBSCRIBE & POST TODAY!

Aug 1: August Home Checklist

Aug 5: Back-to-School Safety Tips

Aug 10: Family Fun Month

Aug 15: Relaxation Day

Aug 21: Senior Citizens Day

Aug 29: End-of-Summer Thoughts

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SEPTEMBER 2026



SOCIAL MEDIA REAL ESTATE TIP:

Promote local festivals, outdoor concerts, and community events – perfect for neighborhood storytelling.

NATIONAL HOLIDAYS & SPECIAL INTERESTS DAYS

Sep 1: Labor Day

Sep 7: Grandparents Day

Sep 11: Patriot Day

Sep 15: Hispanic Heritage Month Begins

Sep 22: First Day of Fall

Sep 23: International Day of Peace

SOCIAL SHARE CONTENT READY - SUBSCRIBE & POST TODAY!

Sep 1: Labor Day

Sep 5: September Checklist

Sep 11: Patriot Day Tribute

Sep 15: Community Spotlight

Sep 22: Welcome Fall

Sep 29: Thinking of Selling Soon?

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SOCIAL MEDIA REAL ESTATE TIP:

Celebrate Fall Decorating Month — show staging ideas, cozy living room setups, and autumn curb appeal.

NATIONAL HOLIDAYS & SPECIAL INTERESTS DAYS

- Oct 1: Breast Cancer Awareness Month
- Oct 7: World Smile Day
- Oct 14: Indigenous Peoples’ Day
- Oct 16: Sports Day
- Oct 31: Halloween

SOCIAL SHARE CONTENT READY - SUBSCRIBE & POST TODAY!

- Oct 1: Breast Cancer Awareness Month Kickoff
- Oct 3: Fall Selling Season
- Oct 6: Fire Safety Week Tips
- Oct 14: Indigenous Peoples’ Day
- Oct 25: Halloween Safety
- Oct 31: Happy Halloween

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SOCIAL MEDIA REAL ESTATE TIP:

Gratitude Month – amplify testimonials, referral appreciation, and community involvement.

NATIONAL HOLIDAYS & SPECIAL INTERESTS DAYS

- Nov 1: Native American Heritage Month
- Nov 1: Daylight Savings Ends
- Nov 11: Veterans Day
- Nov 13: World Kindness Day
- Nov 26: Thanksgiving
- Nov 27: Black Friday
- Nov 28: Small Business Saturday

SOCIAL SHARE CONTENT READY - SUBSCRIBE & POST TODAY!

- Nov 1: Gratitude Month
- Nov 7: November Home Checklist
- Nov 11: Veterans Day
- Nov 13: Kindness Day
- Nov 18: Referral Appreciation
- Nov 26: Happy Thanksgiving
- Nov 29: Shop Local

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SOCIAL MEDIA REAL ESTATE TIP:

Highlight community giving, holiday traditions, and the emotional value of "home."

NATIONAL HOLIDAYS & SPECIAL INTERESTS DAYS

- Dec 1: Giving Tuesday
- Dec 4: Cookie Day
- Dec 10: Human Rights Day
- Dec 12-20: Hanukkah (2026 dates)
- Dec 19: Ugly Sweater Day
- Dec 21: Winter Solstice
- Dec 25: Christmas
- Dec 26: Kwanzaa
- Dec 31: New Year's Eve

SOCIAL SHARE CONTENT READY - SUBSCRIBE & POST TODAY!

- Dec 2: Giving Tuesday
- Dec 5: Serious Winter Buyers Post
- Dec 10: Holiday Maintenance Checklist
- Dec 18: Holiday Market Update
- Dec 21: Welcome Winter
- Dec 25: Merry Christmas
- Dec 31: Cheers to 2027

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30 DAYS OF IDEAS FOR STORIES



SOCIAL MEDIA REAL ESTATE TIP:

Stuck on what to post? These 30 fun and unique ideas will help keep your stories lively and consistent! Add them to your paper or digital calendar on random days to spark fresh, engaging posts all year long.

**THIS OR THAT:
HOME FEATURES
EDITION**

**WHY I LOVE MY
COMMUNITY**

**BEFORE &
AFTER: A MINI
TRANSFORMATION**

**SHARE A DM OR
COMMENT YOU
LOVED THIS
WEEK**

**ASK ME
ANYTHING
(REAL ESTATE
EDITION)**

**MY MORNING
ROUTINE AS AN
AGENT**

**NEW LISTING
SNEAK PEEK**

**A CLIENT
TESTIMONIAL
HIGHLIGHT**

**REAL ESTATE
MYTH VS. FACT**

**MARKET UPDATE
IN UNDER 10
SECONDS**

**MY FAVORITE
LOCAL SMALL
BUSINESS**

**POLL: WHAT'S
YOUR DREAM
KITCHEN STYLE?**

**SHOW YOUR
WORKSPACE
(REAL OR
MESSY!)**

**A REAL ESTATE
TERM EXPLAINED**

**WEEKEND PLANS
/ OPEN HOUSE
PREVIEW**

**LOCAL EVENT
SPOTLIGHT**

**SHARE A
PERSONAL FUN
FACT**

**QUICK BUYER TIP
OF THE WEEK**

**QUICK SELLER
TIP OF THE WEEK**

**FEATURE A
NEIGHBORHOOD
YOU LOVE**

**HOST A MINI
GIVEAWAY**

**SHARE A MEME
OR RELATABLE
MOMENT**

**MY GO-TO HOME
MAINTENANCE
CHECKLIST**

**BEHIND-THE-
SCENES OF A
SHOWING DAY**

**FAVORITE HOME
DÉCOR TREND
FOR 2026**

**WHAT I'M
READING OR
LISTENING TO**

**WHAT'S ONE
THING YOU CAN'T
LIVE WITHOUT?**

**HOME SAFETY
REMINDER**

**SHARE A
THROWBACK
SALE OR HAPPY
CLIENT MOMENT**

**CELEBRATE
A WIN!**



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