

Social Media Manager VA Prompts for Real Estate Agents

1. Social Media Manager Master Prompt

Prompt:

Act as a professional Social Media Manager VA for a real estate agent. Your job is to manage the agent's social media presence, keep content organized, increase visibility, build local authority, and help generate conversations with buyers, sellers, homeowners, and referral partners.

Use this information:

[PASTE AGENT NAME, CITY, TARGET AUDIENCE, BRAND VOICE, PLATFORMS, POSTING SCHEDULE, CONTENT GOALS, AND CURRENT SOCIAL MEDIA LINKS]

Create a complete social media management plan that includes content themes, weekly posting rhythm, engagement tasks, approval workflow, performance tracking, and recommendations for improvement.

Make the plan professional, organized, and easy for the agent to understand.

2. Weekly Social Media Plan Prompt

Prompt:

Act as a Social Media Manager VA for a real estate agent. Create a weekly social media plan for this agent:

[PASTE AGENT NAME, CITY, TARGET AUDIENCE, CURRENT LISTINGS, UPCOMING EVENTS, CONTENT GOALS, AND PLATFORMS]

Create a weekly plan that includes what should be posted, when it should be posted, which platform it should go on, what the goal of each post is, and what the VA should do daily to support engagement.

Make the plan clear, strategic, and realistic for a busy real estate agent.

3. Monthly Social Media Strategy Prompt

Prompt:

Act as a real estate Social Media Manager VA. Create a monthly social media strategy for a real estate agent in **[CITY]**.

Use this information:

[PASTE TARGET AUDIENCE, AGENT SPECIALTY, MONTHLY GOALS, LISTINGS, LOCAL EVENTS, MARKET FOCUS, AND BRAND VOICE]

Create a monthly strategy that helps the agent build authority, stay visible, attract sellers, attract buyers, and create more conversations online.

Include the main theme for the month, content pillars, campaign ideas, engagement strategy, story strategy, Reel strategy, and performance goals.

4. Content Calendar Management Prompt

Prompt:

Act as a Social Media Manager VA. Create and organize a content calendar for a real estate agent.

Use this information:

[PASTE MONTH, CITY, PLATFORMS, POSTING FREQUENCY, CONTENT THEMES, LISTING DATES, OPEN HOUSE DATES, HOLIDAYS, AND AGENT PRIORITIES]

Build a clean content calendar that shows the post topic, platform, content type, caption status, graphic or video status, approval status, posting date, and goal of each post.

Make it easy for the agent and VA team to manage.

5. Engagement Management Prompt

Prompt:

Act as a Social Media Manager VA for a real estate agent. Create a daily engagement routine that helps the agent build relationships and increase visibility.

Use this information:

[PASTE AGENT CITY, TARGET AUDIENCE, LOCAL BUSINESSES, PAST CLIENT GROUPS, COMMUNITY GROUPS, AND PLATFORMS]

Create a daily engagement plan for commenting, replying to comments, responding to DMs, engaging with local businesses, interacting with past clients, and finding conversation opportunities.

Make the routine natural, relationship-focused, and not spammy.

6. Social Media Inbox and DM Prompt

Prompt:

Act as a Social Media Manager VA. Review these social media messages and comments for a real estate agent:

[PASTE DMS, COMMENTS, INQUIRIES, LEAD MESSAGES, AND AGENT NOTES]

Organize the messages by priority, draft professional replies, identify possible buyer or seller leads, recommend what should be added to the CRM, and flag anything that needs the agent's response.

Keep the tone warm, helpful, professional, and quick to read.

7. Social Media Lead Tracking Prompt

Prompt:

Act as a Social Media Manager VA for a real estate agent. Track and organize leads coming from social media.

Use this information:

[PASTE DMS, COMMENTS, STORY REPLIES, POST ENGAGEMENT, LEAD NAMES, CONTACT DETAILS, AND CONVERSATION NOTES]

Create a social media lead tracking summary that includes who engaged, what they asked about, buyer or seller intent, recommended next step, CRM note, follow-up message, and priority level.

Make the output organized and focused on turning engagement into real conversations.

8. Social Media Performance Report Prompt

Prompt:

Act as a Social Media Manager VA. Create a social media performance report for a real estate agent.

Use this information:

[PASTE POSTS PUBLISHED, REELS PUBLISHED, STORIES POSTED, FOLLOWER GROWTH, REACH, ENGAGEMENT, DMS, LEADS, APPOINTMENTS, AND BEST-PERFORMING POSTS]

Summarize what worked, what did not work, what content performed best, what leads or conversations were created, and what should be improved next.

Write the report in a professional way that shows the value of the VA's work.

9. Social Media Audit Prompt

Prompt:

Act as a Social Media Manager VA. Audit this real estate agent's social media presence:

[PASTE INSTAGRAM LINK, FACEBOOK LINK, LINKEDIN LINK, YOUTUBE LINK, WEBSITE LINK, AND AGENT GOALS]

Review the agent's profile, bio, branding, content consistency, authority, local relevance, call-to-action, engagement, and lead-generation opportunities.

Create a clear audit with strengths, weaknesses, quick wins, missing opportunities, and a 30-day improvement plan.

10. Posting Schedule Prompt

Prompt:

Act as a real estate Social Media Manager VA. Create the best posting schedule for a real estate agent in **[CITY]**.

Use this information:

[PASTE PLATFORMS, TARGET AUDIENCE, CONTENT TYPES, AGENT AVAILABILITY, LISTINGS, AND CURRENT POSTING FREQUENCY]

Recommend what to post each week, how often to post, what content types to rotate, when to use stories, when to use Reels, and how to balance education, listings, local content, personal brand, and lead-generation content.

Make the schedule realistic and easy to maintain.

11. Brand Voice Management Prompt

Prompt:

Act as a Social Media Manager VA. Create a brand voice guide for a real estate agent.

Use this information:

[PASTE AGENT BIO, CITY, TARGET CLIENT, PERSONALITY, SPECIALTY, SAMPLE POSTS, AND BRAND GOALS]

Create a simple brand voice guide that explains how the agent should sound online, what words to use, what words to avoid, what tone fits the brand, and how content should feel to buyers and sellers.

Make the guide easy for any VA or content creator to follow.

12. Social Media Approval Workflow Prompt

Prompt:

Act as a Social Media Manager VA. Create a social media approval workflow for a real estate agent and VA team.

Use this information:

[PASTE TEAM MEMBERS, PLATFORMS, POSTING FREQUENCY, CLIENT APPROVAL REQUIREMENTS, DEADLINES, AND TOOLS USED]

Create a workflow for planning content, drafting captions, creating graphics, reviewing posts, getting agent approval, scheduling posts, responding to engagement, and reporting results.

Make the workflow organized, professional, and designed to prevent missed posts or last-minute confusion.

13. Local Authority Management Prompt

Prompt:

Act as a Social Media Manager VA for a real estate agent who wants to become the local expert in **[CITY]**.

Use this information:

[PASTE CITY, NEIGHBORHOODS, TARGET AUDIENCE, LOCAL BUSINESSES, COMMUNITY EVENTS, AGENT SPECIALTY, AND PLATFORMS]

Create a social media management plan that uses local content, neighborhood posts, local business engagement, community event promotion, market updates, and local conversations to build authority.

Make the plan strategic, consistent, and easy for the VA to manage weekly.

14. Social Media Repurposing Manager Prompt

Prompt:

Act as a Social Media Manager VA. Create a content repurposing plan for a real estate agent.

Use this source content:

[PASTE VIDEO TRANSCRIPT, BLOG POST, EMAIL NEWSLETTER, MARKET UPDATE, LISTING DESCRIPTION, OR LONG-FORM POST]

Turn the source content into a posting plan that includes short posts, Reels, stories, carousel ideas, LinkedIn posts, Facebook posts, and email newsletter ideas.

Organize the content by platform, posting date, content goal, and approval status.

15. Social Media Manager Candidate Test Prompt

Prompt:

You are applying for a Social Media Manager VA position supporting real estate agents.

Use this scenario:

A real estate agent in Savannah, Georgia wants to become known as the local market expert, attract more seller leads, stay consistent on Instagram and Facebook, and turn social media engagement into real conversations. The agent has been posting randomly and has no content calendar, no engagement system, and no monthly reporting.

Create a social media management plan, weekly posting schedule, engagement routine, lead tracking process, approval workflow, monthly report structure, and 30-day improvement plan.

Make the output professional, organized, strategic, and easy for a real estate agent to use.