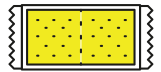
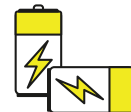
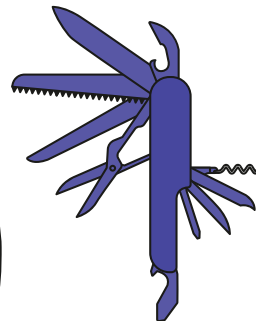
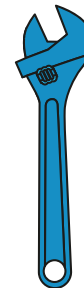
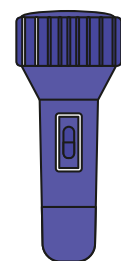
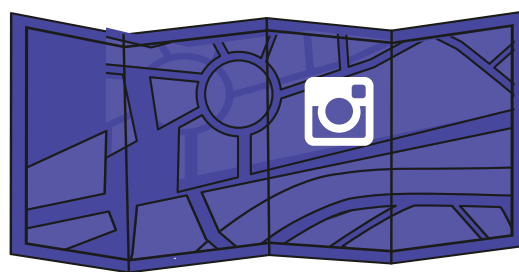
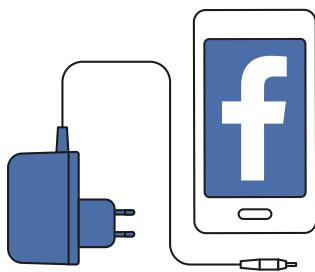
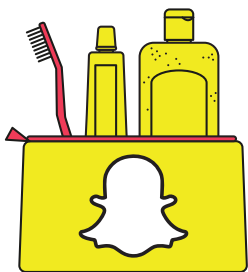


THE SOCIAL MEDIA SURVIVAL GUIDE

Everything You Need to Start Growing Your Business with Social Media



WHAT YOU'LL LEARN

Welcome to your social media survival guide! Whether you're a seasoned pro or just jumping on, **Buffini & Company** wants to help you navigate the different channels and get a plan in place so you can rock the social space. In this e-book you'll learn...



How to develop a solid social media strategy



What the top 7 social media channels are all about



The dos and don'ts of social media



How to master the unique language used on each channel

DEVELOP YOUR SOCIAL MEDIA STRATEGY

STEP
1

Establish Goals

Ask yourself, "What do I want to get out of social media?"

Deepen my existing relationships & expand my network

Highlight my character & competence

Stay top of mind with the people in my database

STEP
2

Narrow Your Focus

Which platforms should I use?

If you are just getting started, pick 1-2 social media platforms to master, such as Facebook, YouTube or Instagram.

68% Facebook

73% YouTube

35% Instagram

*Adult usage.

STEP
3

Develop a Content Plan

Create a repository of content you can post that...



Provides value



Encourages engagement



Builds trust

STEP
4

Schedule, Interact, & Monitor

Get Social!

To deepen your relationships with your community, retweet, comment, like, share, etc.

Time block:

Set aside 10 minutes every morning and afternoon to check your accounts and respond to messages.

Set a goal:

Engage with at least one person each day!

STEP
5

Track & Measure Your Success





You can't improve what you don't track.

Make sure you take some time each month to look at your reach, engagement and growth on social media.







The largest social sharing site with nearly 2 billion users. Your biggest opportunity to build relationships.

DO

-  Post a mix of appropriate personal and professional updates 4-7 times a week
-  Provide value with images, video, articles and infographics
-  Engage with followers (like, comment, message, tag followers and share their posts)
-  Host a Facebook Live event for your network with market updates, tips for buyers and sellers, etc.

DON'T

-  Rant or be negative
-  Ignore comments and likes
-  Use bad grammar
-  Forget to set your preferences in privacy settings



LEARN THE LINGO

REACT

This allows other users to know how you enjoyed their content

STATUS

A microblogging feature that allows you to post updates

TAG

Identifies and notifies a person in a photo, status update or video.

WHY USE IT

- The majority of adults use it.
- Invite guests to Client Parties and keep them up-to-date until the big day
- Create closed groups to target specific clients, such as first-time buyers, first-time sellers, etc. and provide valuable targeted information to each



YOUTUBE

Your business's video hub! YouTube content ranks well in Google search.

DO



Provide consistent content at a set time each week (e.g., post a new video on Thursdays at 9am PST). A short video about the local market, tips for buyers and sellers, etc. will provide value to your clients



Optimize videos for search using keyword phrases in the title, descriptions and tags



Organize related videos into playlists and display popular playlists on your channel



Grow your YouTube subscriber list by adding a subscribe button to your videos and website

DON'T



Ignore comments



Forget to add tags and keywords to your videos



Use boring, non-descriptive titles



Forget to add links in your video descriptions



LEARN THE LINGO

UPLOAD

How you add videos to your YouTube Channel

MY SUBSCRIPTIONS

Specific channels you have liked. You will receive updates whenever they upload new videos

SUBSCRIBERS

People who are following your channel

PLAYLIST

A way to categorize and group videos

FEATURED VIDEO

The video non-subscribers see first when they visit your channel

WHY USE IT

- Establish self as expert
- Build brand and trust
- Boost SEO, making it easier for clients to find you via search engines.



INSTAGRAM

Social sharing site that's all about pictures and short videos.

DO

- 😊 Post an Instagram Story several times a week
- 😊 Participate in conversations and get new followers by using hashtags
- 😊 Post and engage at least once a day
- 😊 Share iconic images of your town, video tours of your listings, pictures of happy clients, DIY and home renovation ideas.

DON'T

- 😞 Post poor quality photos
- 😞 Use every filter (you want to establish a consistent look)
- 😞 Don't forget to utilize the link on your profile page
- 😞 Post the same thing every day



LEARN THE LINGO

POST

Simply refers to an image uploaded to Instagram

@HANDLE

A method of notifying and including another instagrammer in your comments

FILTERS

Edit your photos and add effects using filters

#HASHTAG

Used to categorize and group images. Use them to search images and users you are interested in

EXPLORE

This tab allows you to search and discover

TRENDING HASHTAGS

Popular hashtags you might want to search and use



PINTEREST

Social site that is all about discovery
Predominantly female (81%). The majority of active users are below age 40. In fact, millennials use Pinterest almost as much as Instagram.

DO



Use Pinterest to post about: crafts, food, quotes, health, fitness, home décor, DIY



Use interesting and eye-catching photos that will make your pins stand out



Post pins that link back to your website



Create a variety of boards and pin new things often (several times a day)

DON'T



Create only a few boards (you want a lot!)



Forget to use hashtags



Forget to link back to your website



Keep it all business (add some fun boards)



LEARN THE LINGO

BOARD

Think of boards as a digital bulletin board where you can group similar content (fitness, home décor, DIY tips, etc.)

PIN

A pin is an image that you have captured and added to a board

REPIN

The act of sharing someone's pin to one of your boards

LIKE & COMMENT

Similar to Facebook, you can like someone's pin or leave a comment on the pin

PIN BUTTON

This can be added to your web browser allowing you to easily pin anything you want to share online

WHY USE IT

- Drive traffic to your blog/website
- Share expertise
- Expand network



LinkedIn will help you establish your credibility professionally.

DO

- 😊 Keep your professional profile up to date
- 😊 Join relevant groups and participate in discussions
- 😊 Use their blogging platform to publish content
- 😊 Share valuable information about your local market, the real estate industry and trends

DON'T

- 😞 Use an unprofessional picture
- 😞 Send promotional direct messages
- 😞 Post your listings in group
- 😞 Forget to endorse other people in your network



LEARN THE LINGO

INVITATION

Invite people who have worked with you and sent you referrals to connect

CONNECTION

A LinkedIn Member who has accepted an invitation to connect with you

ENDORSE

Certify your connections that have experience in the skills they have listed and they will likely do the same for you

POSTS

Create blog posts within LinkedIn to share with connections

WHY USE IT

- Connect with other real estate pros
- Establish professional expertise
- Another place to publish content



TWITTER

Short and sweet updates limited to 280 characters.

DO

- 😊 Post frequently up to 10 times a day
- 😊 Status updates should be to the point and informative
- 😊 Make tweets stand out with images
- 😊 Engage with others by retweeting, mentioning, following and using hashtags

DON'T

- 😞 Use hashtags that don't make sense
- 😞 Always sell
- 😞 Ignore mentions and retweets
- 😞 Send automatic direct messages to new followers



LEARN THE LINGO

@REPLY

Use this to reply publicly to a Twitter user

RETWEET
(RT)

This indicates you are posting a tweet from another user

DIRECT
MESSAGE
(DM)

You can send private messages to someone who is following you

#HASHTAG

Used to categorize and group tweets. Use them to search topics and participate in conversations

WHY USE IT

- Search keywords to learn what people are tweeting about
- Promote new content on your blog or YouTube
- Connect with followers/clients



Designed for Android and iOS devices, Snapchat is a messaging app that allows you to send photos, videos and messages in real time that are viewable for 24 hours before they disappear.

DO

- 😊 Always be professional, but have some fun
- 😊 Develop concise messaging
- 😊 Get to know the different settings and filters
- 😊 Save your snaps as “Memories” to use again later

DON'T

- 😞 Go overboard on filters and face lenses
- 😞 Directly sell
- 😞 Use informal filters and lenses, language and surroundings
- 😞 Use snapchat to send important information - the messages disappear!



LEARN THE LINGO

- SNAP** A photo or video
- SNAPCODE** A unique scannable QR code
- SNAPBACK** A reply to a snap
- STORY** Snaps that are linked together to create a reel
- MEMORIES** Your saved snaps
- REPLAY** View your saved snaps again
- FILTER** Overlays, colors, time and weather and geofilters that are added as snaps
- GEOFILTER** Tag your location or event

ABOUT BUFFINI & COMPANY

Real Estate Coaching, Training, Events, Marketing Systems, CRM

Headquartered in Carlsbad, CA, Buffini & Company is the largest real estate coaching and training company in North America. Founded by real estate expert and master motivator Brian Buffini, the company provides a unique and highly-effective lead generation system and comprehensive business coaching and training programs which have helped entrepreneurs in 37 countries improve their business, increase net profit and enhance their quality of life. Since its founding in 1995, Buffini & Company has impacted and improved the lives of thousands of small business owners with strongly balanced work-life strategies.

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