

# August 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://www.blog.homes.com).

## Holidays and Occasions

### Back to school

- Host or list back to school drives
- Healthy snack and lunch ideas for kids
- Collect and digitize area school supply lists

### National Watermelon Day - August 3rd

- Watermelon carving contest
- Uncommon watermelon recipes
- How to choose a watermelon

### National S'mores Day - August 10th

- Challenge followers to try different kinds of chocolate - ask which was best
- [Guide to gourmet s'mores](#)
- Create and share a s'mores Pinterest board

### Left Handers Day - August 13th

- Ambidextrous things
- Famous left handed people
- Tips to set your home up for easier left-handed use

## General

- Pictures/recipes of summer foods
- How to change a light switch
- [Planning a staycation](#)
- Best weekend getaways in your area
- Ask people to share a picture of their pet
- Throwback Thursday
- Inspirational quote



**Tip:** Sharing pictures of happy clients in front of their new home is great! Just remember to have them sign a photo release form first.

## Real Estate

- Client testimonial
- [Summer home maintenance](#)
- What to know about owning a vacation home
- Why your marketing strategy is better
- Reverse mortgage FAQs
- [Summer home-buying guide](#)