

Creators Club

Content Pack: July 2026 - FULL GUIDE

Theme: Social Media Summer Camp

Learn new skills, try new things, earn your badges!

The **goal** of this content pack:

Just like summer camp, this is designed to help you:

- Learn new skills
- Step outside your comfort zone
- Make new connections
- Leave more confident than when you arrived

This month your **objective** is to:

- Learn
- Explore
- Connect
- Challenge yourself

This content pack is going to include four areas of focus that we'll refer to as pillars:

Pillar 1: Learn

Teach something, provide education.

Beginner-friendly content ideas:

- Mortgage myth
- Homebuying tip
- Market update
- FAQ

Prompts:

- "Did you know..."
- "Most people think _____, but..."
- "Here's something every buyer should know..."

- "If I could give one piece of advice..."
- "The biggest misconception I hear..."
- "One thing I wish more buyers understood..."
- "Let's simplify..."
- "Before you start house hunting..."
- "Here's what happens next..."
- "Quick mortgage tip..."

Pillar 2: Explore

Show your community.

Beginner-friendly content ideas:

- Park
- Builder model
- Open house
- Local event
- New or frequently visited business

Prompts:

- "If you're new to [City], start here..."
- "One of my favorite places in town..."
- "If I had one free Saturday..."
- "Here's why locals love..."
- "You won't find this in a travel guide..."
- "Supporting local today..."
- "Come with me to..."
- "If you're thinking about moving here..."
- "The best kept secret in [City]..."
- "This is one reason I love living here..."

Pillar 3: Connect

Highlight others.

Beginner-friendly content ideas:

- Realtor
- Title rep
- Inspector
- Builder
- Client success stories

Prompts:

- "Grateful to work with..."
- "One of the best parts of my job..."
- "Shout out to..."
- "I love partnering with people who..."
- "Today's win..."
- "This transaction reminded me..."
- "Meet someone who makes our community better..."
- "It takes a team..."
- "Building relationships is everything..."
- "Success is always a team effort..."

Pillar 4: Challenge

Try something you haven't tried before.

Ideas:

- Poll sticker
- Reel template
- Carousel
- Voiceover
- Green screen
- Remix/repost
- Invite a collaborator
- Instagram Trial Reel

Prompts:

- "Come to a day of work with me"
- "Things you don't see behind the scenes"
- "Come walk through a new property with me"
- "What does financing on this new build look like"

- “Here are some fun facts about me”

Daily Camp Schedule:

Building on the momentum of last month to continue to put minimal effort to reach maximum impact, keep the daily schedule.

Spend 15 minutes:

- ✓ Comment on 5 posts
- ✓ Reply to DMs
- ✓ Watch Reels in your niche
- ✓ Save content ideas
- ✓ Follow one new local businesses or potential referral partners in your area

Suggested posting plan:

**Foundation Creator
CAMPER**

Goal: 3-4 posts per month

**Spotlight Creator
COUNSELOR**

Goal: 5-6 posts per month

**Brand Ambassador
CAMP LEADER**

Goal: 10+ posts per month