

June SOCIAL PLAN

2025

POSTS HIGHLIGHTED IN BLUE ARE TO BE POSTED BY YOU.

DATE	TOPIC	EVENT IDEAS/INFO
6/1	MEN'S HEALTH MONTH	WE WILL SHARE A GRAPHIC TODAY!
6/3	HIGHLIGHT A LOCAL BUSINESS OR AN EVENT HAPPENING LOCALLY	HIGHLIGHT A LOCAL BUSINESS TODAY! WHETHER IT IS A PIZZA PLACE THAT HOSTS PIZZA NIGHTS OR A FUN TOWN FAVORITE SUMMER SPOT.
6/6	NATIONAL DONUT DAY	IT'S NATIONAL DONUT DAY! WE WILL SCHEDULE A GRAPHIC TO CELEBRATE, BUT IF YOU CHOOSE TO HAVE A GRAB N GO EVENT DURING THIS DAY, SWITCH TO OUR OTHER PROVIDED GRAPHIC!
6/9	SUMMER DECOR IDEA	SHARING AN ARTICLE FOR SOME FUN SUMMER DECOR IDEAS
6/11	AMENITY POST	IF YOUR PROPERTY HAS A POOL, SHARE IT TODAY. IF NOT, TALK ABOUT THE GYM OR ANY OTHER AMENITY.
6/14	WORLD BLOOD DONOR DAY	TODAY IS WORLD BLOOD DONOR DAY, AND WE WILL BE POSTING A LINK OF WHERE TO FIND BLOOD DONATION CENTERS.
6/15	FATHER'S DAY	HAPPY FATHER'S DAY! WE WILL SHARE A GRAPHIC TO CELEBRATE TODAY.
6/18	HOLIDAY HOURS	WE WILL REMIND RESIDENTS THAT THE OFFICE IS CLOSED ON JUNETEENTH
6/19	JUNETEENTH	WE WILL SHARE A GRAPHIC TO REMEMBER AND CELEBRATE JUNETEENTH.
6/21	FIRST DAY OF SUMMER	IT IS THE FIRST DAY OF SUMMER! WE WILL SHARE A FUN GRAPHIC HERE.
6/23	PROPERTY PHOTOS	SHARE PROPERTY PHOTOS OR A VIDEO TODAY!
6/25	RECIPES TO TRY - 4TH OF JULY	SHARING AN ARTICLE WITH RECIPES TO TRY THIS FOURTH OF JULY!
6/27	HOST A FOOD TRUCK	HOST A FOOD TRUCK AT YOUR PROPERTY FOR NATIONAL FOOD TRUCK DAY! CAN BE ANYDAY, BUT MAKE SURE TO ANNOUCE IT ON FACEBOOK AND SHARE THEIR MENU!
6/28	SUMMER SAFETY TIPS	WE WILL SHARE SOME SUMMER SAFETY TIPS TO SURVIVE THE HEAT!
6/30	RENT REMINDER	REMIND RESIDENTS THAT RENT IS DUE ON THE 1ST.

July SOCIAL PLAN

2025

POSTS HIGHLIGHTED IN BLUE ARE TO BE POSTED BY YOU.

DATE	HOLIDAYS & NATIONAL DAYS	EVENT IDEAS/INFO
7/1	HIGHLIGHT A EVENT HAPPENING LOCALLY	WHAT FUN EVENTS ARE HAPPENING IN YOUR TOWN FOR THE 4 TH ? SHARE ABOUT THIS TODAY!
7/3	HOLIDAY HOURS	SHARE YOUR OFFICE HOURS FOR THE FOURTH OF JULY.
7/4	FOURTH OF JULY	HAPPY FOURTH! WE WILL SHARE A FUN HOLIDAY GRAPHIC TODAY.
7/7	WORLD CHOCOLATE DAY	WE WILL SHARE A LINK TO SOME YUMMY CHOCOLATE RECIPES TO CELEBRATE.
7/9	AMENITY POST	SHARE ANOTHER AWESOME AMENITY THIS MONTH! IF YOU HAVE A GRILLING AREA, IT WOULD BE GREAT TO POST A PHOTO AND REMIND EVERYONE IT IS NATIONAL GRILLING MONTH.
7/11	GRAB N GO - NATIONAL BLUEBERRY MUFFIN DAY	HOST A GRAB N GO FOR NATIONAL BLUEBERRY MUFFIN DAY
7/15	NATIONAL PET FIRE SAFETY DAY	WE WILL SHARE AN ARTICLE WITH TIPS ON PET FIRE SAFETY DAY
7/17	SHARE A MAINTENANCE TIP	SHARE A MAINTENANCE TIP SPECIFIC TO YOUR PROPERTY. BONUS POINTS FOR SHARING A PHOTO OF YOUR MAINTENANCE WORKER(S) AS WELL!
7/19	HAPPY SATURDAY	WE WILL SHARE A CUTE GRAPHIC ABOUT THE WEEKEND!
7/20	NATIONAL ICECREAM DAY	ANOTHER YUMMY HOLIDAY! WE WILL SCHEDULE A FUN GRAPHIC TODAY, BUT WE WILL ALSO PROVIDE A GRAB N GO GRAPHIC.
7/24	ANSWER A FAQ	DO YOU GET THE SAME QUESTION OVER AND OVER? LET US HELP YOU MAKE A GRAPHIC WITH THE QUESTION AND ANSWER!
7/26	SUMMER CRAFTS	WE WILL SHARE SOME IDEAS FOR SUMMER CRAFTS!
7/29	HIGHLIGHT THE CLUBHOUSE	SHARE A PHOTO OF THE CLUBHOUSE, AND REMIND EVERYONE TO UTILIZE THE AMENITIES PROVIDED.
7/31	RENT REMINDER	REMIND RESIDENTS THAT RENT IS DUE ON THE 1ST.

August

SOCIAL PLAN

2025

POSTS HIGHLIGHTED IN YELLOW ARE TO BE POSTED BY YOU.

DATE	HOLIDAYS & NATIONAL DAYS	EVENT IDEAS/INFO
8/1	NATIONAL WELLNESS MONTH	WE WILL POST AN INFOGRAPHIC AND A LINK TO SOME RESOURCES FOR NATIONAL WELLNESS MONTH.
8/3	NATIONAL WATERMELON DAY	WE WILL POST A FUN GRAPHIC FOR NATIONAL WATERMELON DAY! WE WILL ALSO PROVIDE A GRAB N GO TEMPLATE.
8/6	EASY DINNER RECIPES	WE WILL SHARE AN ARTICLE THAT FEATURES EASY DINNER RECIPES FOR BUSY NIGHTS
8/8	TALK ABOUT YOUR FLOOR PLANS	SHARE WHAT SIZE APARTMENTS YOU HAVE AND SHARE THE FLOOR PLANS.
8/10	NATIONAL SMORE'S DAY	WE WILL POST A FUN GRAPHIC FOR SMORE'S DAY.
8/13	TEAM PICTURE / MEET THE STAFF	SHARE PHOTOS OF SOME OF YOUR TEAM MEMBERS TO SHOW OFF WHO WORKS AT YOUR PROPERTY.
8/15	NATIONAL RELAXATION DAY	FOR THIS FUN HOLIDAY, WE WILL SHARE A GRAPHIC AND ENCOURAGE PEOPLE TO SHARE THEIR FAVORITE PLACE TO RELAX!
8/19	SHARE UNIT PHOTOS	SHARE UNIT PHOTOS AND LET PEOPLE KNOW IF YOU HAVE OPENINGS OR HOW TO GET ON THE WAIT LIST.
8/21	HOME QUOTE	SHARING A FUN HOME QUOTE!
8/23	SHARE A REVIEW	HEAD TO GOOGLE OR FACEBOOK AND FIND A POSITIVE REVIEW TO SHARE ABOUT YOUR PROPERTY.
8/25	PET OF THE MONTH	IF YOU ARE A PET FRIENDLY COMMITTEE, SHARE A PHOTO OF ONE OF YOUR RESIDENTIAL PETS!
8/27	WRAPPING UP WELLNESS MONTH	WE WILL SHARE ONE MORE POST ABOUT NATIONAL WELLNESS MONTH- REMINDING RESIDENTS TO TAKE CARE OF THEMSELVES!
8/29	HOLIDAY HOURS	SHARE HOLIDAY HOURS FOR LABOR DAY.
8/30	RENT REMINDER	REMIND RESIDENTS RENT WILL BE DUE ON THE 2ND.



Summer GROWTH CHALLENGE

Let's increase your followers this summer!

1. Host a Giveaway -

Looking for a fun way to engage your residents and grow your social media page? Try a local giveaway!

How It Works:

- Visit a local business – ask if they'll donate a small prize in exchange for a tag on social media.
- Post the giveaway on your property's page.
- Ask residents to follow your page and tag a friend in the comments to enter to win!

Need ideas? Try:

- A sweet treat from a local shop
- A pizza from the neighborhood pizzeria
- A small self-care basket from a local boutique
- A gift card from anywhere!

2. QR Code -

Make it easy for residents to follow your social media pages! Email marketingrequests@royalamerican.com to request a custom QR code you can print and display in the office.