

SOCIAL MEDIA for REAL ESTATE

5 quick & easy steps to ignite your business using social media

STEP
1

Establish Goals

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

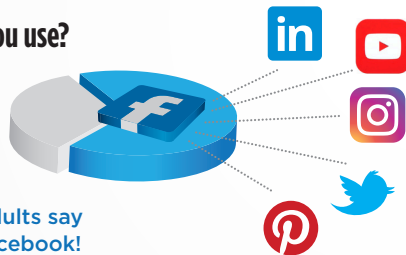


STEP
2

Narrow Your Focus

Which platforms should you use?

If you're just getting started pick one social media platform to master.



68% of online adults say they use Facebook!

A Facebook Business Page is a good place to start.

Then test out some other options such as Linked'in, Twitter, Pinterest and perhaps a YouTube page if you're a fan of video sharing.

Nurture your presence on Instagram

Don't rule out Instagram on your social media journey! The photo/video sharing platform is gaining followers in all age groups, especially among adults under the age of 30. Additionally, women are more likely to use Instagram than men. Instagram users are more engaged than Facebook users, and they tend to be more likely to follow brands. Whether you're a millennial agent or you've been in the business for years, establish a professional Instagram presence to help you connect with a new demographic of homebuyers.

Percentage of adults using Instagram



Sources: Pew Research Center: Social Media Use in 2018

STEP
3

Develop a Content Plan

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



Provides value



Encourages engagement



Builds trust

Maintaining regular contact with your friends and clients on social media creates an opportunity to articulate how you work, become a trusted advisor for your community and demonstrate your care about their needs.

STEP
4

Schedule, Interact, Monitor

Schedule your posts in advance



Sign up for a free [Hootsuite](#) account and set 1-2 hours aside to schedule all your updates for the week!



Get Social

Interact with your community to build trust and deepen relationships. Recent algorithm shifts have made it so that the more you engage with someone's content of Facebook or Instagram, the more frequently your content will be shown on their feeds. Comment, like, share, etc. posts from others, and show gratitude toward those who like your content.

Time Block

Allot 10 minutes in the AM and 10 minutes in the PM each day to check your accounts and respond.

STEP
5

Track & Measure Your Success



You can't improve what you don't measure! Make sure you take some time each month to look at the best times to post and which types of posts (quotes, photos, videos) generate the most reach/engagement.

Source: Pew Internet: Social Networking 2013