

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 COLORS AND
AIRBNB 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**

PROMO - ONE-DAY DESIGN

PROMO - PAINT TRENDS

OCTOBER

**PAINT AND DESIGN TRENDS
2021**

**PROMO - FAVORITE PAINT COLOR
PALLETTE**

PROMO - HOT TRENDS FOR 2021

NOVEMBER

**GETTING READY FOR FALL
AND HOLIDAYS**

PROMO - HOLIDAY STYLE QUIZ

**PROMO - EASY HOLIDAY
VIGNETTES**

PROMO - EDESIGN BOARDS

DECEMBER

**GETTING READY FOR FALL
AND HOLIDAYS**

PROMO - HOLIDAY STYLE QUIZ

**PROMO - EASY HOLIDAY
VIGNETTES**

PROMO - EDESIGN BOARDS

December 2020

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

JANUARY 2021

February 2021

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
27	28	29	30	31	1 New Year's Day	2
3	4	5 Bird Day	6	7	8 National Bubble Bath Day	9
10	11 National Clean off Your Desk Day	12	13 Make Your Dreams Come True Day	14 Organize Your Home Day	15	16
17	18 M L King Day	19	20 National Cheese Lovers Day	21 Get to Know Your Customers Day	22	23
24 National Compliment Day	25	26 National Spouses Day	27	28	29	30
31	1	2	3	4	5	6



"Show up" in January with organizing tips linked to your design service page and creative pics of you on these national days.

AUDRA SLINKEY

January 2021

S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

FEBRUARY 2021

March 2021

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
31	1	2	3	4 World Cancer Day	5	6
7 Send a Card to a Friend Day	8 Clean Out Your Computer Day	9 National Pizza Day	10	11 Make a Friend Day	12	13
14 Valentine's Day	15 Presidents' Day	16	17 Random Acts of Kindness Day	18	19	20 Love Your Pet Day
21	22 National Margarita Day	23	24	25	26	27 No Brainer Day
28	1	2	3	4	5	6



"Love on your clients month. Show people how to love on their homes and themselves this month with design tips linked to your portfolio."

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February 2021

S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28						

April 2021

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

MARCH 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	1	2 Old Stuff Day	3	4	5 Employee Appreciation Day	6
7	8 International Women's Day	9	10	11	12	13
14 Daylight Savings Time Begins	15 National Napping Day	16	17 St. Patrick's Day	18 Awkward Moments Day	19 Let's Laugh Day	20 First Day of Spring
21	22	23 National Puppy Day	24	25	26 Make Your Own Holiday Day	27
28 Palm Sunday	29	30	31	1	2	3



"March is filled with laughs and fun. It's also one of our busiest months for staging projects, so make sure to have fun staging and photograph those moments."

AUDRA SLINKEY

March 2021						
S	M	T	W	T	F	S
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

APRIL 2021

May 2021						
S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
28	29	30	31	1 Fun at Work Day	2 Good Friday	3 World Party Day
4 Easter Sunday	5	6	7 National Beer Day	8	9	10 National Siblings Day
11 Las Vegas Market and Favorite Vendors! National Pet Day	12 Las Vegas Market and Favorite Vendors!	13 Las Vegas Market and Favorite Vendors!	14 Las Vegas Market and Favorite Vendors!	15 Get to Know Your Customers Day	16 National Wear Your Pajamas to Work Day	17 First Day of Spring
18	19	20	21	22 Earth Day	23 National Picnic Day Take a Chance Day	24
25	26	27	28	29	30 National Honesty Day	1



"Staging is hot and heavy this month, so feature your work with a link to your service page. Feature your design partnerships at the Las Vegas Market."

AUDRA SLINKEY

April 2021

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

June 2021

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

MAY 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
25	26	27	28	29	30	1
2	3	4 Star Wars Day	5 Cinco de Mayo	6 National Beverage Day	7	8
9 Mother's Day	10 National Clean Up Your Room Day	11 National Eat What You Want Day	12	13 National Frog Jumping Day	14	15 International Day of Families
16	17 Pack Rat Day	18	19	20	21 National Pizza Party Day	22
23	24	25	26	27	28	29
30	31 Memorial Day	1	2	3	4	5



"May is for all of us Mothers and is all about Spring cleaning, letting go and for many of your clients... moving. Getting ready for summer is top of mind."

AUDRA SLINKEY

may 2021

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

july 2021

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

JUNE 2021

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
30	31	1 Say Something Nice Day	2	3	4 National Donut Day	5 High Point and Favorite Vendors!
6 High Point and Favorite Vendors!	7 High Point and Favorite Vendors!	8 High Point and Favorite Vendors! National Best Friends Day	9 High Point and Favorite Vendors!	10 National Beverage Day	11	12
13	14 Flay Day	15	16	17	18	19 Juneteenth National Martini Day
20 First Day of Summer Father's Day	21 National Selfie Day	22	23	24	25 National Take Your Dog to Work Day	26
27	28	29 National Camera Day	30 World Social Media Day	1	2	3

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"June is summer, color, picnics and vacations! Showcase Airbnb Design or vacation home design packages."

AUDRA SLINKEY

Get more awesome downloads, resources
and tools at the number one staging and
design certification training website:

WWW.HOMESTAGINGRESOURCE.COM

