

Creators Club

Content Pack: February 2026

Theme: "The Human Connection"

Building authentic relationships through social media

Welcome to Your February Content Pack!

Last month, you shared YOUR story - your why, your origin, your journey. This month, we're building on that foundation by showing the human side of your business: the relationships you build, the community you serve, and the real moments that happen beyond the rate sheets and loan applications.

February is all about connection. You'll share client success stories, give behind-the-scenes glimpses of your daily life, spotlight your community, and show what it's really like to be YOU in this business.

Here's why this matters now more than ever: **70% of consumers now expect to see user-generated content (like client stories and real experiences) before making a purchase decision - that's double from last year.** And **62% say positive comments and reviews are their #1 trust driver.** (Source: [Power Digital Marketing](#))

Your authentic content - especially client stories and day-in-the-life moments - isn't just nice to have. It's what people are actively looking for to decide if they trust you enough to work with you.

Remember: The mortgage business is built on relationships. This month's content helps you deepen those connections authentically.

What's Inside This Pack

- **8 Content Prompts** ready to customize with your experiences
- **Ready-to-Use Captions** for each prompt
- **Platform-Specific Adaptations** for LinkedIn, Instagram, and Facebook
- **Hashtag Sets** optimized for each platform
- **Visual Content Ideas** to make your posts stand out
- **Pro Tips & Best Practices** for maximum engagement

Your Monthly Goals

Pick the content that works for your level and posting cadence:

Foundation Creator

Spotlight Creator

Brand Ambassador

3-4+ posts/month	8+ posts/month	12+ posts/month
Use 3-4 prompts from this pack Goal: Build consistency & connection	Use all 8 prompts + adapt Goal: Deepen engagement	Use all 8 + create 4 originals Goal: Community leadership

Content Prompts: The Human Connection

These prompts balance personal content (showing yourself as a human) with relational content (showing how you connect with others). Mix them throughout the month to keep your feed varied and engaging.

Prompt 1: A Day in My Life

Share what a typical day looks like for you:

“A typical day for me includes...”

How to Use This Prompt

- Share 3-5 things that happen in your typical workday
- Include both work moments AND personal touches (morning coffee ritual, favorite lunch spot, etc.)
- Show the variety and human side of being a loan officer
- This is DITL (“Day In The Life”) content - minimal editing, maximum authenticity
- Keep it real - the messy desk, the coffee runs, the juggling act

Example Posts

LinkedIn Version:

A typical day:

Coffee at 6am while reviewing overnight rate changes.

Quick school drop-off.

Three client calls before lunch at my favorite taco spot.

Afternoon spent reviewing applications and problem-solving a tricky self-employment scenario.

Home by 6 for family dinner, then emails until 8.

It’s busy, but I love the variety and the people.

💡 **LinkedIn Formatting Tip:** Break your posts into short, scannable lines like this example. Use this format for all remaining LinkedIn posts in this pack - it dramatically improves readability and engagement on the platform.

Instagram Version:

Day in the life of a loan officer: ☕ Early coffee & rate check → 📞 Client calls → 🍌 Lunch break at my favorite spot → 💻 Application reviews → 🏠 Home for dinner. Every day is different, and I wouldn't have it any other way! What does YOUR typical day look like?

Ready-to-Use Captions

- Ever wonder what a loan officer actually does all day? Here's a peek 🙌
- My typical Tuesday looks like this...
- Behind the scenes: A day in my life
- Not as glamorous as HGTV makes it look 😊 Here's the real deal...

Visual Content Ideas

BEST OPTION - Video Content (highly recommended!):

- **Day-in-the-life video montage with quick clips from different parts of your day (use your phone!)**
- **Time-lapse video of your desk/workspace throughout the day**
- **Simple talking-head video walking through your typical schedule**
- **Instagram/Facebook Stories showing snippets throughout your actual day**

Alternative Options:

- Photo collage showing different moments
- Morning coffee setup photo
- Workspace photo with your tools/laptop
- Split-screen "morning vs. afternoon" photos

Hashtags

LinkedIn:

#DayInTheLife #LoanOfficerLife #MortgageProfessional #BehindTheScenes
#RealEstateFinance #CornerstoneCreatorsClub

Instagram:

#DITL #LoanOfficerLife #MortgageLife #DayInMyLife #BehindTheScenes
#RealEstateLife #SmallBusinessLife #CornerstoneCreatorsClub

Facebook:

#DayInTheLife #LoanOfficer #LocalBusiness #YourCityBusiness #SmallBizLife
#CornerstoneCreatorsClub

Prompt 2: A Client I'll Never Forget

Share a memorable client success story:

"I'll never forget helping..."

How to Use This Prompt

- Choose a client story that stuck with you emotionally
- **IMPORTANT:** Get client permission before sharing (or change names/identifying details)
- Focus on the person and their journey, not just the transaction
- Share what made it special - the challenge, the emotion, the outcome
- Show **WHY** this matters to you personally

Example Posts

I'll never forget helping Sarah buy her first home. She was a single mom working two jobs who thought homeownership was impossible. We found a down payment assistance program, and three months later, she had keys in hand. When she called to say her daughter finally had her own bedroom, I cried. This is why I do what I do.

Ready-to-Use Captions

This client story still makes me emotional...

Some closings you never forget. Here's one of mine 🙌

This is why I became a loan officer...

The best part of my job isn't the paycheck. It's moments like this...

Visual Content Ideas

BEST OPTION - Video Content (highly recommended!):

- **Video telling the client story - perfect for emotional storytelling!**
- **Short video reaction or reflection on why this closing mattered**
- **Client testimonial video (with permission - this is gold!)**

Alternative Options:

- Photo from closing (WITH permission - blur faces if needed)
- Photo of "SOLD" sign or keys
- Text-on-background graphic with the story
- Before/after photo of the home (if client consents)

Hashtags

LinkedIn:

#ClientSuccess #WhyIDoThis #Homeownership #FirstTimeHomeBuyer
#MortgageStories #ImpactWork #CornerstoneCreatorsClub

Instagram:

#ClientLove #ClosingDay #DreamHome #FirstTimeHomeBuyer
#HomeownershipJourney #RealEstateWins #CornerstoneCreatorsClub

Facebook:

#ClientSuccess #LocalBusiness #Homeownership #YourCityHomes #CommunityFirst
#CornerstoneCreatorsClub

Prompt 3: My Favorite Local Spot

Spotlight a business you love in your community:

“One of my favorite local spots is...”

How to Use This Prompt

- Feature a restaurant, coffee shop, or business you genuinely love
- Explain WHY you love it (the people, the atmosphere, what you order)
- Tag the business - they might reshare your content!
- This positions you as a local expert who knows the community
- Bonus: Builds potential referral partnerships

Example Posts

LinkedIn Version:

One of my favorite local spots is Blue Bottle Coffee on Main Street. The owner, Marco, knows my order by heart, and I've had some of my best client conversations at their corner table. Supporting local businesses isn't just good economics - it's how you build a community. Where's your favorite local spot?

Instagram Version:

Shoutout to Blue Bottle Coffee on Main - my unofficial office and the best cold brew in town! ☕ Marco always makes me feel like a regular (probably because I am 😂). Supporting local = building community. Tag YOUR favorite local business below! 🙌

Ready-to-Use Captions

Supporting local: My favorite [type of business] in [your area]

You'll find me here at least 3x a week...

The best [coffee/food/service] in [your city]? This place, hands down.

Local gems like this are why I love [your city]

Visual Content Ideas

BEST OPTION - Video Content (highly recommended!):

- **Quick video tour of the business**
- **Video testimonial explaining why you love it**
- **Owner interview (great cross-promotion opportunity!)**

Alternative Options:

- Photo of you at the business
- Photo of their signature product/service
- Storefront photo
- Photo collage of your favorite things there

Hashtags

LinkedIn:

#SupportLocal #SmallBusiness #CommunityFirst #YourCityBusiness #LocalEconomy
#ShopLocal #CornerstoneCreatorsClub

Instagram:

#SupportLocal #ShopSmall #LocalBusiness #YourCityEats #CommunityLove
#SmallBusinessLove #CornerstoneCreatorsClub

Facebook:

#ShopLocal #SupportSmallBusiness #YourCityBusiness #CommunityFirst #LocalLove
#CornerstoneCreatorsClub

Prompt 4: The Team Behind the Deal

Give credit to the people who help you succeed:

“Behind every successful closing is...”

How to Use This Prompt

- Shout out your team - processors, underwriters, realtors, title companies
- Show gratitude and collaboration (mortgage is a team sport!)
- Tag the people/companies you mention
- Humanizes the process and shows you value relationships
- Builds goodwill with your professional network

Example Posts

Behind every successful closing is an incredible team. My processor, Jamie, catches details I miss. My go-to realtor partners advocate fiercely for their clients. The title

company rep who rushes docs when we're up against a deadline. I get the handshake at closing, but these people make it happen. Grateful for this crew.

Ready-to-Use Captions

I don't close loans alone. Here's my team...

Shoutout to the people who make me look good 🙌

Behind every closing is a team. Here's mine...

Grateful for these pros who have my back

Visual Content Ideas

BEST OPTION - Video Content (highly recommended!):

- **Video shoutouts to each team member**
- **Group video with your team (if possible)**
- **"A week in the life of a loan" showing different team touchpoints**

Alternative Options:

- Collage of team members (with permission)
- Photo from a team meeting or celebration
- Graphic listing your key partners
- Behind-the-scenes photo of your team working

Hashtags

LinkedIn:

#Teamwork #MortgageTeam #RealEstatePartners #Collaboration #Gratitude
#ProfessionalNetwork #CornerstoneCreatorsClub

Instagram:

#TeamworkMakesTheDreamWork #RealEstateTeam #GratefulFor #BehindTheScenes
#MortgageTeam #CornerstoneCreatorsClub

Facebook:

#Teamwork #LocalPros #RealEstateTeam #CommunityPartners
#CornerstoneCreatorsClub

Prompt 5: What I Love About My Market

Share what makes your local market special:

"What I love about [Your City/Market] is..."

How to Use This Prompt

- Highlight unique aspects of your local market
- Could be: community vibe, affordability, growth, diversity, neighborhoods, lifestyle
- Position you as THE local expert
- Makes you more discoverable to people searching your area
- Show local pride and genuine connection to where you work

Example Posts

LinkedIn Version:

What I love about Fort Worth: It's got the culture and growth of a big city with the community feel of a small town. Our neighborhoods are diverse - from historic homes in Fairmount to new builds in Alliance. We're more affordable than Dallas but just as dynamic. And the food scene? Underrated. If you're considering a move here, let's talk about what neighborhood fits your lifestyle.

Instagram Version:

What I love about Fort Worth ❤️ Big city energy, small town heart. Killer food scene 🍷 Affordable compared to our neighbors up north 💰 Neighborhoods with REAL character 🏡 And those sunsets? Chef's kiss 📺 Proud to help people find their home here. #FortWorthLiving**

Ready-to-Use Captions

Why I love working in [Your City]...

[Your Market] hits different. Here's why...

Thinking about moving to [Your Area]? Here's what you should know...

The best things about [Your Market] that realtors don't always mention...

Visual Content Ideas

BEST OPTION - Video Content (highly recommended!):

- **Video walking through a favorite neighborhood**
- **“Day in my market” showing different areas**
- **Quick “reasons I love [Your City]” list video**
- **Drive-through video of your market with narration**

Alternative Options:

- Photos of iconic local spots
- Neighborhood comparison graphic
- Sunset/skyline photo
- Collage showing market diversity

Hashtags

LinkedIn:

#YourCityRealEstate #LocalMarket #RealEstateExpert #YourCityLiving #MarketExpert
#CornerstoneCreatorsClub

Instagram:

#YourCityLiving #YourCityHomes #LocalLove #YourCityRealEstate #WhereIWork
#ProudLocal #CornerstoneCreatorsClub

Facebook:

#YourCityRealEstate #LocalMarket #YourCityLiving #HomesForSale #YourCityLife
#CornerstoneCreatorsClub

Prompt 6: How I Spend My Lunch Break

Show a personal, relatable moment from your day:

“How I usually spend my lunch break...”

How to Use This Prompt

- Keep it light and human - this is about relatability
- Could be: favorite lunch spot, workout routine, running errands, calling family
- Shows you have a life outside of work
- Makes you more approachable and real
- This is DITL content - authentic over polished

Example Posts

How I usually spend my lunch break: Quick workout at the gym (gotta offset all that coffee ☕), grab a salad from the spot down the street, eat at my desk while catching up on emails. Glamorous? No. Real? 100%. Some days I actually take a real lunch. Today wasn't one of them 😊

Ready-to-Use Captions

Lunch break realness...

How I recharge mid-day (or try to)...

My actual lunch routine. Not sponsored, just honest 😊

Anyone else eat lunch at their desk more than they'd like to admit?

Visual Content Ideas

BEST OPTION - Video Content (highly recommended!):

- Quick “lunch break check-in” video

- **Time-lapse of your lunch routine**
- **“Come with me on my lunch break” vlog style**

Alternative Options:

- Photo of your go-to lunch spot
- Desk lunch photo (relatable!)
- Photo of your lunch from your favorite spot
- “Lunch break view” photo

Hashtags

LinkedIn:

#WorkLifeBalance #LunchBreak #BehindTheScenes #RealLife #LoanOfficerLife
#CornerstoneCreatorsClub

Instagram:

#LunchBreak #RealLife #DITL #KeepingItReal #WorkLifeBalance #LunchBreakVibes
#CornerstoneCreatorsClub

Facebook:

#LunchBreak #RealLife #LocalBusiness #YourCityLunch #CornerstoneCreatorsClub

Prompt 7: A Question I Get Asked All The Time

Answer a common client question:

“I get asked this all the time: [question]...”

How to Use This Prompt

- Pick a question you hear repeatedly from clients
- Could be about: rates, down payments, credit scores, timeline, pre-approval process
- Answer it clearly and helpfully
- Positions you as accessible and knowledgeable
- Invites engagement - others might have the same question

Example Posts

LinkedIn Version:

I get asked this all the time: “Should I wait for rates to drop before buying?” Here’s my honest answer: Timing the market perfectly is nearly impossible. What matters more is whether homeownership makes sense for YOUR life right now. You can always refinance later if rates drop, but you can’t get back time you spent waiting. Make the decision based on your situation, not speculation.

Instagram Version:

Question I hear daily: “What credit score do I need to buy a home?” 🏠 The answer might surprise you - it’s lower than most people think! Many programs start at 580-620. Not perfect credit? We can still talk. Your score is just ONE piece of the puzzle. DM me if you want to know what you qualify for (no judgment, just answers!)

Ready-to-Use Captions

The question I get most often...

You’ve probably wondered this too...

Let me clear this up once and for all...

If I had a dollar for every time someone asked me this...

Visual Content Ideas

BEST OPTION - Video Content (highly recommended!):

- **Q&A style video answering the question**
- **“Quick myth-bust” video format**
- **Screen recording showing where to find the answer/resource**

Alternative Options:

- Text-on-image with Q&A format
- Carousel post with multi-step answer
- Infographic breaking down the answer
- Simple quote graphic with your response

Hashtags

LinkedIn:

#MortgageQuestions #HomeBuyingTips #FirstTimeHomeBuyer #RealEstateEducation
#AskALoanOfficer #CornerstoneCreatorsClub

Instagram:

#MortgageTips #HomeBuying101 #FirstTimeHomeBuyer #AskMeAnything
#RealEstateTips #CornerstoneCreatorsClub

Facebook:

#MortgageTips #HomeBuyingHelp #FirstTimeHomeBuyer #YourCityRealEstate
#CornerstoneCreatorsClub

Prompt 8: Who I’m Grateful For This Month

Share appreciation for someone in your professional or personal life:

“This month I’m especially grateful for...”

How to Use This Prompt

- Could be: a mentor, colleague, client, family member, referral partner
- Explain specifically WHY you're grateful (not just "thanks for everything")
- Tag them if appropriate
- Shows emotional intelligence and relationship focus
- Ends the month on a positive, human note

Example Posts

This month I'm especially grateful for my mentor, David. When I was drowning in a complex jumbo loan scenario, he spent an hour walking me through options I hadn't considered. He didn't have to - he's busy running his own business. But that's who he is. We all need people who lift us up. Who's someone you're grateful for in your professional life?

Ready-to-Use Captions

Gratitude post: Shoutout to...

I don't say this enough, but thank you to...

This person made my [week/month/year]...

Grateful for people who...

Visual Content Ideas

BEST OPTION - Video Content (highly recommended!):

- **Video message thanking the person directly**
- **Short testimonial about why they matter to you**
- **"People who inspire me" video series**

Alternative Options:

- Photo with the person (if possible)
- Photo of them with permission
- Text graphic with your gratitude message
- Throwback photo if relevant to your story

Hashtags

LinkedIn:

#Gratitude #Mentorship #Thankful #ProfessionalGrowth #Leadership
#CornerstoneCreatorsClub

Instagram:

#Grateful #Thankful #Appreciation #GoodPeople #ShoutOut #CornerstoneCreatorsClub

Facebook:

#Grateful #Thankful #CommunityLove #Appreciation #CornerstoneCreatorsClub

Quick Start Guide

New to social media or want to level up your engagement? Start here. These simple steps will get you posting with confidence.

Step 1: Choose Your Prompts

- **Foundation Creators:** Pick 3-4 prompts that feel most natural to you
- **Spotlight Creators:** Use all 8 prompts throughout the month
- **Brand Ambassadors:** Use all 8 + create 4 original posts inspired by this theme

Step 2: Write Your Posts

- Read the prompt and examples
- Replace with YOUR experience (make it personal!)
- Keep it conversational - write like you talk
- Use one of the ready-to-use captions or adapt it
- Check for compliance (NMLS number, no rate guarantees)

Step 3: Add Visuals

- Video first! Even simple phone videos outperform static posts
- For photos: Good lighting > expensive camera
- Use natural light from a window
- Keep backgrounds clean and simple
- Canva (free) works great for graphics if needed

Step 4: Include Hashtags

- Copy the hashtag set for your platform
- Add 2-3 location-specific tags (your city, county, neighborhood)
- Place hashtags at the end of your post
- Don't overthink it - consistency matters more than perfection

Step 5: Post & Engage

- Hit publish!
- Respond to ALL comments within 24 hours
- Spend 10 minutes engaging with others' content before/after you post
- Like and comment on posts from: clients, realtors, local businesses, other Creators Club members
- Track your results in the performance template

Platform-Specific Tips

LinkedIn Best Practices

- **Tone:** Professional but personable (think: colleague, not corporation)

- **Length:** 150-300 words works best
- **Format:** Start with a hook, tell your story, end with a question or call-to-action
- **Best time:** Tuesday-Thursday, 8-10 AM
- **Pro tip:** Use line breaks to make posts scannable. Nobody likes a wall of text.

Instagram Best Practices

- **Tone:** Casual, warm, visual-first
- **Length:** 125-150 words (shorter is often better)
- **Format:** Strong visual + short caption + relevant emojis (sparingly)
- **Best time:** Monday, Wednesday, Friday, 11 AM-1 PM
- **Pro tip:** Use Stories for authentic, raw behind-the-scenes content. They don't have to be perfect!

Facebook Best Practices

- **Tone:** Community-focused, helpful, like talking to a neighbor
- **Length:** 100-250 words
- **Format:** Conversational with a clear point or question
- **Best time:** Tuesday, Wednesday, Friday, 9-10 AM
- **Pro tip:** Tag local businesses and community pages - they often reshare and it expands your reach



Important Note: These are general best-practice posting times to get you started. Once you've been posting consistently for 2-3 months, check your own audience insights in each platform's analytics to find when YOUR specific audience is most active. Your ideal posting times may be different based on your local market and follower demographics!

Pro Tips for Success

Be the One They Remember

Providing good information is table stakes. What makes people actually choose YOU is personal connection. When you share personal stories - your daily routines, your challenges, why certain clients stick with you - you become unforgettable.

- **Stories build relationships, not just transactions** - You shift from being "a loan officer" to becoming "MY loan officer"
- **Differentiate through authenticity** - Competitors may match market rates, but they can't replicate your story
- **Content with longevity** - These narratives become foundational to your brand and can fuel your content strategy for months to come

This is why prompts like #1 (Day in My Life), #2 (Client Stories), and #6 (Lunch Break) aren't fluff - they're strategic differentiation.

Balance Personal and Relational Content

This month gives you 8 prompts: some are about YOU (#1, #6), some are about OTHERS (#2, #3, #4, #8), and some bridge both (#5, #7). Mix them throughout the month so your feed doesn't become all client stories or all DITL content. Variety keeps people engaged.

Video Content Builds Connection Faster

February is the PERFECT month to start incorporating video if you haven't yet. DITL content (#1, #6) is naturally video-friendly and requires minimal editing - just point and shoot! Client stories (#2) told on video are exponentially more powerful than text. Start with ONE video this month and see how your engagement changes.

Tag People and Businesses

When you spotlight local businesses (#3), tag them! When you shout out your team (#4), tag them! When you show gratitude (#8), tag them if appropriate! This serves two purposes: (1) they might reshare your content to their audience, and (2) it shows you're a real human who builds real relationships.

Permission is Everything

For client stories (#2), ALWAYS get permission before posting. Even if you change names, show them the post first. A quick text: "Hey! I'd love to share your success story on social media (I won't use your real name). Would that be okay?" Most clients are thrilled. The ones who say no? Respect that completely.

Make It Easy to Engage

End posts with questions! Instead of "Here's my typical day," try "Here's my typical day - what does yours look like?" People are more likely to comment when you give them an easy way to contribute. Every comment = more visibility = more potential clients seeing your content.

Use Stories for Real-Time Content

Instagram and Facebook Stories are PERFECT for DITL content. Throughout your day, grab 10-second clips: morning coffee, client call (no details!), lunch break, commute home. Post them to Stories. They don't need to be polished. That's the point. Stories build connection through authenticity.

Common Mistakes to Avoid

Asking Permission AFTER You Post

Don't post a client story and then ask permission. Get permission FIRST. This protects you legally and ethically, and shows respect for your clients' privacy.

Making It Too Perfect

February is about showing the REAL you. The messy desk. The lunch eaten while answering emails. The genuine gratitude for your team. Don't overthink it. Polished content doesn't build connection - authentic content does.

Only Posting About Yourself OR Only Posting About Others

Balance matters. If every post is "look at my amazing day," it feels self-centered. If every post is "shoutout to someone else," people wonder who YOU are. Mix personal and relational content throughout the month.

Forgetting to Engage

Social media is SOCIAL. If you post and ghost (drop content and disappear), you miss the whole point. Stick around. Reply to comments. Ask follow-up questions. Spend time engaging with others' content. The relationship-building happens in the comments and interactions, not just in the post.

Being Vague About Gratitude

If you're grateful for someone (#8), be SPECIFIC about why. "Thanks for everything" is forgettable. "Thanks for spending an hour walking me through that complex scenario when you had a million other things to do" is memorable and meaningful.

Not Tracking What Works

Use the Performance Tracking Template to note which types of posts get the most engagement. By the end of February, you'll start to see patterns. Maybe your audience loves DITL content but doesn't engage much with gratitude posts. Or vice versa. Adjust accordingly. Double down on what works for YOUR audience.

Your Next Steps

This Week

1. Choose your first 2-3 prompts from this pack
2. Write out your responses (don't publish yet - let them marinate)
3. Take or gather 5-10 photos/video clips you could use
4. Attend the February Creator Lab session

First Week of February

5. Publish your first post - suggest starting with Prompt #1 (DITL) or Prompt #3 (Local Spot) as they're approachable and fun
6. Engage with other Creators Club members' February posts
7. Tag marketing team if you create something you're especially proud of

Throughout February

8. Post according to your level requirements

9. Use the Creator's Lounge Teams channel for questions, support, and sharing wins
10. Respond to ALL comments on your posts within 24 hours
11. Track which prompts resonate most with YOUR specific audience
12. Balance personal content with relational content
13. Challenge yourself to include at least ONE video this month

You've Got This!

January was about finding your voice and sharing your why. February is about showing the relationships and community that make this business meaningful.

Remember: People don't just want to know WHAT you do. They want to know WHO you are, who you serve, and what you care about. This month's content shows all of that.

The mortgage business is built on trust, and trust is built through consistent, authentic connection. Every post you share this month is another brick in that foundation.

Let's build something real together.

Questions or need support?

Reach out in the Creator's Lounge Teams channel

or email marketing@houseloan.com

#CreatorsClub #TheHumanConnection