



Ruby Key Social Media Preview

Posting consistently on social media may not be the thing that brings you your next client. But not showing up? That can absolutely cost you one.

Think about what people do after someone gives them your name. They look you up. They check Instagram. Facebook. Maybe Google. And whether they realize it or not, they're asking: Are they active? Do they know their stuff? Do they know this area? Do I like them? Are they even still in business?

That's why our approach to social isn't about posting just to post. It's about building a presence that answers those questions before someone ever calls you.

PROMPT: Local Events + Template

Become the local go-to by sharing a quick roundup of upcoming events in your area. Choose 4–6 things you'd actually recommend, add the details and give people a reason to save the post for later.

Caption Starter:

Looking for something to do this [weekend/month]? Here are a few things happening around [AREA] worth checking out.

→ [Template Download](#)

POST: The House You'd Buy Again

Homeowners: If you had to buy your current house all over again, what's the ONE thing that would make you say yes?

The neighborhood? The kitchen? Your backyard? The fact that Target is dangerously close?

What's the BEST thing about your home?

→ Graphic: Snap a photo of something you love about your own home or neighborhood. Let them know your answer is in the comments!

POST: Brand Building/My Recommendations

A few things I'm loving lately:

📺 TV/Movie: _____

📖 Book/Podcast: _____

🌟 Routine/Habit: _____

❤️ Local Business I'm Loving: _____

Consider this my current recommendation list. These are a few things I'm loving lately. Now I need yours! Drop one thing you'd recommend in the comments so I can add it to my list. 📌

→ Graphic: Snap a photo of your TV screen/Kindle/Podcast App/Local Business. Pick one of the things to share!

Ready-To-Record Video Script

Title: A Good Agent Might Talk You Out of a House

A good real estate agent won't just help you buy a house. Sometimes, we'll talk you out of one.

My goal is to know my clients well enough to know what you're actually looking for.

What matters to you. How you live.

What you're excited about.

And even the things that are going to drive you crazy six months from now.

Because then we walk into a house with that kitchen or that backyard... and suddenly, none of the other things matter.

You're dazzled. I get it. I'm excited too.

But part of my job is to remember everything you told me before we walked through the door.

So yes, I'm going to remind you that you said you absolutely needed [a short commute / a home office / more storage / whatever matters].

I'm not there to sell you on the house.

I'm there to make sure the house still makes sense once the butterflies wear off.

Video Prompt

Your Hook:

"I know I'm going to lose some of you with this one, but _____ does NOT deserve the hate."

Record a video talking about a home feature you think gets way more hate than it deserves?

Maybe it's carpet in bedrooms, a formal dining room, oak cabinets, a closed-off kitchen, a giant bathtub, or something else buyers love to complain about.

Film It: Tell us what you're defending and why. Keep it short. Bonus points if you can film it standing next to the item you're talking about but NOT NECESSARY. If you need to record sitting in your car, office or home, do it. Progress and content is better than perfection. Every Time.