






Social media calendar for loan officers

30 social media post ideas to promote your mortgage lending business



sun	mon	tue	wed	thu	fri	sat
Share news from your community 1	Celebrate with a holiday or month-themed post 2	Share a recent client success story 3	Offer a “thank you” video to your customers 4	Promote an upcoming event 5	Answer a common mortgage FAQ 6	Post a just-for-laughs meme or gif 7
Spotlight a referral partner 8	Bust a common mortgage myth 9	Share a mortgage tip 10	Post a poll about homebuying challenges 11	Share a blog post or infographic 12	Recommend your favorite consumer calculator 13	Summarize an interesting industry article 14
Find content relevant to the season 15	Host a Monday markets video chat 16	Share your favorite podcast 17	Upload photos from a recent event 18	Celebrate a milestone or achievement 19	Offer a look behind the scenes 20	Share home maintenance advice 21
Share a motivational homeownership quote 22	Celebrate with a “National Day” post 23	Explain an industry term 24	Highlight a local community event 25	Promote your other social media channels 26	Ask followers what they’re doing for the weekend 27	Share something personal about yourself 28
Tell a funny business-related story 29	Recommend a homebuyer education resource 30					

POSTING TIPS

- **Post regularly to establish your brand** as a reliable and authoritative information source
- **Share valuable and educational content** to position yourself as a trusted authority
- **Showcase your personality and expertise** to humanize your brand and allow potential clients to connect with you on a deeper level
- **Use relevant hashtags to help clients** easily discover your content
- **Interact with your followers** to demonstrate you value your audience’s input and feedback

COMMON HASHTAGS

DAY OF THE WEEK

#MotivationMonday, #MondayMood, #TipTuesday, #TuesdayTrivia, #WisdomWednesday, #WellnessWednesday, #ThrowbackThursday, #ThursdayThoughts, #FAQFriday, #FeatureFriday, #SocialSaturday, #SaturdaySelfie, #SundayFunday, #SpotlightSunday

INDUSTRY

#FixedRate, #HomeLoan, #Mortgage, #PMI, #RealEstate, #Rates

HOMEOWNERSHIP

#DreamHome, #HomeSweetHome, #HouseHunt, #HouseGoals

Jump-start your social media game with curated posts and images ready to download and share! mgic.com/social-shareable