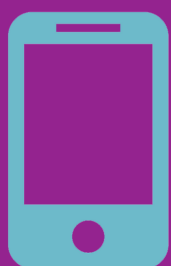




**Real Estate
Express**



Social Media Toolkit for Real Estate Agents

realestateexpress.com

Introduction

Let's face it. Whether you are a fan of social media or not, social media has become an integral part of how our society transmits information. Brands such as Amazon, Taco Bell, and The Wall Street Journal are masters of using social media to connect with their audience and stay top-of-mind.

But you don't have to be a billion-dollar brand to use social media effectively. With a simple understanding of social media best practices and a little effort, you can stand out from the crowd and be the real estate agent in your market that everyone wants to follow.

This guide is your toolkit to help you make the most of the time and energy you spend on social media—and ensure that you see a return on your time investment.



Pro Tip:

What are some of your favorite brands? Do some research on what they post to social media to get a sense of how often they post and the type of content they use.

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Chapter One:

Choosing Your Platform

Social media is constantly evolving, with new platforms arriving on the scene each year. However, there are some tried-and-true platforms that have stood the test of time. Facebook, Instagram, and LinkedIn are just some of the most popular channels across a wide range of age groups. In fact, it's probably safe to say that you have one or more of these accounts.

However, it's important to separate your personal accounts from your business accounts. You don't want potential clients to be turned off by any political or religious views that you post about on your personal accounts. In fact, if you don't have your Facebook and Instagram accounts set to **private**, it's a good idea to do so right away.

Once you've cleaned up your social media profiles, it's time to double check that your efforts have been thorough. Websites like **BrandYourself.com** allow you to audit all of the information available about you online so that you can see if there are any gaps that you might have missed.



Pro Tip:

Start small. Don't create a bunch of different accounts all at once. Choose one social media platform that you are familiar with and know your audience will be on (like Facebook). Once you have that down, add another one, and another one until you've mastered them all.

Facebook

The average American spends 43 minutes per day on Facebook*, making it the most active social platform by a landslide—unfortunately, most real estate agents don't take advantage of this opportunity to connect with an enormous prospect and referral base.



Follow these Facebook must-dos:

- **Pick an audience.** As a real estate agent, you want to reach people who are potential homebuyers and sellers. Many agents fall into the trap of also sharing content that is relevant to only real estate professionals. Save that content for LinkedIn, which is more of a networking platform, and stick to content potential buyers and sellers want to read.
- **Take advantage of all the sections of the page.** Offer a thorough description in the "About" portion, including the neighborhoods you know well, the niches you serve, your credentials or any other information that sets you apart from other agents. Include featured listings, agent profiles and more. If there is space to sell your business, use it!
- **Use the same headshot or profile photo that you everywhere else.** Your face will become recognizable to your followers.
- **Don't just post about properties.** Not everyone is looking to buy or sell right now, but you still want those people to follow you and engage with your content. Along with property postings, mix in other content. For example, share interior design or home maintenance articles, congratulate a family that closed on a house (with their permission), or even post relevant motivational quotes.
- **Be consistent.** You're busy, but if you want any of your social media efforts to be successful, you must post consistently and frequently. Plan to post every day at least once, but more if possible.
- **Share high-quality images.** Pictures are more likely to grab people's attention than text, so share lots of them. Don't limit yourself to photos of houses either. You can share a nature photo you took near a property or pictures of beautiful architecture in your town.
- **Interact with followers.** When followers comment on your posts, respond with a note of appreciation, and especially to answer questions.
- **Be personal and relatable.** Social media is all about personality. Write posts in your voice, as if the person you were speaking to was right in front of you.
- **Show that you are grounded in the community.** Volunteer, attend town meetings and celebrations, and shop and eat at local businesses. Then share updates, reviews and images as you do. Additionally, share information about your town or city, for example, highlight a new business opening or comment on the completion of a road repaving. Those kinds of posts show that you are part of the community, that you know it well, and that you care about what happens there.

*Source: TechJury.net

Twitter

As with Facebook, Twitter's a great way to connect with prospects and nurture relationships. As a real estate agent, it's critical to determine who your audience is and what content they're most likely to enjoy. As a general rule, your Twitter posts should be:

- 20% links to your blog or website
- 20% links to other people's content
- 20% about your business
- 40% personal interaction, commenting and networking



Pro Tip:

Hashtags, hashtags, hashtags! People will find you on Twitter based on your hashtags. More importantly, you can search hashtags to learn more about your prospects and your community, which will help you create more meaningful content. Instagram and LinkedIn also use hashtags—just make sure they are relevant and used sparingly.

Instagram

Instagram, or what the kids call "Insta," is a great medium for real estate agents since it is focused on visuals. While Facebook and Twitter have photo functionality, Instagram was built for it. Plus, since Facebook has acquired Instagram, you can seamlessly share photos between the two networks. Use Instagram for behind-the-scenes storytelling, share images or short videos of your listings, as well as community-focused content. The only drawback to Instagram is the fact that you can't redirect people to your website, but given Instagram's high-engagement, you'll be sure grow your brand awareness.

Recommended Reading:

- How This Agent Got a \$1 Million Transaction Through Instagram
- 17 Real Estate Instagram Accounts You Should Be Following
- 10 Ways to Grow Your Social Media and Digital Marketing Knowledge

Pinterest

Pinterest allows you to create and manage multiple online bulletin boards. For real estate agents, Pinterest is a gold mine for visual storytelling. Create boards for each of your listings that include photos of the property and surrounding area, nearby hotspots and local trends. Highlight your expertise by offering collections of kitchen makeover ideas or curb appeal spruce-ups.

LinkedIn

With more than 300 million members across 200 countries, LinkedIn has helped change how real estate professionals do business. Initially viewed as a site to display your online resume, LinkedIn is now the primary social site for business professionals to network, connect, and engage.

One of the benefits of LinkedIn is the LinkedIn Group feature which allows you to connect with every other member in that group. Look for groups that target your key audiences—it's a great way to communicate, and may lead to new business. You can also search for groups by keywords and location.

Here are some large real estate professional groups on LinkedIn that you should consider joining:

- [Real Estate Professionals and Vendor Network](#) (72K+ members)
- [The Real Estate Networking Group](#) (570K+ members)
- [Real Estate Investor Today](#) (132K+ members)



Did you know?

Our sister school McKissock Learning offers the most comprehensive library of real estate CE and professional development courses available. Each course is designed around industry trends to help you generate more income and advance your career. Plus, rest assured you'll get what you need because all of our courses are state- and board-approved.

Visit mckissock.com/real-estate for more.

Chapter Two:

Writing for Social Media

Once you've determined which social media platforms you are going to use, it's time to start posting!

While some sort of visual medium (image, video, graphic, etc.) should be the main focus, you want to have some written copy that compliments the visual component. However, writing for social media is a bit different from writing for print, or even writing for your blog.

The following are some helpful guideposts to make sure you follow the spoken and unspoken rules of each social media channel.



Pro Tip:

Increase your earning potential with our sister company's Pro-Series online courses, designed to take your performance to the next level with practical guidance and useful information. Here are just a few courses available:

- Social Media Success in Under 15 Minutes Per Day
- Winning the Listing: A Fresh Approach to the Listing Appointment
- Luxury Market Training

Visit mckissock.com/real-estate/pro-series for more information.

Facebook

Short, to-the-point copy that describes how the article will benefit the reader.

High-quality photo

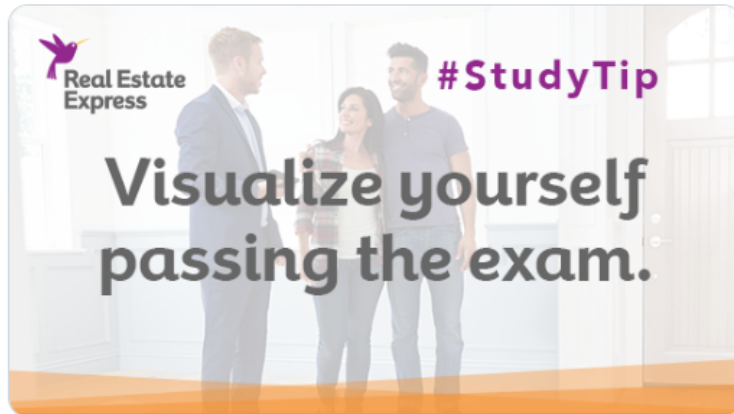


Twitter



Real Estate Express @RealEstateExp_ · Sep 17

#StudyTip: Harnessing the power of visualization is a great way to boost your confidence and motivate yourself to pass the **#realestate #license** exam. For more study tips, click here: bit.ly/2LNcavT



Appropriate use of hashtags



Clear call-to-action
("click here")

Visually pleasing text
graphic that draws the
viewer in

LinkedIn

Appropriate use of hashtags

Short, to-the-point
copy that describes
how the article will
benefit the reader.

High-quality photo



Real Estate Express

449 followers
2mo

The speed at which the **#realestate** industry is being altered by **#technology** and new business models has reached an accelerated pace that is astounding. So how do you keep up with it all? Read this article for more:
<https://bit.ly/2YFUfd3>



How to Adapt, Grow and Prosper Dealing with the Velocity of Change

realestateexpress.com

Instagram



High-quality video or image



Clear call-to-action
("Learn more about
events")

Appropriate use of hashtags

Pinterest



Best Practices for a First Time
Home Buyer

Eye-catching, vertically
oriented visual

Clear, concise title



Pro Tip:

Each social media platform has its own character limit for post copy. If you go over the character limit your post may not publish, or your post may be cut off. Here are some good ones to remember:

- Facebook: 340 characters or less
- Twitter: 280 characters or less
- Instagram: 2,200 characters or less
- Pinterest: 400 characters or less
- LinkedIn: 210 characters or less

Chapter Three:

Digital Resources

Social media can be time consuming—especially if you are posting on multiple channels. Luckily, there are tools out there (many of them free) that can help make posting to social media more time-efficient and easier to manage.

Social Media Scheduling Tools

Social media scheduling tools allow you to post to multiple platforms at once, schedule posts in advance, respond to comments, share and retweet posts all in one convenient place. Here are some great options to get you started:



Writing Tools

Take your writing skills to the next level with writing tools designed for clear and concise writing.

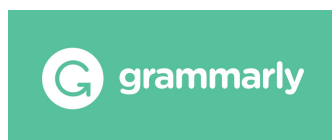


Image Creation Tools

A picture is worth a thousand words ... so make sure your social media images are high-quality and the right image dimensions for each social media platform. These image creation tools make graphic design look easy:



Adobe Spark



Video Creation Tools

Want to go the extra, extra mile? Video is your best tool for brand awareness and audience engagement. Plus, they are so much fun to create!



PROMO



ANIMOTO



Renderforest



VideoScribe

About Real Estate Express

Real Estate Express is leading the way in online real estate education. Established in 1996, we offer online real estate pre-licensing courses, post-license courses, and real estate designation courses across a nationally accredited platform.

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Phone: 844.701.2946

Email: customercare@realestateexpress.com

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Helpful Links:

Real Estate Career Hub: Find a wealth of information to help you get your real estate career off to a strong start. Explore how-to guides, learn from the experts and tap into the latest news that's moving the professional forward.

Frequently Asked Questions: Still have some more questions about starting your real estate career? Check out our FAQs.

Prep for Success: Learn more about how we will help you as you progress through your courses.

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We got answers.**

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OR
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