

# 30 Day Social Media Posting Plan

Designed to help you level up your thought leadership, awareness, grow your network and impact on social.



Day:	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
Bucket/Type:	<b>Key Insight</b>	<b>Engagement</b>	<b>Answer a Question</b>	<b>Repost from Network</b>	<b>Share a Resource</b>	<b>Mentor Callout</b>	<b>Personal Story</b>
Details:	Share a key insight from an industry article. Example: What's the future of AI? Hard to tell but I found this article to be interesting. With the increase of AI we'll see more content, but this will push the need to have a strong point of view to stand out from the crowd. What are your thoughts?" (share link)	Engage with 5 people's posts on LinkedIn. Add a comment, your point of view, congratulations, etc. Example: Looking for some good book recommendations about (insert topic here). What should I be reading?	Post a question that you've gotten in the last 30 days and the answer/point of view from your perspective and expertise. Example: "How will ChatGPT and other tech shape the future of the Mortgage Industry? Being informed about the latest mortgage technologies is essential to forecast the future of the mortgage industry and know the right time to integrate tech advancements. What tech are you using? (share link)	Find a post from someone in your network that you find valuable and repost with your thoughts. Example: I'm constantly looking to stay on top of the latest Mortgage tech. I've found this podcast to be very insightful and highly recommend for others in Lending." (link here)	Post a resource that you've found helpful lately. Example: "One of my goals for this year is to deepen my learning about Facebook ads. Highly recommend this course from XYZ company - here's the link you might find this helpful" (link here)	Post a thank you to a mentor and tag them.	Share a personal story, what happened and what you learned from it.
My ideas:							
Day:	DAY 8	DAY 9	DAY 10	DAY 11	DAY 12	DAY 13	DAY 14
Bucket/Type:	<b>Human Photo</b>	<b>Book Recommendation</b>	<b>Key Insight</b>	<b>Share a Resource</b>	<b>Network</b>	<b>Repost from Company</b>	<b>Quote</b>
Details:	Share a photo from your personal life and use this as a way to showcase your "humaness" Example: Who's in your cheering section? Super thankful for these amazing people who support me at home and in life! Who's in your cheer section?	Ask your network for book recommendations. Example: Looking for some good book recommendations about (insert topic here). What should I be reading?	Share a key insight from an industry article. Example: "How will ChatGPT and other tech shape the future of the Mortgage Industry? Being informed about the latest mortgage technologies is essential to forecast the future of the mortgage industry and know the right time to integrate tech advancements. What tech are you using? (share link)	Post a resource that you found helpful lately. Example: I'm constantly looking to stay on top of the latest Mortgage tech. I've found this podcast to be very insightful and highly recommend for others in Lending." (link here)	Connect with 3 new contacts, either partners (agents, etc.) or other mortgage professionals & comment on their latest post.	Find a post from your company that you find valuable and repost with your thoughts.	Post a favorite quote and why you love it. As your audience what quote they like.
My ideas:							
Day:	DAY 15	DAY 16	DAY 17	DAY 18	DAY 19	DAY 20	DAY 21
Bucket/Type:	<b>Coworker High Five</b>	<b>Event Share</b>	<b>Engagement</b>	<b>Answer a Question</b>	<b>Key Insight</b>	<b>Share a Resource</b>	<b>Human Photo</b>
Details:	Post a high five of kudos post to a coworker or partner for something they've done or simply a quality they have. Example: If you have met (tag) Sally, you should! I appreciate her ability to always be on top of things when completing purchase transactions, never any hitches! Always a pleasure working with her. Thanks for being a great partner!	Share an event in your industry that may be interesting to other people. Example: Are you attending the MBA Annual? I always have a great time meeting up with colleagues and meeting new partners. I'm registered! Join me! (link here)	Engage with 5 people's posts on LinkedIn. Add a comment, your point of view, congratulations, etc. Example: "Excited to plan the rest of this year and incorporate events like (insert event name here). So many great connections to be made at events like this. What's on your conference list this year?"	Post a question that you've gotten in the last 30 days and the answer/point of view from your perspective and expertise. Example: What's the future of AI? Hard to tell but I found this article to be interesting. With the increase of AI we'll see more content, but this will push the need to have a strong point of view to stand out from the crowd. What are your thoughts?" (share link)	Share a key insight from an industry article. Example: What's the future of AI? Hard to tell but I found this article to be interesting. With the increase of AI we'll see more content, but this will push the need to have a strong point of view to stand out from the crowd. What are your thoughts?" (share link)	Find a post from someone in your network that you find valuable and repost with your thoughts.	Post a favorite quote and why you love it. As your audience what quote they like.
My ideas:							
Day:	DAY 22	DAY 23	DAY 24	DAY 25	DAY 26	DAY 27	DAY 28
Bucket/Type:	<b>Engagement</b>	<b>Work / Event Photo</b>	<b>Repost from Network</b>	<b>Mentor Callout</b>	<b>Answer a Question</b>	<b>Engagement</b>	<b>Network</b>
Details:	Engage with 5 people's posts on LinkedIn. Add a comment, your point of view, congratulations, etc. Example: "Excited to plan the rest of this year and incorporate events like (insert event name here). So many great connections to be made at events like this. What's on your conference list this year?"	Post a photo from your work life - could be a conference you attended, a person you met or even a picture of your desk. Tie this into your audience. Example: "Excited to plan the rest of this year and incorporate events like (insert event name here). So many great connections to be made at events like this. What's on your conference list this year?"	Find a post from someone in your network that you find valuable and repost with your thoughts. Example: "Excited to plan the rest of this year and incorporate events like (insert event name here). So many great connections to be made at events like this. What's on your conference list this year?"	Post a thank you to a mentor and tag them.	Post a question that you've gotten in the last 30 days and the answer/point of view from your perspective and expertise. Example: What's the future of AI? Hard to tell but I found this article to be interesting. With the increase of AI we'll see more content, but this will push the need to have a strong point of view to stand out from the crowd. What are your thoughts?" (share link)	Engage with 5 people's posts on LinkedIn. Add a comment, your point of view, congratulations, etc.	Connect with 3 new contacts, either partners (agents, etc.), clients or other mortgage professionals & comment on their latest post.
My ideas:							
Day:	DAY 29	DAY 30	<p><b>Points to consider:</b></p> <ul style="list-style-type: none"> <li>Am I providing insight so that I can become a resource and thought leader for others?</li> <li>Am I sharing relevant industry news and trends to keep my network informed?</li> <li>Am I engaging with others in my network to collaborate or encourage?</li> <li>Am I growing my network by connecting with others in my business, partners, my customers, or others in the community?</li> <li>Am I showing my involvement within the industry or community by sharing relevant events?</li> <li>Am I supporting my company by sharing their content, to help expand their reach through my network?</li> </ul>				
Bucket/Type:	<b>Repost from Company</b>	<b>Event Share</b>					
Details:	Find a post from your company that you find valuable and repost with your thoughts. Example: Are you attending the MBA Annual? I always have a great time meeting up with colleagues and meeting new partners. I'm registered! Join me! (link here)	Share an event in your industry that may be interesting to other people. Example: Are you attending the MBA Annual? I always have a great time meeting up with colleagues and meeting new partners. I'm registered! Join me! (link here)					
My ideas:							