

April 2020

Quarantine-proof social media and marketing ideas for Realtors!
www.MarketingDesks.com



sunday

monday

tuesday

wednesday

thursday

friday

saturday

			1 April Fools' Day Fun at Work Day Sourdough Bread Day Nat'l Walking Day #WisdomWednesday	2 Children's Book Day Love Your Produce Manager Day PB&J Day #ThrowbackThursday	3 Kids Yoga Day Chocolate Mousse Day Weed Out Hate Day #FF / #FollowFriday #FearlessFriday #FridayFunday	4 Carrot Day Pillow Fight Day Condon Bleu Day Love our Children Day #ShoutOutSaturday #SatudayShenanigans
5 Palm Sunday Education/Sharing Day Gold Star Spouse Day Caramel Day Deep Dish Pizza Day #SelfieSunday	6 Caramel Popcorn Day #MusicMonday #MondayMotivation #MemeMonday #MarketingMonday	7 Beer Day Coffee Cake Day No Housework Day World Health Day #TransformationTuesday #TuesdayTunes #TuesdayTrivia	8 Draw a Bird Day Zoo Lovers Day #WaybackWednesday	9 Passover Begins/ Holy Thursday Name Yourself Day #ThankfulThursday	10 Good Friday Safety Pin Day Farm Animals Day Siblings Day #FeatureFriday #FlashbackFriday #FeelGoodFunday	11 Louie Louie Day Parkinson's Day Pet Day Cheese Fondue Day #SmallBusinessSaturday
12 Easter Sunday Grilled Cheese Sandwich Day Drop Everything + Read Day (D.E.A.R.) Walk on the Wild Side Day #SpotlightSunday	13 Peach Cobbler Day Scrabble Day #MusicMonday #MondayMotivation #MemeMonday	14 Be Kind to Lawyers Day Moment of Laughter Day Dolphin Day #TipTuesday #TravelTuesday	15 Income Tax Day Banana Day That Sucks Day Take a Wild Guess Day #WorkoutWednesday	16 Eggs Benedict Day High Five Day Orchid Day Wear PJ's to Work Day #ThursdayThoughts	17 Blah Blah Blah Day Ellis Island Day Cheeseball Day Haiku Poetry Day #FoodieFriday #FunnyFriday #FollowFriday / #FF	18 Animal Crackers Day Pet Owners Day Record Store Day #SelfieSaturday #SalesSaturday
19 Hanging Out Day #WeekendVibes	20 Pineapple Upside- Down Cake Day #MusicMonday #MondayMotivation #MemeMonday	21 Kindergarten Day Bulldogs are Beautiful Day Chocolate Covered Cashews Day Library Workers Day #TrendyTuesday #TopicTuesday #TrainingTuesday	22 Admin Pros Day Earth Day Bookmobile Day Jelly Bean Day #WellnessWednesday	23 Cherry Cheesecake Day Lost Dog Awareness Day Picnic Day Take Kids to Work Day #ThrowbackThursday	24 Arbor Day Hairball Awareness Day Pigs-in-a-Blanket Day Teach Kids to Save Day #FF / #FollowFriday #FearlessFriday #FridayFunday	25 Indie Bookstore Day Rebuilding Day Zucchini Bread Day Veterinarians Day #SocialSaturday #SaturdaySpecial
26 Hug an Austrailian Day Chernobyl Remembrance Help a Horse Day Pretzel Day #SundayFunday	27 Babe Ruth Day Little Pampered Dog Day Prime Rib Day #MusicMonday #MondayMotivation #MemeMonday #MarketingMonday	28 Blueberry Pie Day Superhero Day #TransformationTuesday #TuesdayTunes #TuesdayTrivia	29 International Dance Day #WisdomWednesday	30 Int'l Jazz Day Honesty Day Oatmeal Cookie Day #ThankfulThursday		



April - MONTH LONG OBSERVANCES

Adopt a Ferret Month
Alcohol Awareness Month
Black Women's History Month
Community Spirit Days
Couple Appreciation Month
Defeat Diabetes Month
Distracted Driving Awareness Month
Fresh Florida Tomato Month
Grange Month, recognizing rural community service and agriculture
Holy Humor Month
International Black Women's History Month
International Customer Loyalty Month
International Twit Award Month
Jazz Appreciation Month
Mathematics and Statistics Awareness Month
Medical Cannabis Education and Awareness Month
Month of the Young Child
National African-American Women's Fitness Month
National Autism Awareness Month
National Cancer Control Month
National Car Care Month
National Card and Letter Writing Month
National Child Abuse Prevention Month

National Decorating Month
National Donate Life Month
National Frog Month
National Humor Month
National Knuckles Down (Marbles) Month
National Lawn Care Month
National Occupational Therapy Month
National Pecan Month
National Pest Management Month
National Poetry Month
National Rebuilding Month
National Soy Foods Month
National Youth Sports Safety Month
National 9-1-1 Education Month
Pet First Aid Awareness Month
Prevention of Animal Cruelty Month
Rosacea Awareness Month
School Library Month
Sexual Assault Awareness Month
Straw Hat Month
Stress Awareness Month
Testicular Cancer Awareness Month
Women's Eye Health and Safety Month
Workplace Conflict Awareness Month
World Habitat Awareness Month
World Landscape Architecture Month
Worldwide Bereaved Spouses Awareness Month



April - MONTH LONG OBSERVANCES

Lawn and Garden Month

Write a blog post describing tasks homeowners should do to keep their lawn and garden looking healthy, linking to local resources, landscape services, nurseries, etc. Share recommended local fertilizing, watering, and mowing schedules.

Highlight local home improvement and hardware stores' offers and coupons on social media and in email marketing. Use the [#NationalGardenMonth](#) hashtag in social media posts and your blog articles.

Decorating Month

Decorating can be one of the most fun things for home buyers. Add an article to your blog with photos, linking to online decorating magazines, articles, SnapChat, Pinterest and Instagram, etc., with decorating examples and ideas.

Share decorating ideas and photos on social media. Invite social followers to add their photos in the comments below. Conduct online polls to gauge social followers favorite styles. Use the [#DecoratingMonth](#) hashtag in social media posts and your blog articles.

Keep America Beautiful Month and Earth Day

(April 22) - Promote community beautification and clean-up events on social media and email marketing. Adopt a section of public roadway to clean as an agency or volunteer at a local community clean up day.

Take before/after photos and selfies when participating to post on social media, in email marketing and to write up as an article on your blog. Use the [#KeepAmericaBeautifulMonth](#) and/or [#EarthDay](#) [#EarthDay2020](#) hashtags in social media posts and your blog articles, as well as the city/organization's hashtags.

Inventor's Month

Every process and item you use today was invented by someone. Write a blog post describing house/home/real estate-related inventions, home tech, etc., and how they benefit home owners, buyers or sellers, and/or share on social media in "Did you know?" social media posts. Use the [#InventorsMonth](#) in social media posts and your blog articles.

Stress Awareness Month

Everyone gets stressed! Add an article to your blog highlighting local resources (support groups, counselors, financial planners, exercise and diet programs, spas, massage therapy, etc.) that specialize in helping people reduce common sources of stress and/or share in social media posts. Use [#StressAwarenessMonth](#) in social media posts and your blog articles.



Hashtags

Hashtags are searchable on social platforms and online search engines (like Google). They can also spark engagement with social media followers - when you share something of yours, invite your followers to respond in kind.

Sundays	<p>#SelfieSunday – Share a selfie of yourself at work today - at a for-sale property, new home community, etc.</p> <p>#SundayFunday – Share fun about your workday, office, job, properties, etc.</p> <p>#SundayRead – Share one of your recent blog posts</p> <p>#StartupSunday – Shout out to a local startup or small business or tell your own startup story</p> <p>#SpotlightSunday – Spotighting a favorite customer, home feature, new home community, etc.</p> <p>#WeekendVibes – Show how you're generating good vibes for the weekend, ask how others are</p> <p>#SundaySweets – Sweet treat you're enjoying +/- asking for ideas, recipes</p> <p>#SundaySpecial, #SundaySale – Got a special offer or free perk you can extend to home buyers / sellers?</p>
Mondays	<p>#MarketingMonday – Spotlight a “property of the week”</p> <p>#MemeMonday – Share a fun home buyer / home seller or realtor industry meme</p> <p>#MondayBlues – Commiserate with followers or share something to cheer them up</p> <p>#MondayMotivation / #MotivationalMonday – Motivational quotes, memes and photos</p> <p>#MusicMonday – Favorite songs perfect for Mondays (share yours, ask audience to share theirs)</p> <p>#MondayMemories – Memories of your business/job, previous sales, early business days, etc.</p> <p>#MindfulMonday / #MindfulnessMonday / #MindfulMondayMantra – Share something you're mindful of as you go about your business - company values, client needs, etc.</p>
Tuesdays	<p>#TransformationTuesday – Before and after photos (properties, staging, new home building progress, etc.)</p> <p>#TrendyTuesday – Popular home trends</p> <p>#TipTuesday – Answer a client FAQ, invite questions and provide helpful tips</p> <p>#TechTuesday – Reveal new home technology / home tech ideas / poll followers about home tech they want</p> <p>#TopicTuesday – Share thoughts on a popular topic in your industry</p> <p>#TuesdayTrivia — Test people's knowledge about your work or industry or share interesting trivia</p> <p>#TuesdayTunes — Best music for home tours, work days, offices and invite followers to share theirs</p> <p>#TuesdayTraining — Something you learned during training +/- continuing ed or teach buyers/sellers something</p>



Wednesdays	<p>#WellnessWednesday – Offer / solicit tips for staying healthy and active</p> <p>#WayBackWednesday – Photos / videos from the early days of your business or home styles</p> <p>#WisdomWednesday – Wise words of advice for your followers related to your industry</p> <p>#WorkoutWednesday – Workout idea or a sneak peek at your workout - bonus points if related to house/home!</p> <p>#HumpDay – Photos/memes/gifs of how you're getting over the mid-week and invite followers to share theirs</p>
Thursdays	<p>#ThrowbackThursday / #TBT – Photos of early business days, past sales, throwback home styles, etc.</p> <p>#ThankfulThursday – Thank someone who helped your business, a client, or tell people what you're thankful for</p> <p>#ThursdayThoughts – Ask followers' opinions on ideas that relate to home buying/selling - preferences, polls, etc.</p>
Fridays	<p>#FearlessFriday – Motivational quote or story, photos of "extreme" homes, etc.</p> <p>#FlashbackFriday – Photo of your early business days, past client transactions, etc.</p> <p>#FeelGoodFriday – Post feel-good photos or quotes related to your industry, product, or service</p> <p>#FeatureFriday – Feature specific home/property features or ask what followers want most</p> <p>#FashionFriday – Latest home fashions (accessories, flooring, cabinets, tablewares, etc.)</p> <p>#FoodieFriday – Shout out to neighborhood eateries local home owners love</p> <p>#FunnyFriday – Funny home buying / home selling memes</p> <p>#FitnessFriday – Tips, ideas or examples of great home work out spaces (invite followers to share theirs)</p> <p>#FollowFriday – Feature another local business you follow on social media + invite your audience to follow them too</p> <p>#FridayFun – Ideas for having fun tonight/this weekend or fun behind-the-scenes posts of your office / staff</p>
Saturdays	<p>#SelfieSaturday – Share a selfie of yourself at work today - at a for-sale property, new home community, etc.</p> <p>#SocialSaturday – Share how you're interacting with / giving back to your community through events and promotions</p> <p>#ShoutoutSaturday – Give a shout out to one of your star employees, clients or vendors</p> <p>#SmallBusinessSaturday – Shout out to a neighboring or favorite local small business</p> <p>#SaturdayStyle — Home style posts, ideas, trends and tips</p> <p>#SaturdaySpecial, #SaturdaySale — use for any special home buyer / home seller perks or promotions</p>
FOOD	Whenever you have a specific type of food day on the calendar it's an opportunity to share recipes and invite social follower engagement with their recipes and photos



Daily Planner

DATE / EXTRA IDEAS

Wed 4/1	<p>April Fools Day - An April Fool's Day social media post or email with a fun prank or crazy announcement could provide a memorable moment-of-entertainment that engages and amuses your client base.</p> <p>Fun at Work Day - Share something you're doing to make your workplace/day fun, your staff having fun, etc.</p>
Thu 4/2	<p>Peanut Butter and Jelly Day - The average American consumes 2000 peanut butter and jelly sandwiches before graduating high school! Reminisce about PB&J and post a photo showing how you're celebrating with a PB&J sandwich, cupcake, cookies, or pancakes, etc. Use the #PB&JDay hashtag.</p>
Fri 4/3	<p>Every Friday (or every other Friday, 2x monthly, etc.) - Send an email newsletter to your contacts inviting them to any virtual or physical open houses, classes, webinars, etc. Include inspirational and/or fun attention-getting images like the motivational quote image or meme.</p> <p>Make your newsletter even more valuable to your local audience by listing virtual and/or in-person community events, concerts, plays, sporting events and other upcoming happenings they might want to attend.</p> <p>Include home buyer and/or home seller tips, tricks, hacks, trends, images showing transformations or spotlighting interior style.</p> <p>Include headlines and teaser paragraphs with links back to the newest content on your blog. Share link/s to your listings or programs. Give a shout out to recently helped clients.</p> <p>Include a call to action that could motivate a response; such as: <i>"Want to move before summer? We can help! Reply by email or contact us at <phone number>."</i></p>



FIRST WEEK OF APRIL	<p>GOLDEN RULE WEEK - Highlight your client promises (what will be true every time someone does business with you) on your 'About Us' web page, in email marketing and social media posts. Include the #GoldenRule-Week hashtag.</p> <p>WINDOW SAFETY WEEK - Add an article to your blog with window safety tips and links to local resources (where to buy windows, energy programs, etc.) Share window safety tips in email marketing and social media. Use #WindowSafetyWeek in posts/articles.</p>
Sun 4/5	Deep Dish Pizza Day - Tag local pizza restaurants that offer deep dish pizza on social media and/or share deep dish pizza recipes. Invite social followers to share their own favorites, photos and/or recipes as comments below your post.
Tue 4/7	National Beer Day - Talk up and tag @ local breweries and invite social followers to share their own recommendations of where to get great beer in your area.
Wed 4/8	Zoo Lover's Day - Give zoo passes as a client thank you gift or referral reward, and/or hold a drawing for a family zoo pass to attract people to an event or build your email subscribers or social media followers. Share zoo streaming feeds and videos so people can visit their zoo virtually when they can't get to them in person.
Thu 4/9	Name Yourself Day - If your agency were going to be named based on your strengths, ambitions or interests - what would it be? Share these as agency nicknames on social media and invite former clients and/or colleagues to share how they would nickname your agency in the comments below.
Fri 4/10	Siblings Day - Have some fun today sharing light-hearted social media posts of the pros and cons of living near family. Invite social followers to weigh in with their own in the comments below. Turn the collection into an article for your blog. Use the #SiblingsDay and #TipTuesday hashtag in posts/articles.
Sat 4/11	Pet Day - Share a fun photo of your own pet/s on social media and invite social followers to add theirs to the comments below. Share tips for pet-proofing homes. Use the #PetDay hashtag in your posts/articles.



Sun 4/12	<p>Easter Sunday - Share fun online Easter activities, resources for kids</p> <p>Grilled Cheese Sandwich Day - Share social updates tagging @ restaurants where people in your city can get great grilled cheese sandwiches. Share your own favorite grilled cheese sandwich recipe and invite social followers to do the same. Hold an online poll for “best” cheese to use in a grilled cheese sandwich.</p>
Wed 4/15	<p>Take a Wild Guess Day - Pour some jelly beans or marbles into a jar (count first!). Post a photo on social media and invite followers to guess how many jelly beans or marbles are in the jar. Give the winner a special prize such as an Amazon Echo, season pass to a local Zoo, etc. To maximize reach, give everyone who likes, comments on and/or shares your post a chance to win a runner up prize in a random drawing.</p>
Thu 4/16	<p>High Five Day - Tout a recent award or accomplishment. Give someone you know a social media high five today and invite social followers to give someone they know a high five shout out in the comments below.</p> <p>Wear PJ's to Work Day - PJ selfies could help you entertain and engage your audience. Even better, use this as an opportunity for a Public Relations stunt or charity fundraiser, such as collecting new pajamas to donate to a local shelter.</p>
Fri 4/17	<p>Haiku Poetry Day - Haiku is a form of poetry that consists of 3 lines with a syllable pattern of 5-7-5. Get creative and come up with your own real estate themed haiku and post to social media. Encourage your followers to create their own haiku using the #HaikuDay hashtag.</p> <p>Email Friday - Send an email newsletter to your contacts inviting them to virtual open houses / tours classes, webinars, etc. Include inspirational and/or fun attention-getting images like the motivational quote image or meme.</p> <p>Listing community events, concerts, plays, sporting events and other upcoming happenings they might want to attend.</p> <p>Include home buyer and/or home seller tips, tricks, hacks, trends, images showing transformations or spotlighting interior style.</p> <p>Include headlines and teaser paragraphs with links back to the newest content on your blog. Share link/s to your listings or programs. Give a shout out to recently helped clients.</p> <p>Include a call to action that could motivate a response; such as: <i>“If you know someone who is ready to buy or sell, we’d love your referrals. Reply by email or contact us at <phone number>.”</i> (Could be even more effective if you actually offer referral rewards and thank you gifts!)</p>



THIRD WEEK OF APRIL	<p>National Park Week • National Coin Week • Crime Victims' Rights Week • National Volunteer Week • National Library Week</p> <p>Administrative Professionals Week (April 22 is Admin Pros Day) - Administrative pros (a.k.a. executive and manager assistants, secretaries, department assistants, etc.) do a lot of work that isn't always recognized. Give a shoutout to your own admin expressing your gratitude for them and all of their hard work.</p>
Sun 4/19	Hanging Out Day - Host a virtual happy hour using Zoom or another online meeting platform for networking, client Q&A, to talk about the local market and low lending rates, etc.
Tue 4/21	<p>Kindergarten Day - Post a thank you to a local kindergarten class and/or teacher and encourage your followers to add theirs in the comments below. Adopt a local kindergarten class and supply them with school supplies, books or other resources. Use the #KindergartenDay hashtag in your posts.</p> <p>Invite your followers to post pictures of their kindergartners and host an virtual "graduation" celebration using ZOOM or another online meeting platform.</p>
Wed 4/22	Earth Day - Promote any Earth Day activities or fundraising efforts going on in your area. These activities might include community clean-up events, planting, landscaping, outdoor recreation, etc. Post Earth Day activity selfies on social media and invite your followers to add theirs in the comments below. Use the #EarthDay hashtag in these posts.
Thu 4/23	Lost Dog Awareness Day - Participate in Lost Dog Awareness Day by promoting local animal shelter and pet rescue operations, and sharing tips about finding lost pets on social media.
Fri 4/24	<p>Email Friday - Send an email newsletter to your contacts inviting them to any open houses, classes, webinars, etc. Include inspirational and/or fun attention-getting images like the motivational quote image or meme.</p> <p>Make your newsletter even more valuable to your local audience by listing community events, concerts, plays, sporting events and other upcoming happenings they might want to attend.</p> <p>Include home buyer and/or home seller tips, tricks, hacks, trends, images showing transformations or spotlighting interior style.</p> <p>Include headlines and teaser paragraphs with links back to the newest content on your blog. Share link/s to your listings or programs. Give a shout out to recently helped clients.</p> <p>Include a call to action that could motivate a response; such as: <i>"Thinking about selling? We would be happy to provide you with a no-obligation, no-cost evaluation of your home or the marketplace. Reply by email or contact us at <phone number>."</i></p>



Fri 4/24	Pigs in a Blanket Day - Pigs in a Blanket can be served any mealtime! Post your favorite Pigs in a Blanket recipe and invite social followers to add theirs in the comments below.
Wed 4/29	<p>Superhero Day - Come up with your own creative real estate superhero character or talk about a superhero you identify with to post on social media. Invite social followers to follow suit in the comments below. Use the #SuperheroDay hashtag.</p> <p>International Dance Day - Post a selfie showing how you and your colleagues are celebrating International Dance Day in the office or at an open house event and invite followers to share theirs in the comments below.</p> <p>Share links to any online dance classes being offered in your community and create a list on your blog of local dance studios to share on social media. Use the #DanceDay hashtag.</p>
Thu 4/30	Honesty Day - Write a social media post about three things most people don't know about you that make you a better real estate professional. Invite social followers to follow suit in the comments below. Use the #HonestyDay hashtag.

