

# MAR Social Media Challenge Calendar:

## Week 1 - Establish Your Presence



Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
April 1st, 2025	April 2nd, 2025	April 3rd, 2025	April 4th, 2025	April 5th, 2025	April 6th, 2025	April 7th, 2025
<p><b>Goal #1</b> <b>Introduce Yourself</b> Share a post introducing yourself as a REALTOR® and what you love about helping clients.</p> <hr/> <p><b>Goal #2</b> <b>Challenge Kickoff</b> Post a photo or video introducing yourself as a REALTOR® in Mississippi. Share why you love what you do!</p>	<p><b>Goal #1</b> <b>Establish Your Brand</b> Update your profile picture, bio, and cover photo to reflect your real estate brand.</p> <hr/> <p><b>Goal #2</b> <b>Engagement Day</b> Comment on 5 posts from local businesses, community pages, or fellow REALTORS®.</p>	<p><b>Goal #1</b> <b>Local Love</b> Post about your favorite local spot (restaurant, coffee shop, or park) and why you love it.</p> <hr/> <p><b>Goal #2</b> <b>Behind-the-Scenes</b> Share a behind-the-scenes look at your daily routine as a REALTOR®.</p>	<p><b>Goal #1</b> <b>Client Testimonial</b> Share a past client's review (with permission) and how you helped them.</p> <hr/> <p><b>Goal #2</b> <b>Friday Fun</b> Post a fun fact about Mississippi real estate or something unique about your city.</p>	<p><b>Goal #1</b> <b>Behind-the-Scenes</b> Post a behind-the-scenes photo or video of your daily life as a REALTOR®.</p> <hr/> <p><b>Goal #2</b> <b>Weekend Real Estate Tip</b> Share a quick tip for buyers or sellers.</p>	<p><b>Goal #1</b> <b>Sunday Funday</b> Share something personal—family, pets, hobbies, or what recharges you for the week ahead.</p> <hr/> <p><b>Goal #2</b> <b>Story Sunday</b> Post a short video or story about why you became a REALTOR®.</p>	<p><b>Goal #1</b> <b>Challenge Day</b> <b>Beginner</b> – Make a free Canva account and create a graphic including information about you and your real estate brand. <b>Advanced</b> – Make a video in Canva that shares a "Coming Soon" or "Just Listed" property post using your brand colors.</p> <hr/> <p><b>Goal #2</b> <b>Market Monday</b> Go live for 3-5 minutes talking about the current market in your area.</p>

Important Reminder: Stay compliant with MREC Rules when posting on social media! Be sure your brokerage firm's name and phone number is clearly visible in every post.

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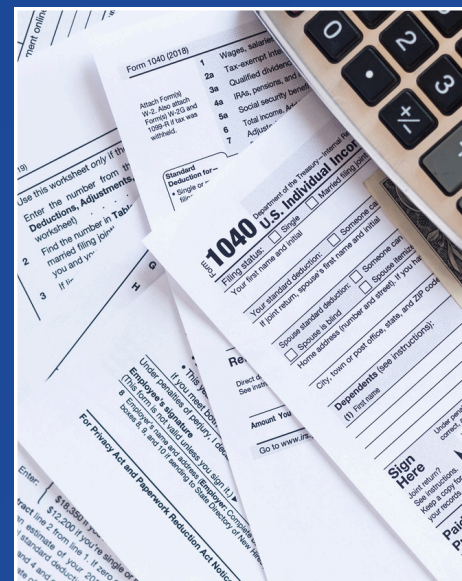
## Week 2 - Engage & Educate



Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
April 8th, 2025	April 9th, 2025	April 10th, 2025	April 11th, 2025	April 12th, 2025	April 13th, 2025	April 14th, 2025
<p><b>Goal #1</b>  <b>Homebuyer Tip</b>                      Post a helpful home-buying tip for first-time buyers.</p>	<p><b>Goal #1</b>  <b>Poll or Question</b>                      Post a poll or ask your audience a real estate-related question to encourage engagement.</p>	<p><b>Goal #1</b>  <b>Throwback Thursday</b>                      Share a past success story, whether it's a sold home or a milestone in your career.</p>	<p><b>Goal #1</b>  <b>Common Myths</b>                      Debunk a real estate myth that people often believe.</p>	<p><b>Goal #1</b>  <b>Weekend Views</b>                      Share a beautiful home or neighborhood view from your area.</p>	<p><b>Goal #1</b>  <b>Sunday Spotlight</b>                      Give a shout-out to a local business or service provider.</p>	<p><b>Goal #1</b>  <b>Challenge Day</b>  <b>Beginner</b> – Post a quick video (less than 1 minute) sharing an easy home staging tip.  <b>Advanced</b> – Create a carousel post with 5 "Do's and Don'ts" for buyers or sellers.</p>
<p><b>Goal #2</b>  <b>Testimonial Tuesday</b>                      Post a past client review or success story (with permission).</p>	<p><b>Goal #2</b>  <b>Video Challenge</b>  <b>Beginner</b> – Record a 15-second Instagram/Facebook story about why you love your community.  <b>Advanced</b> – Go live and answer common real estate questions!</p>	<p><b>Goal #2</b>  <b>Throwback Thursday</b>                      Post a "Throwback" of a past listing, event, or milestone in your career.</p>	<p><b>Goal #2</b>  <b>Fair Housing Friday</b>                      Repost MAR's Fair Housing graphic posted on social media and add your own caption with emojis!</p>	<p><b>Goal #2</b>  <b>Weekend Motivation</b>                      Share a quick tip for buyers or sellers.</p>	<p><b>Goal #2</b>  <b>Sunday Showcase</b>                      Feature a listing you love (yours or one in your brokerage).</p>	<p><b>Goal #2</b>  <b>Myth-Busting Monday</b>                      Debunk a common real estate myth!</p>

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# MAR Social Media Challenge Calendar: Week 3 - Get Personal



Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
April 15th, 2025	April 16th, 2025	April 17th, 2025	April 18th, 2025	April 19th, 2025	April 20th, 2025	April 21st, 2025
<p><b>Goal #1</b> <b>Tax Day Tip:</b> Share a tax-related tip for homeowners or real estate investors.</p> <hr/> <p><b>Goal #2</b> <b>Tip Tuesday</b> <b>Beginner</b> – Create a carousel post with 3-5 tips. <b>Advanced</b> – Make a 1-minute educational reel or TikTok.</p>	<p><b>Goal #1</b> <b>Why I Became a REALTOR®</b> Post your "why" story—what inspired you to join the industry?</p> <hr/> <p><b>Goal #2</b> <b>Walkthrough Wednesday</b> Take a short video or boomerang inside a listing or at an open house.</p>	<p><b>Goal #1</b> <b>Feature a Listing</b> Highlight one of your listings with photos, a video, or a fun fact about the home.</p> <hr/> <p><b>Goal #2</b> <b>REALTOR® Life Thursday</b> Share something personal—why you became a REALTOR®, a funny work story, or what drives you.</p>	<p><b>Goal #1</b> <b>Client Story:</b> Share a heartwarming story of how you helped a client buy or sell a home.</p> <hr/> <p><b>Goal #2</b> <b>Follow Friday</b> Tag and follow 3 local businesses or community pages to build connections.</p>	<p><b>Goal #1</b> <b>Challenge Day</b> <b>Beginner</b> – Create a simple Instagram Reel showing a "Day in the Life of a REALTOR®." <b>Advanced</b> – Host a 5-minute Q&amp;A session on Instagram or Facebook Live.</p> <hr/> <p><b>Goal #2</b> <b>Saturday Spotlight</b> Share a "dream home" listing or an architectural feature you love.</p>	<p><b>Goal #1</b> <b>Sunday Self-Care</b> Share how you take care of yourself outside of real estate—mental health, hobbies, or downtime activities.</p> <hr/> <p><b>Goal #2</b> <b>Selfie Sunday</b> Post a picture of yourself with a caption about what makes you different as a REALTOR®.</p>	<p><b>Goal #1</b> <b>Motivation Monday</b> Post a quote or personal message that motivates you in your career.</p> <hr/> <p><b>Goal #2</b> <b>Market Monday</b> Share another market update—consistency is key!</p>

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# MAR Social Media Challenge Calendar: Week 4 - Expand Your Reach



Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
April 22nd, 2025	April 23rd, 2025	April 24th, 2025	April 25th, 2025	April 26th, 2025	April 27th, 2025	April 28th, 2025
<p><b>Goal #1</b> <b>Earth Day</b> Share an eco-friendly home tip or a green initiative in your community.</p> <hr/> <p><b>Goal #2</b> <b>Earth Day Special</b> Highlight an eco-friendly home feature, a green property tip, or a local cleanup event.</p>	<p><b>Goal #1</b> <b>REALTOR® Resources</b> Share a tool, app, or strategy that helps you stay organized in your business.</p> <hr/> <p><b>Goal #2</b> <b>Video Challenge</b> <b>Beginner</b> – Share a 30-second clip about a recent showing or experience. <b>Advanced</b> – Host a live Q&amp;A session.</p>	<p><b>Goal #1</b> <b>Educational Content</b> Post an explainer video or infographic about market trends.</p> <hr/> <p><b>Goal #2</b> <b>Throwback Thursday</b> Share an old closing day photo, past real estate memory, or a past event.</p>	<p><b>Goal #1</b> <b>Fair Housing Friday</b> Make a graphic listing different ways REALTORS® can advocate for Fair Housing in Mississippi.</p> <hr/> <p><b>Goal #2</b> <b>FAQ Friday</b> Answer one common real estate question in a post or short video.</p>	<p><b>Goal #1</b> <b>Challenge Day</b> <b>Beginner</b> – Post a quick market update with 1-2 key takeaways. <b>Advanced</b> – Collaborate with another professional (lender, inspector, etc.) on a joint post or video.</p> <hr/> <p><b>Goal #2</b> <b>Weekend Check-In</b> Ask your followers a fun question like, "If you could live anywhere in Mississippi, where would it be?"</p>	<p><b>Goal #1</b> <b>Sunday Gratitude</b> Share something you're grateful for in your real estate journey.</p> <hr/> <p><b>Goal #2</b> <b>Local Love Sunday</b> Highlight a Mississippi neighborhood you love working in.</p>	<p><b>Goal #1</b> <b>Engagement Day</b> Spend 20 minutes engaging with other REALTOR® accounts—comment, like, and share.</p> <hr/> <p><b>Goal #2</b> <b>Milestone Monday</b> Reflect on something you've learned or accomplished this month.</p>

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# MAR Social Media Challenge Calendar: Week 5 - Wrapping It Up



**Tuesday**  
April 29th, 2025

**Wednesday**  
April 30th, 2025

**Goal #1**  
**Lessons Learned**  
Share a key lesson you've learned from this challenge or your real estate career.

**Goal #1**  
**Reflection & Future Goals**  
Post about what's next for you—goals for the next quarter or an exciting project ahead.

**Goal #2**  
**Storytelling Tuesday**  
Share a story about a client success, a unique home, or your journey in real estate.

**Goal #2**  
**Challenge Reflection**  
What was your favorite part of the challenge? Share your biggest takeaway and encourage others to stay consistent!

## How Did You Do?

Check off the days in April you participated in MAR's Social Media Challenge! Share your results on social media and don't forget to tag Mississippi REALTORS®' account.

<b>April 2025</b>		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	<b>Total Days: _____</b>		

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