

THE HOME STAGER & DESIGNER'S SOCIAL MEDIA CALENDAR

BY AUDRA SLINKEY



SOCIAL MEDIA MONTHLY PLANNING

SUN	MON	TUE	WED	THU	FRI	SAT
FUNNY STORY OR DAY EVENT	BEHIND THE SCENES	VENDOR SHOWCASE	COLORS FOR BEDROOMS	SELLER'S RED FLAG CHECKLIST	CONNECTING QUESTION	PHOTOS OF STAGED HOME
E-DESIGN BOARD	REAL ESTATE TIP	A BIT ABOUT YOUR "WHY"	INSPIRATIONAL QUOTE	FAVORITE IKEA ITEMS	FLASHBACK FRIDAY	PAINT COLOR TRENDS
CONNECTING QUESTION	FAQ ABOUT YOUR BIZ	INSPIRATIONAL QUOTE	SHOWCASE AGENT'S WORK	CLOSET CHECKLIST	PHOTOS OF STAGED HOMES	MY WHY
VENDOR SHOWCASE	BEHIND THE SCENES	FAVORITE PRODUCT LIST	SHARE CLIENT EXPERIENCE	THROWBACK THURSDAY	HOT DESIGN TREND	STAGING STATISTICS
FAQ ABOUT YOUR BIZ	MARKET MONDAY TIP	DESIGN POLL	WEDNESDAY WISDOM	STAGING PAINT COLOR TIPS	FUN FRIDAY SILLY FACT	DESIGN MISTAKES

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Social media is all about getting in front of your potential clients in a subtle, personal yet meaningful way.

AUDRA SLINKEY

JANUARY

**NEW YEAR/NEW HOME
TIME TO GET ORGANIZED
HOT TRENDS**

**PROMO - CLOSET ORGANIZATION
CHECKLIST**

**PROMO - ORGANIZATION
CALENDAR**

FEBRUARY

**PUT A LITTLE LOVE INTO
YOUR HOME**

**PROMO - CREATE AN E-DESIGN
PLAN FOR YOUR SPACE**

**PROMO - SPRING COLORS TO
PLAN FOR**

MARCH

GETTING READY TO MOVE?

**PROMO - SELLERS RED FLAG
CHECKLIST**

PROMO - STAGING CHECKLIST

PROMO - AGENT LISTING FLYER

APRIL

MAKING YOUR MOVE

**PROMO - OPEN HOUSE
CHECKLIST**

PROMO - HOW TO PACK

PROMO - MOVING PLANNER

MAY

**MOTHERS DAY & SPRING
CLEANING**

**PROMO - MOTHERS DAY GIFT
LIST-EDESIGN BOARD**

PROMO - CLEANING CHECKLIST

PROMO - TRENDING COLORS

JUNE

**SUMMER REFRESH AND
VACATION HOME DESIGN**

PROMO - AIRBNB CHECKLIST

**PROMO - SUMMER PRODUCT
LIST**

JULY

**BENEFITS OF SHOPPING
TRADE AND GOING TO THE
VEGAS MARKET:)**

**PROMO - FAVORITE STAGING
PRODUCT BOARD**

**PROMO - VENDOR DISCOUNT
LIST THROUGH YOU**

AUGUST

**SELL BEFORE THE FALL
COMES**

PROMO - HOW TO SELL NOW

PROMO - STAGING CHECKLIST

SEPTEMBER

**BACK TO SCHOOL RENEW
YOUR SPACE AND GETTING
READY FOR FALL**

PROMO - ONE-DAY DESIGN

PROMO - PAINT TRENDS

OCTOBER

PAINT AND DESIGN TRENDS

**PROMO - FAVORITE PAINT COLOR
PALLETTE**

**PROMO - HOT TRENDS FOR
HOLIDAYS, HOLIDAY GIFT GUIDES**

NOVEMBER

**GETTING READY FOR THE
HOLIDAYS**

PROMO - HOLIDAY STYLE QUIZ

**PROMO - EASY HOLIDAY
VIGNETTES**

PROMO - TABLESCAPES

DECEMBER

**GETTING READY FOR FALL
AND HOLIDAYS**

PROMO - HOLIDAY STYLE QUIZ

**PROMO - EASY HOLIDAY
VIGNETTES**

PROMO - EDESIGN BOARDS

OCTOBER POST INSPIRATION

These trendy fall favorites will give your interiors a quick seasonal update. Decorate with rich tones, bring on the chunky throws and patterned pillows, create cozy areas for lounging, and make your entertaining area ready for hosting guests. With these cozy trends, you're home will be looking amazing for the fall season! 🍂🍁

#falltrends #autumndecor #cozyup #hometrends #fallupdates



According to the National Association of Realtors, home sales may simmer down in the fall, but only by a few degrees. It's hard to predict what the market will actually do, especially post-pandemic but we can expect sales to continue at a fairly steady rate. If you're thinking of selling your home in the fall, take the proper steps below to try to land a quick sale. 🏠🏡

1. Hire a home stager
2. Price your home right
3. Perform maintenance and cleanings
4. Clean up the exterior
5. Embrace the season into your home

#fallforecast #realestate #homesales #falltrends #fallrealestate

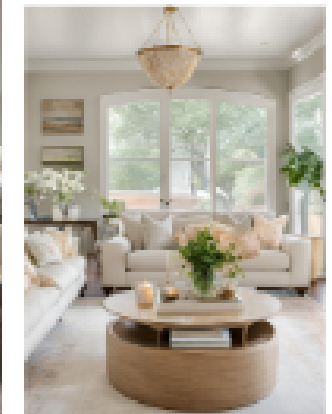


Ready to blend summer and fall in your home decor?

🍂 Embrace the cozy warmth of fall while keeping a splash of summer alive with these tips: 🍁 **Mix Colors:** Pair rich fall tones like burnt orange and deep reds with bright summer hues for a vibrant, balanced look. 🍁 **Layer Textures:** Add cozy throws and plush rugs, but keep a summer throw or bright cushion to retain a bit of summer charm. 🍁 **Combine Scents:** Use fall fragrances like cinnamon and pumpkin spice, while incorporating summer scents like citrus or floral. 🍁 **Highlight Your Fireplace:** Decorate your fireplace with fall garlands and cozy blankets, but add summer touches like seashells or bright vases to the mantle. #HomeDecor #SeasonalTransition #FallVibes #SummerToFall #HomeStaging



SUMMER TO FALL
How to transition your seasonal home decor



Today I just want to shout out to my family, my friends and my clients! I'm so grateful to be doing what I love as a home stager and wouldn't be where I am without the encouragement and support of those in my tribe. Thank you for literally everything. I am living my passion and am grateful every single day for everything I have, everything I know and everything I am. And I wouldn't be here without all of your love and support. 🥰 #gratitude #love #thankyou #gratefulheart



The stage is set for a GREAT fall market. Leaves have exploded in vibrant colors and for sale signs are popping up in yards. While there are definitely some buyers that stop their home search towards the end of the year, the real estate market is far from cooling down and autumn can be the ideal time to stir up interest and sell your home. Listing your house in autumn has its advantages. By staging your home for the season, buyers can better envision spending holidays in your home and that can help a sale. In addition, you will likely have fewer properties to compete with and can attract more buyer interest 😊 Lower fall housing inventory also means that because buyers have less homes to choose from, you might be able to sell your house for a better price. It's a great time to make a move! 🍁 #fallhomesale #seasonalstaging #sellinginautumn #fallrealestate



Who's ready to set the table? 🍷🍂🍁 Thanksgiving is right around the corner! Whether you're having a few friends over for the holiday or you're hosting a bigger family feast, a beautifully set Thanksgiving table makes an excellent first impression and is well worth the effort. Since holiday entertaining is one of my favorite events, I'm sharing my must-have table essentials so you can focus more on the 🍷 and less on setting the table. This will save you time and you will feel so much more confident going into dinner knowing you've got everything covered! #thanksgivingtablescapes #tableessentials #settingthetable



DECEMBER POST INSPIRATION

It's almost the time of year to deck the halls and fill your house with holiday cheer! If you're hoping to put a designer touch on your decor this year, look no further because I'm sharing my favorite places to shop so you can fill your home with holiday magic. 🎄🧑‍🎄🌟 Whether your budget is big or small, your style is modern or traditional, the holiday collections in these stores are sure to ramp up your decor and put you and your home in the spirit of the season! #bestholidayshops #decoratingforchristmas #holidaydecor



You can make your guests feel welcome during the holidays with just a few simple touches. The most basic essential of an inviting guest room is that it must be clean and tidy. Guests like to have some space for their own things, so having some wiggle room goes a long way. If you create a cozy space for your holiday guests with these 10 guest room essentials, they may not want to leave! 🌸🔑🕒🍵 #guestroomessentials #beourguest #guestroomstaging #athome #welcomeguests



Preparing for Christmas early is a great way to avoid stress and chaos during the holiday frenzy. Here are some ideas to help prepare you for the 3 weeks left until the magical day. Don't worry, you've got this! 🧑‍🎄📝 #christmascountdown #3weeksleft #holidaychecklist #readyforchristmas #planforholidays



DECEMBER POST INSPIRATION

It's the most wonderful time of the year to spread some holiday cheer! Create this easy DIY hot chocolate bar your family and guests will ❤️. Even when you're not stirring up hot chocolate, this festive vignette brings joy and warm vibes to your home all month long! 🧊 ESSENTIALS Hot chocolate Festive mugs Hot chocolate bar sign Jars or bowls for the toppings Chocolate dipped spoons Paper straws for sipping Holiday napkins TOPPINGS Whipped cream Marshmallows Mini chocolate chips Assorted sprinkles Candy canes for garnish Toffee Caramel & chocolate sauce Peppermint sticks DETAILS Tray for display Fresh greenery Pinecones Candles & twinkle lights #hotchocolatebar #holidayvignette #hotcocoa #babyitscoldoutside #festivedrinks



Making mulled wine couldn't be easier and tastier! It's my go-to winter "warm up" drink and it is BURSTING with flavor. With just a handful of ingredients, mulled wine is something that you can whip up on a moment's notice and knock the socks off your guests! Cheers! 🍷🍊🌟 INGREDIENTS 🍷 1 (750-ml.) bottle red wine 🍷 1-2 oranges sliced into rounds (save some for garnish) 🍷 6 whole cloves 🍷 3 cinnamon sticks, + more for garnish 🍷 3 star anise 🍷 Pomegranate seeds 🍷 1/4 c. honey 🍷 1/2 c. brandy MIX IT UP 🍷 In a medium saucepan over medium heat, combine all ingredients. 🍷 Bring to a simmer (not a boil), then reduce heat to medium-low. 🍷 Simmer gently over low heat for about 10 minutes. 🍷 Serve warm in heatproof mugs, topped with citrus slices, pomegranate and star anise. #wintercocktails #holidaywine #warmupdrinks #cozycocktails



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