

# August Consumer Content

# August Consumer:

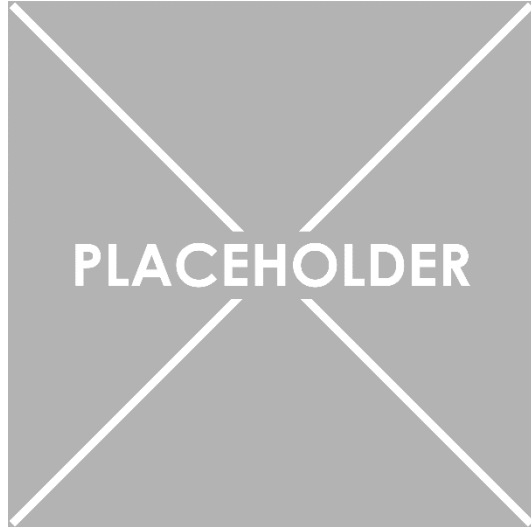
*Flea market finds, in-season recipes, family activities to make the most of the last days of summer vacation, bringing the outdoors inside*

HOME: Pro tips for shopping a flea market; FOOD: Buying, eating and cooking with in-season stone fruit; ENTERTAIN: Hosting a summer ice cream social; GARDEN: Plant Your Plate -- heirloom shell beans to plant and eat; FAMILY: Planning and planting a garden with your kids + a zen desk setup

- (12) Blogs includes:
  - (3) Meredith Blogs
  - (3) BHGRE Life Blogs
  - (3) Galileo Blogs
  - (3) DC Blogs
- (4) AvB Posts
- (2) Video
  - (2) YouTube
- (4) Cross Promotion
  - July Pinterest Boards
- (14) Consumer Engagement
- (20) Instagram Stories
- (4) Distinctive Collection
  - Thursday AM
- (1) BHG July Ad
- (1) Motion-Based Graphic
  - Independence Day

# Thursday, August 1st

*Facebook/Twitter*



DC LISTING OF THE WEEK

*Instagram Stories*

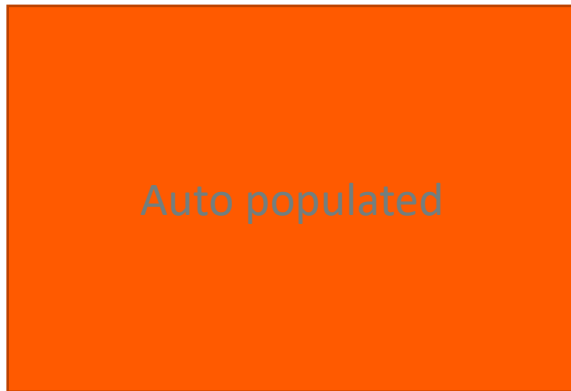


DC LISTING OF THE WEEK

Comments:

# Friday, August 2nd

Facebook/Twitter



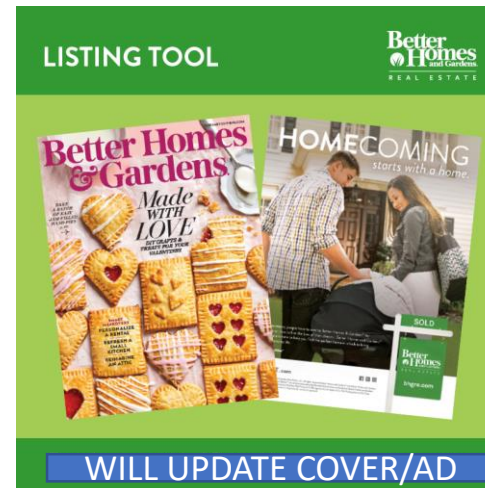
**YouTube Video:** [What to Look for at a Showing](#)

A Deb Nolen of Better Homes and Gardens Real Estate Realty Partners shares how to gently/strategically move clients past their initial excitement to see if a home is truly the right fit. #StartsWithAHome #ExpectBetter #BHGRE

B Deb Nolen of Better Homes and Gardens Real Estate Realty Partners shares how to move clients past the excitement of a home to see if it is a right fit for their lifestyle. #StartsWithAHome #ExpectBetter #BHGRE



Facebook/Twitter



**BH&G August Ad**

TBD #StartsWithAHome #BeBetter #BHGRE

Comments: Deb calls herself the principle broker at BHGRE. Which title works best for CZ?

Formerly Navigant Marketing

# Saturday, August 3rd

Facebook/Twitter



www.shutterstock.com • 1289822425

## Split Post

Which color palette do you prefer? Choose like for neutrals and love for Living Coral.

#ExpectBetter #BHGRE

Instagram Stories



## Split Post

Which color palette do you prefer?

#ExpectBetter #BHGRE

Options: Neutral/Living Coral

Comments

# Sunday, August 4th

Facebook/Twitter



**DC Blog: [Minimalist Interior Design Ideas for Simply Elite Homes](#)**

A Open up a space/property and practice disciplined creativity/highlight architectural details with these design tips. #StartsWithAHome #ExpectBetter #BHGRE  
B Less is more when implementing these designs to open up a space and highlight architectural details.

IG Stories



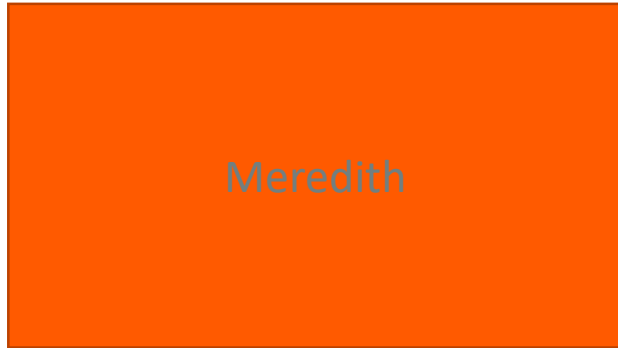
**DC Blog: [Minimalist Interior Design Ideas for Simply Elite Homes](#)**

A Open up a space and practice disciplined creativity/highlight architectural details. with these design tips. #StartsWithAHome #ExpectBetter #BHGRE  
B Less is more when implementing these designs to open up a space and highlight architectural details.  
#StartsWithAHome #ExpectBetter #BHGRE

Comments:  
#FriendshipDay

# Monday, August 5th

Facebook/Twitter



Meredith

## **Meredith Blog: Decorate with Architectural Salvage**

A Revive vintage treasures with modern twists/adaptations/touches to heighten visual interest with these design ideas/inspirations. #StartsWithAHome #ExpectBetter #BHGRE

B Put a modern twist on vintage treasures to create statement/stunning furnishings, artworks, and displays.

C Unite modern and vintage elements for stunning furnishings, artworks, and displays.

Instagram Stories



IG Stories  
Blog Graphic

## **Meredith Blog: Decorate with Architectural Salvage**

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B Put a modern twist on vintage treasures to create statement/stunning furnishings, artworks, and displays.

C Unite modern and vintage elements for stunning furnishings, artworks, and displays.

#StartsWithAHome #ExpectBetter #BHGRE

Comments:

**n m + u**

Formerly Navigant Marketing

# Tuesday, August 6th

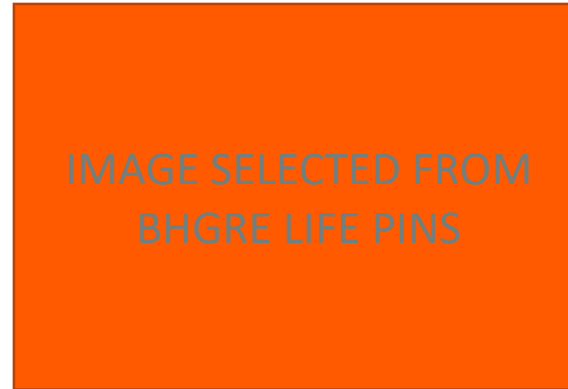
Facebook/Twitter



www.shutterstock.com • 78497201

Being in a natural environment can relieve stress. Create your own relaxation station by mixing raw wood and greenery. #ExpectBetter #BHGRE

Facebook/Twitter



### **Pinterest: Popsicles**

Cool off this summer with sweet treats perfect for the pool or dinner parties. #StartsWithAHome #ExpectBetter #BHGRE

From healthy to indulgent, explore popsicle recipes to refresh/cool off this summer.

Comments:



Wednesday, August 7th

Facebook/Twitter



www.shutterstock.com • 429072928

Enjoy the sweet summer air by adding tropical orange pillows and décor to your outside seating areas. Yay or nay? #ExpectBetter #BHGRE

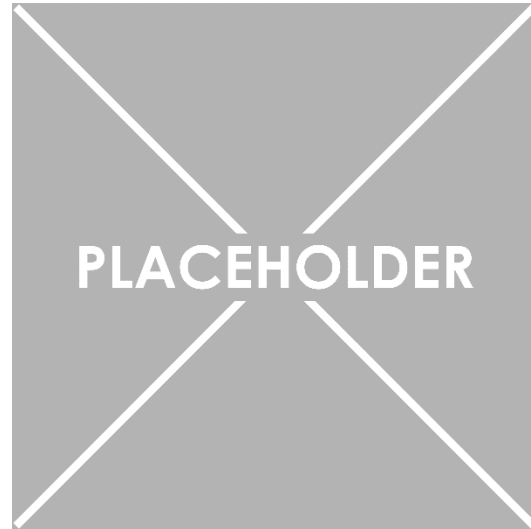
Comments:



Formerly Navigant Marketing

# Thursday, August 8th

*Facebook/Twitter*



DC LISTING OF THE WEEK

*Instagram Stories*

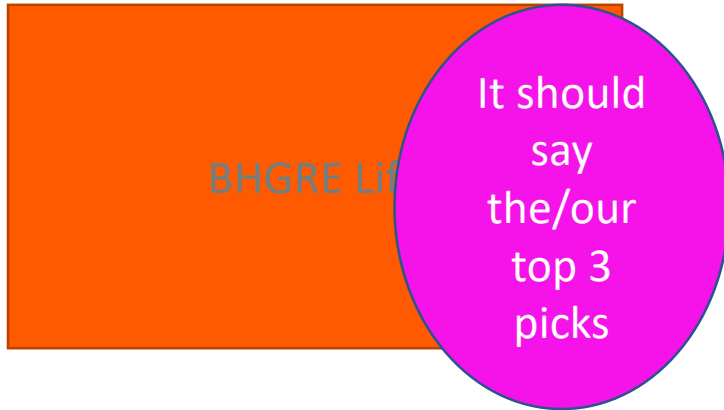


DC LISTING OF THE WEEK

Comments:

# Friday, August 9th

Facebook/Twitter



**BHGRE Life Blog:** [Backyard Parties Are a Must in the Summer Sunshine: Here are top 3 picks for a better celebration](#)

Make your next summertime bash memorable with these fun backyard themes.

#StartsWithAHome #ExpectBetter #BHGRE

Instagram Stories



**BHGRE Life Blog:** [Backyard Parties Are a Must in the Summer Sunshine: Here are top 3 picks for a better celebration](#)

Make your next summertime bash memorable with these fun backyard themes.

#StartsWithAHome #ExpectBetter #BHGRE

Comments:

# Saturday, August 10th

Facebook/Twitter



## Poll Post

Which color rug would work best here?

#ExpectBetter #BHGRE

A Hurray for yellow

B Bold with red

Instagram Stories



## Poll Post

Which color rug would work best here?

#ExpectBetter #BHGRE

A Hurray for yellow

B Get bold with red

Comments:

# Sunday, August 11th

Facebook/Twitter



Meredith

**Meredith Blog: Family-Friendly Living Spaces**

Give a living room space to grow with your family's needs. #StartsWithAHome  
#ExpectBetter #BHGRE

IG Stories



IG Stories  
Graphic

**Meredith Blog: Family-Friendly Living Spaces**

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#ExpectBetter #BHGRE

Comments:

**n m + u**

Formerly Navigant Marketing

# Monday, August 12th

Facebook/Twitter

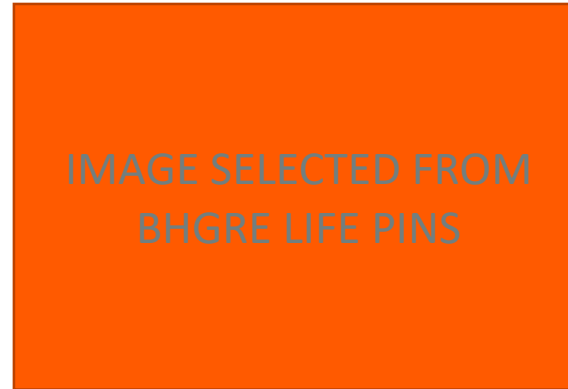


www.shutterstock.com • 1164964438

## Monday Blues Post

#MondayBlues can be quite stylish. Does the rug provide this mid-century modern kitchen the pop of color it needs? #ExpectBetter #BHGRE

Facebook/Twitter



## Pinterest: Pergolas

From DIY to double tiers, explore the wealth of style options for your fresh air retreat.  
#StartsWithAHome #ExpectBetter #BHGRE

Twitter Only:

# Tuesday, August 13th

Facebook/Twitter



**Galileo Blog: Why the Best Home Automation System Adds Value to Any Home**

Learn why a futuristic home/home of the future makes selling easier/smarter.

#StartsWithAHome #ExpectBetter #BHGRE

Instagram Stories



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Comments:

# Wednesday, August 14th

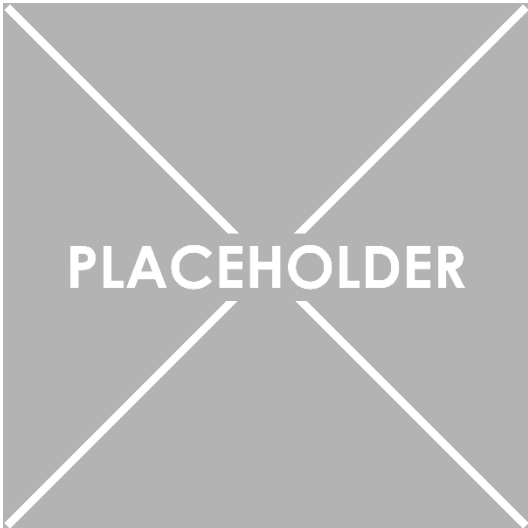
Facebook/Twitter



www.shutterstock.com • 756479902

Revamp a mudroom for summer by hanging a beach bag of hot weather essentials for each family member. What tips do you have for a space like this one? #ExpectBetter #BHGRE

Facebook/Twitter



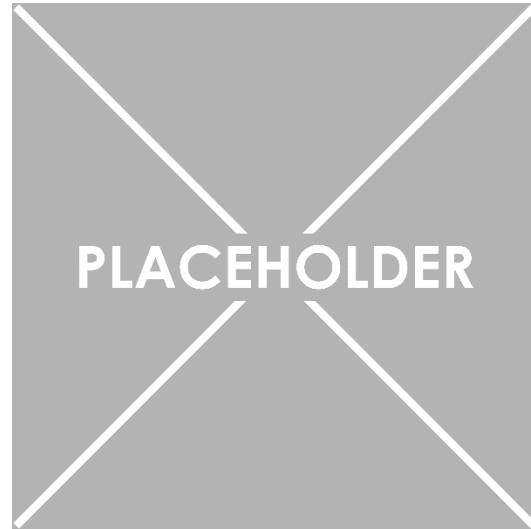
MATTERPORT LISTING

Comments:



# Thursday, August 15th

*Facebook/Twitter*



DC LISTING OF THE WEEK

*Instagram Stories*



DC LISTING OF THE WEEK

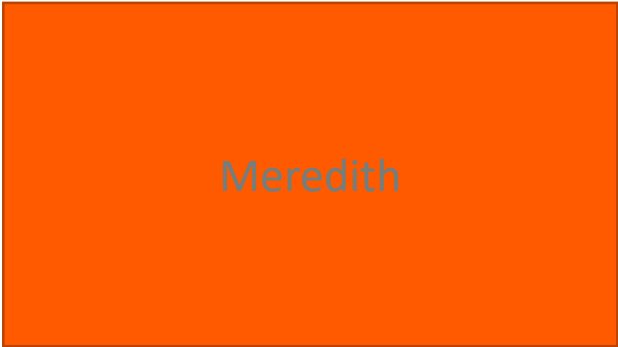
Comments:

**n m + u**

Formerly Navigant Marketing

# Friday, August 16th

Facebook/Twitter



Meredith

**Meredith Blog: How to Update a Teen’s Bedroom Décor**

A Make teenage dreams a reality with these tips. #StartsWithAHome #ExpectBetter #BHGRE  
B Give teens space to express their style and personality.

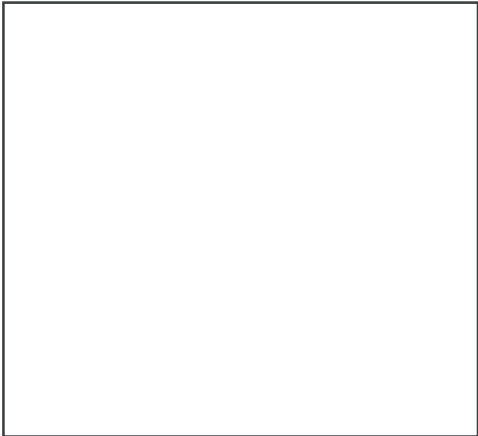
Instagram Stories



IG Stories  
Blog Graphic

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B Give teens space to express their style and personality.



Formerly Navigant Marketing

# Saturday, August 17th

Facebook/Twitter



www.shutterstock.com • 1338342428

Swap out one long coffee table for two smaller side tables. What do you think? #ExpectBetter #BHGRE

Facebook/Twitter



www.shutterstock.com • 1277450797

Fuse nature and style with floor-to-ceiling windows. Yay or nay?. #ExpectBetter #BHGRE

Comments:

# Sunday, August 18th

Facebook/Twitter



**DC Blog:** [Creating the Perfect Cheese Plate](#)

From vegans to gourmands, please every palette with delicious cheese pairings/complements. #StartsWithAHome #ExpectBetter #BHGRE

IG Stories



**DC Blog:** [Creating the Perfect Cheese Plate](#)

From vegans to gourmands, please every palette with delicious cheese pairings/complements. #StartsWithAHome #ExpectBetter #BHGRE

Comments:

# Monday, August 19th

Facebook/Twitter



**BHGRE Life Blog:** [How to Clean Your Pool Easier This Summer](#)

- A Make a splash this summer with these maintenance tips.  
#StartsWithAHome #ExpectBetter #BHGRE
- B Maintain your family’s summertime destination with these tips to keep your pool clean.
- C Splash into summer with these pool maintenance tips.
- D Keep the fun going this summer with these pool maintenance tips.

Instagram Stories



**BHGRE Life Blog:** [How to Clean Your Pool Easier This Summer](#)

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#StartsWithAHome #ExpectBetter #BHGRE
  - B Maintain your family’s summertime destination with these tips to keep your pool clean.
  - C Splash into summer with these pool maintenance tips.
  - D Keep the fun going this summer with these pool maintenance tips.
- #StartsWithAHome #ExpectBetter #BHGRE

Comments:



Formerly Navigant Marketing

# Tuesday, August 20th



www.shutterstock.com • 565191949

Add a bohemian touch to your home with a chalk wall. Yay or nay? #ExpectBetter #BHGRE

IMAGE SELECTED FROM  
BHGRE LIFE PINS

## **Pinterest: Breakfast Nooks**

Set a stylish tone for the most important meal of the day with these inspirations.

#StartsWithAHome #ExpectBetter #BHGRE

Comments:

# Wednesday, August 21st



www.shutterstock.com • 511822159

## Fill-in-the-Blank Post

A Patios offer the perfect retreat from \_\_\_\_\_.  
B Patios are great because \_\_\_\_\_.



www.shutterstock.com • 262015730

## MATTERPORT LISTING

A bench in the kitchen offers the opportunity to \_\_\_\_\_.

Comments: K, I have to pick one and had to spread them out.

#FillInTheBlank #ExpectBetter #BHGRE

**n m + u**

Formerly Navigant Marketing

# Thursday, August 22nd

*Facebook/Twitter*



DC LISTING OF THE WEEK

*Instagram Stories*



DC LISTING OF THE WEEK

Comments:



# Friday, August 23rd



www.shutterstock.com • 1099402535

This laundry room could use \_\_\_\_\_.

- A. a colorful wall
- B. countertop décor
- C. bright cabinets

Something else in mind? Share in the comments section. #ExpectBetter #BHGRE



www.shutterstock.com • 614880632

This classic palette is the epitome of elegance. Do you agree? #ExpectBetter #BHGRE

Comments:

# Saturday, August 24th

*Facebook/Twitter*



Galileo

**Galileo Blog: Seven Reasons Getting Rid of Clutter Helps a House Sell Faster**

Keep buyers' eyes focused on the home/property – not on too many belongings – with these tips. #StartsWithAHome  
#ExpectBetter #BHGRF

*Instagram Stories*



IG Stories  
Blog Graphic

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#ExpectBetter #BHGRF

Comments:

# Sunday, August 25th

Facebook/Twitter



DC Blog

**DC Blog:** [Luxury Wallpaper: Dress your walls in style](#)

#StartsWithAHome #ExpectBetter #BHGRE

A Learn the secrets of dressing walls so they whisper style and luxury.

B Bring color and/or elegance to a space with these design inspirations.

C Craft the right mood and charm a space with these wallpaper inspirations.

D Charm a space with these wallpaper inspirations.

IG Stories



IG Stories  
Blog Graphic

**DC Blog:** [Luxury Wallpaper: Dress your walls in style](#)

A Learn the secrets of dressing walls so they whisper style and luxury.

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D Charm a space with these wallpaper inspirations.

Comments:

**n m + u**

Formerly Navigant Marketing

# Monday, August 26th

Facebook/Twitter



**BHGRE Life Blog:** [Moving to a New Home in the Summer!](#)

A Beat the heat with these tips to keep moving day simple and easy. #StartsWithAHome #ExpectBetter #BHGRE

B Stay cool on moving day with these tips to beat the heat.

Instagram Stories



**BHGRE Life Blog:** [Moving to a New Home in the Summer!](#)

A Beat the heat with these tips to keep moving day simple and easy. #StartsWithAHome #ExpectBetter #BHGRE

B Stay cool on moving day with these tips to beat the heat.

Comments:

# Tuesday, August 27th

Facebook/Twitter



**YouTube Video:** [Backyard Party Entertaining Ideas, with Carolina Buia](#)

A Give your next outdoor party a breath of fresh air with these charming and festive inspirations.  
#StartsWithAHome #ExpectBetter #BHGRE  
B Use these tips to create a fresh air destination your party guests will love.

**n m + u**

Comments:

Formerly Navigant Marketing

# Wednesday, August 28th

Facebook/Twitter



www.shutterstock.com • 1180212148

My favorite element is the \_\_\_\_\_.

A hardwood floor

B waterfall island

C accordion-style glass doors

Something else? Let us know in the comments below. #ExpectBetter #BHGRE

Facebook/Twitter



www.shutterstock.com • 518199739

With an amazing view like this, do you think the furniture is facing the wrong way? How would you adjust the layout of this stunning sunroom? #ExpectBetter #BHGRE

Comments:

# Thursday, August 29th

*Facebook/Twitter*



DC LISTING OF THE WEEK

*Instagram Stories*



DC LISTING OF THE WEEK

Comments:

# Friday, August 30th

Facebook/Twitter



www.shutterstock.com • 132882047

## Split Post

Which selection of wall art do you prefer?  
Choose like for Option A and love for Option B.  
#ExpectBetter #BHGRE

Instagram Stories



Which selection of wall art do you prefer?  
Choose like for Option A and love for Option B.  
#ExpectBetter #BHGRE  
Options: Option A and Option B

Comments:



# Saturday, August 31st

*Facebook/Twitter*



**Galileo Blog: How to Bring Florals in Throughout Your Home, from Living Plants to Décor**

Go beyond vases and make your home's style bloom with these inspirations.

#StartsWithAHome #ExpectBetter #BHGRE

*Instagram Stories*



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Comments: