



CHIRPY

The 7-Day Real Estate Social Media Starter Pack

For Real Estate Agents & Realtors

Seven ready-to-use post ideas. A caption formula.
A weekly rhythm template you can reuse every week.
Stay top of mind, attract more listings, never run out of content.

7 Post Prompts

Caption Formulas

Weekly Template

Free Trial CTA

- Days 1–7 with caption formulas and worked examples for real estate.
- ⇒■ The Caption Formula: Hook, Value, Action — built for listings.
- A Mon / Wed / Fri weekly rhythm template to keep you visible.
- How to automate your listing content with Chirpy's free trial.

Work through one day at a time, post when it suits your schedule.

chirpy.me

Welcome.

Here's how to stay consistently visible — even when you're mid-transaction.

Staying visible on social media is one of the highest-ROI things a real estate agent can do — and one of the most consistently skipped. Not because you don't care about your brand, but because when you're showing properties, writing contracts, and managing settlements, content creation is the first thing dropped.

This guide fixes that. Work through one day at a time, post each prompt when it fits your schedule, and by the end of the week you'll have a posting rhythm that works even during your busiest periods.

What's inside

-  **Days 1–7**
Seven daily post prompts with caption formulas and worked examples — built specifically for real estate.
-  **The Caption Formula**
A three-part structure — Hook, Value, Action — that works for listings, tips, and personal brand posts.
-  **Weekly Template**
A simple Mon / Wed / Fri posting system to stay visible between transactions.
-  **What's Next**
How to automate this workflow so your listing content is always scheduled in advance.

How to use this guide

Work through one day at a time. Each prompt takes about 5 minutes to turn into a post. You don't need to follow the exact order — adapt any day to what's live in your pipeline. At the end, use the weekly template to keep the rhythm going long-term.



Your 7-Day Plan

One post idea per day. Adjust, photograph, publish.

DAY 1 — NEW LISTING SHOWCASE

POST PROMPT

Share one of your active listings — but lead with the lifestyle, not the specs. Help buyers picture themselves there before they've even seen the floor plan.

CAPTION FORMULA

[Lifestyle hook] — [2-3 key features] — [CTA to book a viewing or DM for details]

EXAMPLE:

"Imagine Sunday mornings with this view. 3-bed, 2-bath in [neighbourhood], newly renovated kitchen and north-facing garden. Serious buyers — DM me for a private showing before the open home."

DAY 2 — MARKET UPDATE

POST PROMPT

Share one local market stat your buyers or sellers need to know right now. Position yourself as the agent who actually knows the numbers.

CAPTION FORMULA

[The stat] — [What it means for buyers or sellers] — [Why act now or what to watch]

EXAMPLE:

"[Your area] had 52 sales last month — up 14% on the same time last year. If you've been sitting on the fence about selling, this is the market you've been waiting for. DM me for a no-obligation chat."

■ PRO TIP

Post at the same time each day to build audience expectation. Evenings (6–8pm) and weekends work best for most agents.



DAY 3 — BUYER OR SELLER TIP**POST PROMPT**

Share one thing buyers or sellers commonly get wrong that costs them time or money. This positions you as a trusted expert — not just a salesperson.

CAPTION FORMULA

Most [buyers/sellers] don't know: [the tip] — [what this costs them] — [CTA to DM or book a call]

EXAMPLE:

"Most first-home buyers don't know that pre-approval and pre-qualification are two completely different things — and only one carries weight with a vendor. DM me before you start viewing and I'll walk you through it."

DAY 4 — JUST SOLD**POST PROMPT**

Celebrate a recent sale. Lead with the result, not the price. Focus on what the outcome meant — for your clients, and for buyers watching the market.

CAPTION FORMULA

[The achievement] — [Brief client outcome or story] — [Soft CTA for buyers/sellers watching]

EXAMPLE:

"SOLD — 6 days on market, 4 offers, above asking. My clients can finally move on to their next chapter. If you're thinking of selling in [area] this year, let's have a conversation."

■ TIMING IS GOLD

Post your 'just sold' content within 24 hours of the sale settling. It's fresh validation for other sellers in your area.



DAY 5 — COMMUNITY SPOTLIGHT

POST PROMPT

Share something about your local area that buyers and sellers care about — a neighbourhood feature, a local business, or something that makes the area special.

CAPTION FORMULA

[One thing about the area] — [Why it matters to buyers] — [Your local connection or listings in the area]

EXAMPLE:

"One of the things I love most about [suburb] — you're 10 minutes from the CBD but it still feels like a village on a Saturday morning. This is the pocket buyers keep asking about. I have two listings coming up here — DM if you want early access."

DAY 6 — BEHIND THE SCENES

POST PROMPT

Show what your day actually looks like — an open home, a client meeting, a settlement moment. Real estate is a people business. Let people see that.

CAPTION FORMULA

[What's happening today] — [What you love about this work] — [Human, low-pressure CTA]

EXAMPLE:

"Open home number three this Saturday. This is my pre-open checklist — every detail matters when you're representing someone's biggest asset. Questions about the property? Drop them in the comments."

■ BEHIND-THE-SCENES TIPS

Use natural light for photos and keep the focus on the human moment. Real estate is personal — authenticity beats polish.



DAY 7 — PERSONAL BRAND: WHY YOU**POST PROMPT**

Tell people why you do what you do. This is not about a listing — it's about you. The agents people refer are the ones they trust, and trust comes from knowing the person behind the sale.

CAPTION FORMULA

[A personal truth about your work] — [What it means to your clients] — [Soft invitation to connect]

EXAMPLE:

"I got into real estate because I watched my parents spend three months stressed and confused navigating their first property purchase. Nobody should feel that way. If you're buying or selling, I'll make sure you don't. That's the promise I make to every client. DM me anytime."

The Caption Formula

Every great real estate post has three parts:

1**THE HOOK**

Your opening line — make them stop scrolling.

"SOLD — 6 days, 4 offers, above asking."

2**THE VALUE**

Why this matters to them — the benefit, the emotional connection.

"My clients can finally move into the chapter they've been planning for two years."

3**THE ACTION**

Tell them exactly what to do next. Keep it low friction.

"Thinking of selling in [area] this year? DM me for a no-obligation conversation."



Your Weekly Rhythm Template

Post days: Mon, Wed, Fri. Rest & plan: Tue, Thu, Sat, Sun.

MON	TUE	WED	THU	FRI	SAT	SUN
	—		—			
Listing / Market	Rest Day	Education / Tips	Rest Day	Community / Personal	Optional Bonus	Plan Next Week
New listings, just sold, market stats, open home invitations.	No post needed — quality over quantity.	Buyer or seller tip that builds your authority.	No post needed.	Behind-the-scenes, community spotlight, or why-you post.	Timely update if relevant.	90-minute session — map your 12 slots and batch content.

MONTHLY PLANNING SESSION — 90 MINUTES, ONCE A MONTH

Set aside 90 minutes on the first Sunday of each month. Map 12 post slots across 4 weeks.

Batch your listing content as each property goes live. Review with a 15-minute Monday check-in.

Your 4 Content Pillars

-  **Listings & Market**
New listings, just sold, market stats, open home invitations.
-  **Buyer & Seller Tips**
Advice that positions you as the local expert.
-  **Community & Local**
Neighbourhood features, local business shoutouts, area insights.
-  **Personal Brand**
Your story, your values, behind-the-scenes, client moments.



YOU'VE COMPLETED DAY 7

You now have a content system built for real estate.

Seven post ideas. A caption formula. A weekly rhythm that survives your busiest weeks.

Chirpy takes this further.

Your Brand Kit stores your voice, tone, and listing style. Every time you add a property, Chirpy drafts captions across platforms — Instagram, Facebook, LinkedIn — ready to review and schedule. One listing, a month of content, done in minutes.

Brand Kit stores your agent voice

Turn one listing into multiple posts

Plan, create & schedule in one place

No AI prompts to manage

Start Your Free Trial at chirpy.me →

No credit card required · Set up in under 5 minutes

Helping real estate agents stay top of mind — without the chaos.

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