

A woman with long brown hair, wearing a blue blazer over a dark blue button-down shirt, is sitting in a car and looking at her smartphone. The background is a blurred cityscape with warm sunlight.

# Using Social Media to Work by Referral™

When you Work by Referral, social media is a great tool. Develop a strategy and use a social media solution that uses your social platforms to strengthen your brand, support your relationships and provide more value to your connections.



# Why We're on Social Media

In the past decade, social media has exploded in popularity. While it should not be your primary source of lead generation, you can use its powers for good. Your clients are already there — just look at the numbers!

## Active Monthly Users

Facebook:  
**3 billion**<sup>1</sup>

Instagram:  
**2 billion**<sup>1</sup>

TikTok:  
**1.6 billion**<sup>2</sup>

## Average time spent per day on social platforms<sup>3</sup>

TikTok: **55** minutes

YouTube: **48** minutes

Facebook: **30** minutes

Instagram: **33** minutes

48% of people use social media to keep in touch with friends and family<sup>4</sup> — shared content goes a long way! People are more likely to pay attention to posts from family and friends with recommendations.

When you engage your clients on social media, you're increasing your chances of getting referrals!



# Strengthen Relationships, Create Advocates

When you Work by Referral, the goal of social media is to strengthen relationships and create raving fans of your business. These fans are created offline by your exceptional skills and service, but you can use your social media to encourage your biggest advocates to share the love online.

## Work by Referral Goals:

1. Deepen existing relationships.
2. Highlight your character and competence.
3. Stay top of mind with people in your database.

### Provide Excellent Service

Go above and beyond during a transaction for total client satisfaction.



### Connect With Clients on Social

Engage with your clients on social while still making calls, writing notes and getting face-to-face.



### Post Positive Content

Post blogs, inspirational content and shout-outs your clients can use and enjoy.



### Build Relationships and Create Fans

Stay top of mind as clients consume your content, share it and tag you in their own posts.



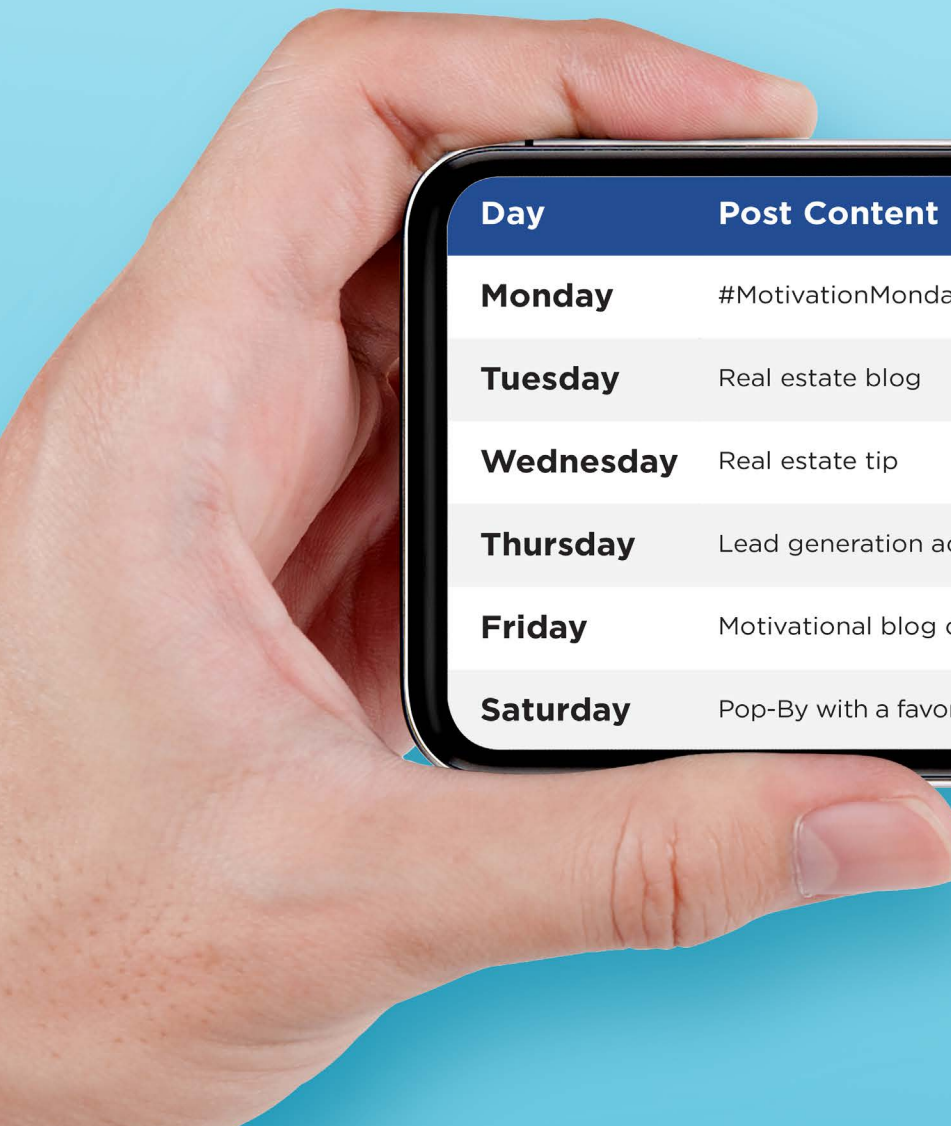
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# Build Your Social Media Plan

Once you know what you want to accomplish, it's time to build a solid content plan that lets you put posting on autopilot while still accomplishing the goals of the Work by Referral system.

**Create a content schedule that includes the type of content and platform to post it to.**



Day	Post Content	Type of Post	Platform
<b>Monday</b>	#MotivationMonday	Image	Instagram, Facebook, Twitter
<b>Tuesday</b>	Real estate blog	Link	Facebook, LinkedIn
<b>Wednesday</b>	Real estate tip	Video	Instagram, Facebook, Twitter
<b>Thursday</b>	Lead generation activity	Image	Instagram, Facebook, Twitter
<b>Friday</b>	Motivational blog or video	Link	Facebook, LinkedIn
<b>Saturday</b>	Pop-By with a favorite client	Image	Instagram, Facebook, Twitter

**PRO-TIP:** Consider an automated social media marketing solution, like **Referral Maker® Social Suite** that has MLS integration for listing promotions and allows you to schedule content across all your social channels in one platform. This solution also comes with ready-to-post content written for you, that is local to your market, and in your branding so your clients feel your social posts are personalized just for them.

# Engage With Your Best Clients

Relationships must be built in person, but they can be nurtured and supported by social media. By liking, commenting and interacting with your clients' posts, you can stay top of mind and up-to-date with their adventures.

**Most social media platforms have list features that only show your posts to a select few followers.**



## Instagram

### Close Friends List:

Stories only appear for followers on this list.



## X

**Lists:** Only view X posts from accounts you add to the list.



## Facebook

**Friends Lists:** Filter your newsfeed to see posts from this group only. You can also make posts exclusively for these people.

**Groups:** Start conversations with your clients and create space for them to converse among themselves.






## PRO TIP:

**Use these social media lists to support relationships with your A+ clients.**

- ♥ Create videos thanking your clients for their business. Post gratitude messages for your referrers.
- ♥ Let clients know in a video, post or photo when you're on a Pop-By run.
- ♥ Promote your client appreciation event with a video message for this group only.
- ♥ Start conversations with your best when they reply to your exclusive content.
- ♥ See what your top clients are up to and respond accordingly with a comment, message or personal notecard.

# Go From Comments to Coffee

As you nurture client relationships online, look for ways to take the conversation into the real world. Here's how to go above and beyond to turn that comment or like into grabbing coffee or lunch.

-  Call your clients on birthdays and pop by with (or mail) a gift.
-  Has your client posted about being sick? Pop by with a flu survival kit.
-  For anniversaries of any kind (job, wedding, home purchase), send a personal note.
-  Get lunch with your client who just took their bucket list trip and talk about it!
-  Send an encouraging note to any client who's been affected by tough times.

**Pay attention! Social media posts can give you something to talk about in calls and notes.**



# What's Your Story?

Social media is a great way to build your brand. Your social presence tells a story — when people get referred to you, a scan of your social pages should leave them with a picture of you who you are and what you value.

## Best Practices:

- Posts and imagery should align with your values.
- Keep content positive, informational and fun.
- Stay away from anger and politics.

## Have others help with your story!

- ★ Encourage clients to leave reviews on social media about your exceptional service.
- ★ Consider making it a contest — leave a review, and get entered to win a prize!
- ★ When clients post about your service, share it on your own pages and follow up with a personal note.
- ★ Highlight what others are saying about you on social media to build credibility.



# Network with Other Agents

Use social media to build relationships with other real estate agents across the country so you can exchange referrals within a broader network.

GET INTO BUSINESS NETWORKING GROUPS ON FACEBOOK.

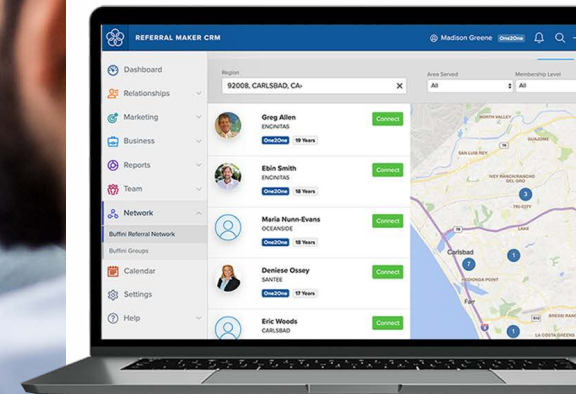
## Buffini & Company Members

**Facebook Group** — available to those in Referral Maker® CRM, Referral Maker® PRO and Buffini & Company Coaching.

**Connect with other businesses and professionals on LinkedIn.**

**Attend real estate events, then connect with those you met to stay in touch after the event via social.** Take those connections further by arranging video chat meetings and calls if they're in other cities!

## Take advantage of the Buffini Referral Network™!



- Exchange referrals with Buffini Members across North America.
- Connect clients with other agents who Work by Referral and prioritize great service.
- Available exclusively for Buffini & Company Members.\*

**Start now and create your profile through Referral Maker CRM!**





# Get Started Today!

Buffini & Company has several tools to help you leverage the power of social media to Work by Referral. Here are a few programs to get you in the game.



## Referral Maker® Social Suite

Referral Maker® PRO and Coaching Members get access to Social Suite powered by Back At You. Make your social media marketing effortless with MLS integration, automated digital content and powerful lead insights.



## One2One Coaching™

Buffini & Company Coaching Members receive personalized guidance to help them stay on task and provide an exceptional experience for clients. This also includes our Referral Maker® PRO marketing kit with personal notes, Pop-By tags and Items of Value to give you and your clients something to get social about.



## The Pathway to Mastery®—Essentials

Learn the basics of the Work by Referral system along with the fundamental business principles you need to know before building out your social media strategy in this real estate training program.

Learn more at [buffini.com/socialsuite](https://buffini.com/socialsuite)