

# LEIGH BROWN'S SOCIAL CONTENT LIST



## FIRST, WHAT NOT TO DO.

LeighBrownU.com

- Lay off the static virtual tours.
- Your friends don't care about 'historic lows' whether it's inventory or interest rates.
- Quit bitching about other REALTORS® – or your clients – or your prospects.
- No typing in ALL CAPS.

## IDENTIFY YOUR AUDIENCE.

### 1. REAL ESTATE STUFF THAT ISN'T ICKY.

#### NON-ICKY IDEAS.

- Things that can be done on stay-at-home orders.
- New home tips (how to do a walk-through).
- Resale home tips (how to clean the dishwasher).
- How to be a good tenant (don't break the rules and pay on time).
- How to be a good landlord (don't be a stalker and fix stuff).
- Anything you say over and over and over.

### 2. COMMUNITY INFO.

- Where to find things.
- Local business highlights.  
(Showcase businesses still open and how to order/purchase/support from them.)
- Public school calendars (updated schedules / community lunch bus).
- Ideas for virtual homeschool.
- Festivals (\*\*when we can do them again\*\*!)
- Traffic updates.
- Anything eccentric (aka Blue Laws).

### 3. EMERGENCY PLANNING.

#### BEING HELPFUL IS, WELL, HELPFUL.

- Emergency planning tips.
- ready.gov plan.
- Survival planners.
- Insurance checklists and considerations.

### 4. POLITICAL STUFF.

#### DON'T BE SCARED.

- \*\*\*This is NOT permission for you to rant and foam at the mouth about candidates!\*\*\*
- What's happening with the school board?
- Town council meetings.
- Planning and zoning meetings.
- BE A RESOURCE.



## LEIGH BROWN'S SOCIAL CONTENT LIST, CONTINUED

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### 5. ACTIVE LIVING.

(WHAT DOES ACTIVE LIVING MEAN?)

- Parks and recreation opportunities.
- Little league-related stuff.
- Are there meetups?
- Different age group options.

### 6. HEALTHCARE.

EVEN IF YOU'RE NOT SICK.

- Hospital options.
- Specialists (esp children's hospitals).
- Urgent care fun.
- Sports physicals.
- Pharmacies.

### 7. GROCERY STORES.

YOU \*THINK\* THIS IS BASIC, BUT...

- Grocery stores are regional.
- Break down the options for price and location and reputation.
- Don't forget the couponers!

### 8. SPORTS.

THINK OLYMPICS.

- Professional sports, obviously.
- Minor league.
- Ethnic/cultural niche options (aka cricket).
- Club sports, community leagues.
- Oddball options (aka curling).

### 9. EMPLOYMENT.

GET YOUR FUTURE CLIENTS A JOB.

- Who are your top area employers?
- Chamber of Commerce.
- Business Journal.
- Incoming companies.
- Offer to advertise on behalf of small business friends/clients.

### 10. REVIEWS.

WHAT DO YOU LIKE? (YOUR FAVORITES)

- Coffee shop (what do you drink?).
- Restaurant (what do you eat?).
- Bookstore (what are you reading now?).
- Anything locally owned!
- Offer to advertise on behalf of small business friends/clients.

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