

MAY CONTENT TOPICS

Coming up with ideas for fresh content can be tough, so we've pulled together some topics we think your audience will enjoy. For more content your leads and prospects will love, visit [Blog.Homes.com](https://blog.homes.com).

Holidays and Occasions

Cinco de Mayo - May 5th

- History of Cinco de Mayo
- Local events/specials
- Party planning tips

Mother's Day - May 13th

- Raise money for a family in need
- Offer free Mother's Day portraits at your office/listing
- Post a photo of you and your mom

Memorial Day - May 28th

- History of Memorial Day
- Information about care-package programs for troops
- Go live to host a Moment of Remembrance at 3:00 p.m.

Summer Vacation

- Local swimming holes
- Summer staycation ideas
- Volunteer opportunities around town for kids/teens

***May is Asian/Pacific American Heritage Month, Graduation Month, Skin Cancer Awareness Month, and National Physical Fitness and Sports Month! Consider including these important observances in your blog and social media.**

General

- Plants that repel mosquitos
- Pet friendly businesses
- Garden shows/where to see flowers
- Adopt a highway - share the news
- Spring cleaning checklist
- DIY living wreath
- Host a landscaping seminar
- What's new in your city
- Highlight a historic building/location

Real Estate

- Different house types
- Stages of the home-buying process
- Knowing when to downsize
- Things to look for during a walkthrough
- How to qualify for a VA loan
- Encourage subscription to your newsletter
- Interview a builder about benefits of new construction homes

***Tip:** Engaging with your followers' posts on social media is a good way to stay top of mind.