

December 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

Winter - December 21st to March 20th

- Stovetop potpourri recipes
- Tips to keep your home warm
- Seasonal activities/venues near you

National Roof over Your Head Day - December 3rd

- Share the location of local Christmas Giving Tree
- Let people know what supplies local shelters currently need
- Share what you're doing with **#RoofOverYourHeadDay**

Poinsettia Day - December 12th

- How to grow a poinsettia
- Discuss the language of flowers
- The origins of poinsettia day

Christmas - December 25th

- DIY Christmas card ideas
- Where to get different kinds of Christmas trees
- Restaurants open on Christmas

*Some of the many December holidays include Hanukkah (Beginning Dec. 3), Winter Solstice (Dec. 21), Boxing Day (Dec. 26th), Kwanzaa (Beginning Dec. 26th), and New Year's Eve (Dec. 31)! Consider including these important observances in your blog and social media.

General

- How to install laminate flooring
- How to paint a room
- Highly rated pest control companies
- How to set a goal and follow through
- Time management
- Basic drywall repair
- Replacing a showerhead



Tip: Don't fall into the same old content patterns. Use a mix of text, links, images, videos, gifs, and downloads to keep your pages fresh.

Real Estate

- Your area's real estate market annual review
- Explain fair housing
- Review popular real estate portals
- Explain shared equity mortgages
- How to prepare your home for sale
- Popular buyer/seller contract contingencies
- Winter moving tips