



# A Realtor's Guide to Social Media

*Advice for developing and implementing social media in your business.*

# WHY IS SOCIAL MEDIA IMPORTANT?

If you're looking for news, staying updated on friends and family, or even just scrolling through cooking videos, social media is likely a part of your life.

Beyond using it for a social connection, it's a big asset to business. Whether you want to promote your brand through Instagram by posting your listings, connect with clients via LinkedIn, or share updates via Twitter.

So what's the difference between social media for your own use, and implementing it in a business context?

We're here to tell you. This guide will share how using social media for your business can increase your reach, brand awareness, and ultimately save you time and money.

To launch this guide, we'll discuss ways social media can work for you, and then we'll look at each social platform that can be useful to realtors, and some pro tips on how to use them to your advantage.

Let's get started!



# WHY SOCIAL MEDIA MATTERS IN REAL ESTATE

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Here are some key ways you can put social media to use in real estate:



### **LET PEOPLE KNOW WHAT YOU DO**

Social media is the perfect way to keep people aware of who you are and what you do. When you upload onto your social media, people will see you more often in their newsfeed and keep you in mind when they need a realtor.



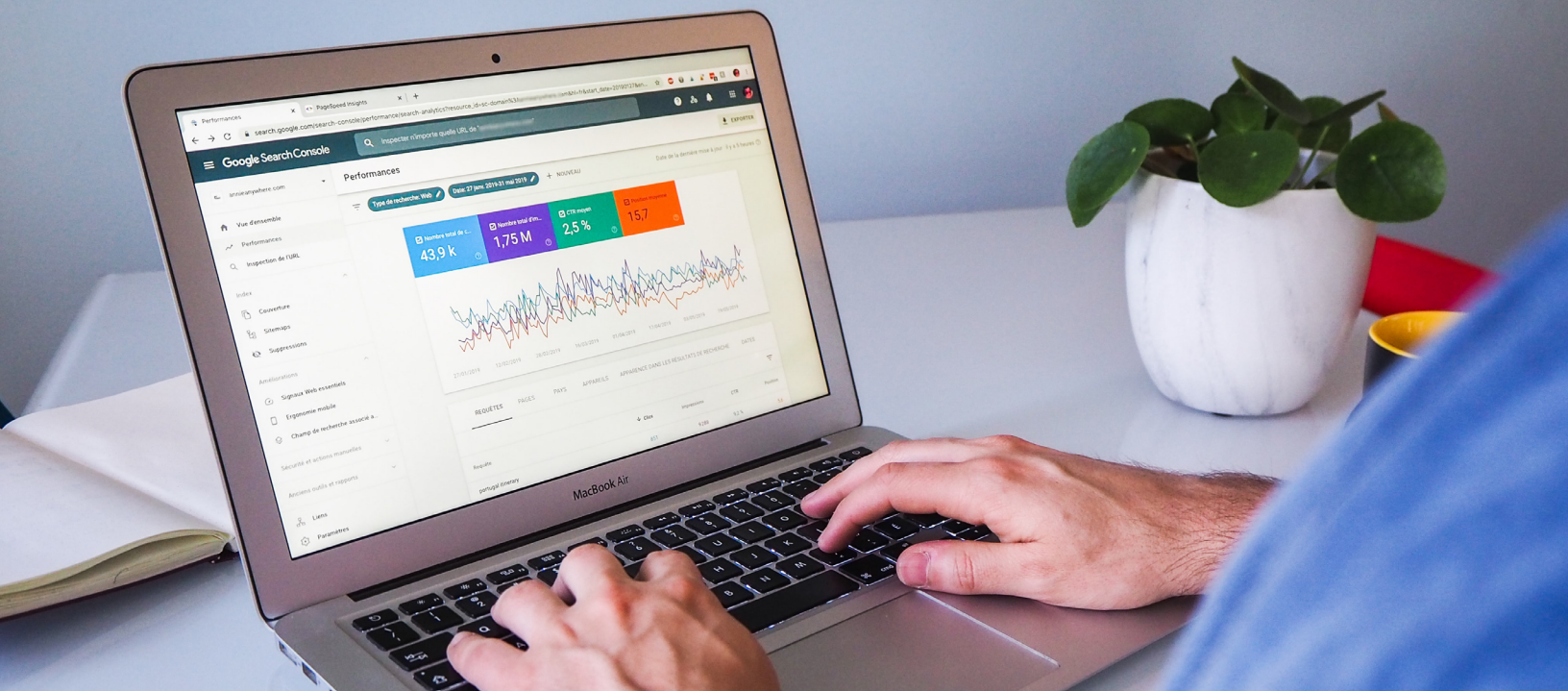
### **ATTRACT POTENTIAL CLIENTS TO YOU**

When you post a listing, the only people that will likely pursue that lead are people looking to buy a home. However, with a variety of interesting social posts you can build a permanent audience, which can turn into referrals.



### **FORM LASTING CONNECTIONS**

Through posts, photos, and other messaging, your audience can engage with your content and see a more personal side to you. If you can become a good touchpoint for them for news or entertainment, they'll be more inclined to interact with your posts.



## SHOW UP IN GOOGLE RESULTS

The more content you post, the more you'll show up in Google SEO results. SEO, or Search Engine Optimization, means that if someone Google's "Park City house for sale", and you have a listing available, you'll show up ranking high in Google search results. Or if someone types "Park City realtor", your company or name will come out on top of the list. You can increase your ranking by posting good content on your website and sharing it to your social media accounts. The more you're creating, the more it will be seen online and generate traffic to your site.



## BUILD YOUR REPUTATION

Once your business gets up and going, it's time to convince your followers that they should use your business versus competitors. Social media is a perfect way to help with that too. Start by building a reliable foundation, where you handle business in a consistent and honest way that shows clients across the board who you are. How you handle clients establishes your protocol for customer service. Studies also show that potential clients will look at reviews before making a final decision. If you're able to encourage happy customers to leave a review, it can help grow your business.



SOCIAL MEDIA  
**FUNDAMENTALS**

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Here is a five step process to create a social media strategy:

# 1

## STRATEGIZE LONG-TERM GOALS

Coming up with a strategy is the best way to plan how to develop your business. If you write out a list of what you want, and put in a timeframe, it can better help you achieve your goals. For instance, if you're trying to attract new clients you might post content on current real estate news. If you want to increase engagement, showing off your team or behind-the-scenes activities can provide people an insight into who you are.

Not only do your goals help develop your social media strategy, but they also help refine who your primary audience is. Is it homeowners? People on the market for a house? Sellers? Maybe even a combination. Once you determine who you want to primarily target, you must then consider their high-priority needs, wants, and other interests to develop your brand and social media goals.



# 2

## SURVEY YOUR EXISTING SOCIAL MEDIA PLATFORMS

Once you have your goals in place, take a survey of where your social media accounts are currently at. How many followers do you have? How many likes and shares?

Next, check out your posts. What kind do you see the most engagement on? If you don't see any standing out, then assess whether what you're posting is aligning with your audience. Use those pre-determined goals to form a game-plan on what you'll post. In addition, remove any old content that isn't relevant to your brand anymore, or isn't directed towards your targeted audience.

Take a look at your profile's consistency. Consistent profile pictures, colors, logo and level of professionalism will help users build a sense of reliability, and make your small business identifiable as they go across networks.



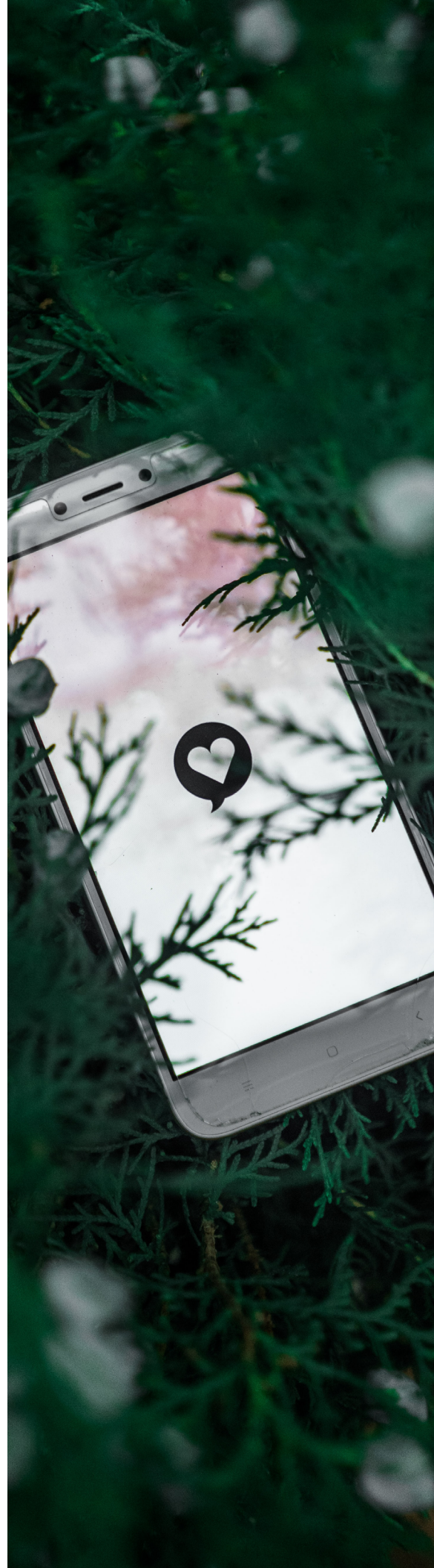


# 3

## SET SPECIFIC GOALS FOR EACH PLATFORM

With your long term goals set for your brand as a whole, you can specify short term goals that will allow you to see growth. Pick one or two goals that you can realistically focus on and accomplish in a set time frame. Pinpointing what you want to achieve, the steps to get there, and the specific content to create can ultimately help you reach those goals. Here are a few short term goals to consider:

- Connect with 5 new potential clients
- Increase appointments
- Expand engagement (likes, shares, etc)
- Increase website traffic
- Improve relationships with current or past clients
- Grow referrals



# 4

## CREATE YOUR CONTENT

Now that you've got short and long term goals, target audience, and revised social media platforms, it's time to create the posts that will resonate and reward your followers. Wondering what content is the best to get started on? Here are different types to consider:

- **Blog posts:** Whether you're currently running a blog, or have never started one, writing articles can drive traffic to your site and encourage returning visitors. Blog posts allow for you to enter SEO keywords, which helps Google find your page and suggest it to searchers. After you write a blog, share it on your social media accounts to provide relevant and interesting content.
- **Listings:** Showcasing your listings shows the care you have for your clients to dedicate an individual post to them, and also promotes their house (and your services!) to potential new clients or acquaintances that land on your page.
- **Photos and videos:** Posts with images have been shown to produce 650% higher engagement than text-only posts. This is because visuals attract the most engagement since they stand out in a news feed. Publish a mix of graphics to more personal photos.
- **Testimonials:** If you have a client you built a great connection with, share their story.
- **Third-party media:** Over 50% of U.S. adults use social media to stay up-to-date on news. To avoid always appearing self-promoting, share relevant articles and other videos to still engage customers and keep them looking forward to your content.

# 5

## TRACK YOUR PROGRESS USING THE RIGHT TOOLS

If you're worried about getting overwhelmed with what it takes to manage your social media, don't worry — there are tools designed to help make social media seamless.

- Automation: Being out on the job might prevent you from having the time to sit down and publish daily posts. However, a tool like Social Compass can allow you to choose and schedule content from a pre-curated library, and publish to all your social media accounts from one place.
- Tracking: Most social channels provide their own analytic tools to keep track of how your account and posts are doing. Keeping track of these allows you to learn what is working, and what to change. Some things to watch are your accounts' engagement, impressions, and following growth. These facts can help indicate how often your content is showing up in people's news feed, what posts are being clicked on, and how valuable your content is. If you have a website or blog, sign up for Google Analytics, a free tool that you can use to track visitors and referral traffic.





THE  
**DO'S AND DON'TS**  
OF SOCIAL MEDIA

**DO** show your personal side. People connect better with a business they can put a face to, so share your life outside of work. Consider showing what you do on days off, team outings and accomplishments in your personal life.



**DON'T** get too personal. Protect your privacy by keeping certain things private. What you had for lunch or commenting on pop culture trends might be fine on your personal account, but your business account should be reserved for approachable content.

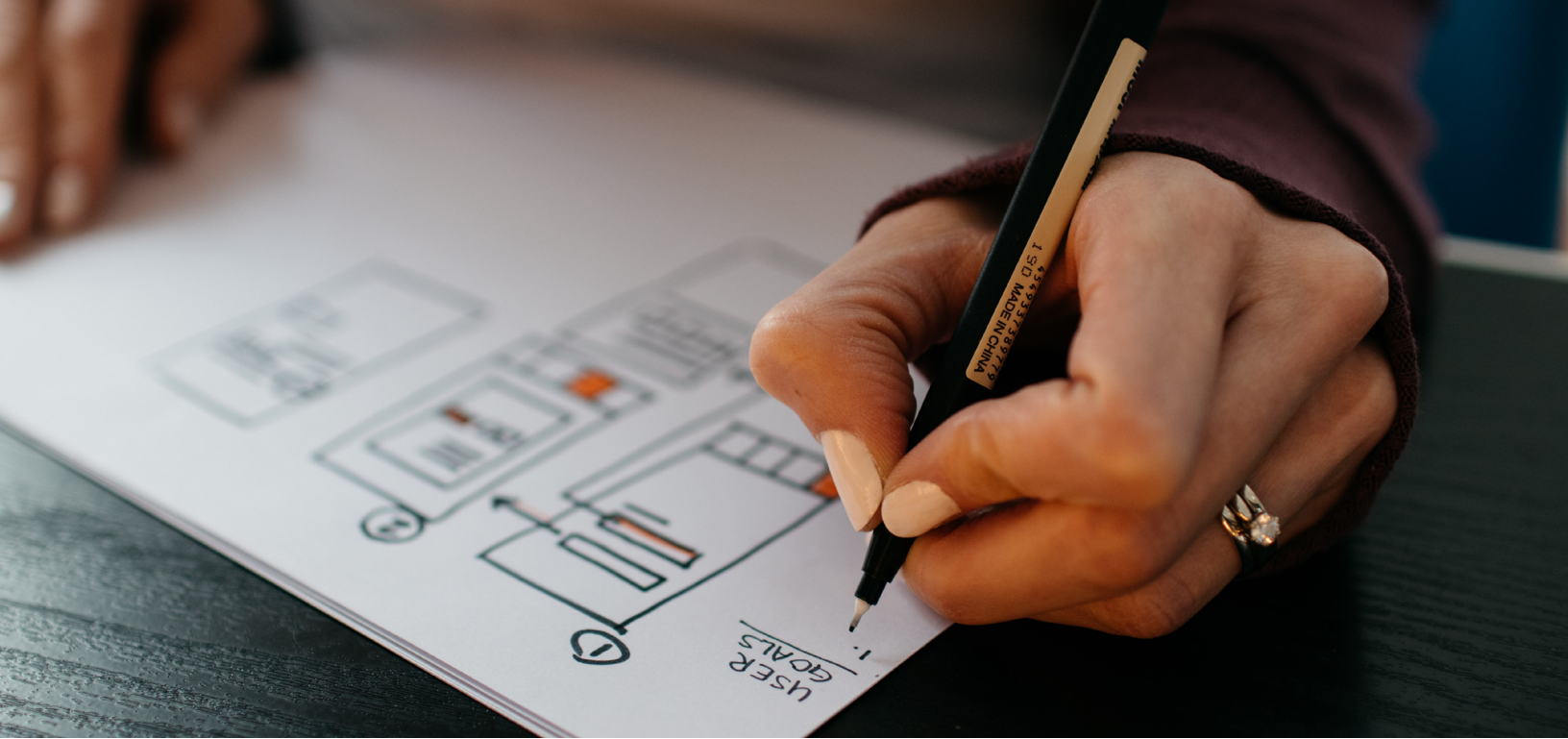
**DO** create business accounts. This will allow you to separate what you post, and present a professional front to any new leads. It's also where people can contact you directly about your business, rather than sifting through various comments or connections on your personal account.



**DON'T** discuss politics. Political discussions can get aggressive, and while you could express yourself freely on your personal account, be wary that it can backlash onto your business as well. Steering clear of politically charged discussions will allow you to avoid offending any clients.

**DO** be ethical. Being online means everything is searchable and public, and can be saved even if you delete it later on. Be careful about what you post and avoid sharing any confidential information or negatively comments. If you messed up, be upfront and quick to remedy it.





# 3 STEP CRISIS MANAGEMENT PLAN

Every now and then during the time of running a business, a problem will come up. It may be on your part, or an issue with a client. In that case, there is a three step crisis management plan to follow.

## STEP 1: EVALUATE

Consider the following questions:

Is what they are saying has truth to it?

Is the complaint through a comment or directed on your page?

Can you provide a resolution?

Can you clarify a misunderstanding?



## STEP 2: REPLY

Reply to their concerns or complaints if you can:

Offer a solution

Clear up a misconception or error

Offer empathy for their dissatisfaction

Assure them their concerns are valid and you are solving their issue

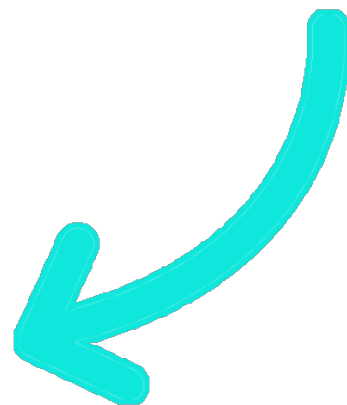
## STEP 3: AVOID

Avoid engaging with comments under these circumstances:

If you are unable to clear up the problem, resolve it, or apologize

If you have already offered a solution but they are still complaining

If you are going to be defensive, attack, or try to agitate the poster





GETTING TO KNOW YOUR  
**SOCIAL MEDIA  
PLATFORMS**

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 **FACEBOOK**

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With over 79% of the world's internet users on it, Facebook is the most popular social media network. That means it's the platform that should take the most precedence, as you're most likely to find potential clients.



## TIPS FOR FACEBOOK:

Post content at least 2-4 times per week. Facebook Business allows you to see what time of the day your followers are online most frequently, so schedule for that.

Image posts tend to get higher engagement, so try to include a visual in every post you make.

Make sure your contact information is on your social media networks, and up to date. This is critical to letting your audience access you.



## CONTENT IDEAS FOR FACEBOOK:

Host a contest. This will boost your engagement, especially with a desirable prize for winning. The contest can be anything you want, from captioning a photo you post, to each participant tagging a friend, or leaving a comment about a highlight from their week.

Links to your blog or other relevant articles

Share open house tours

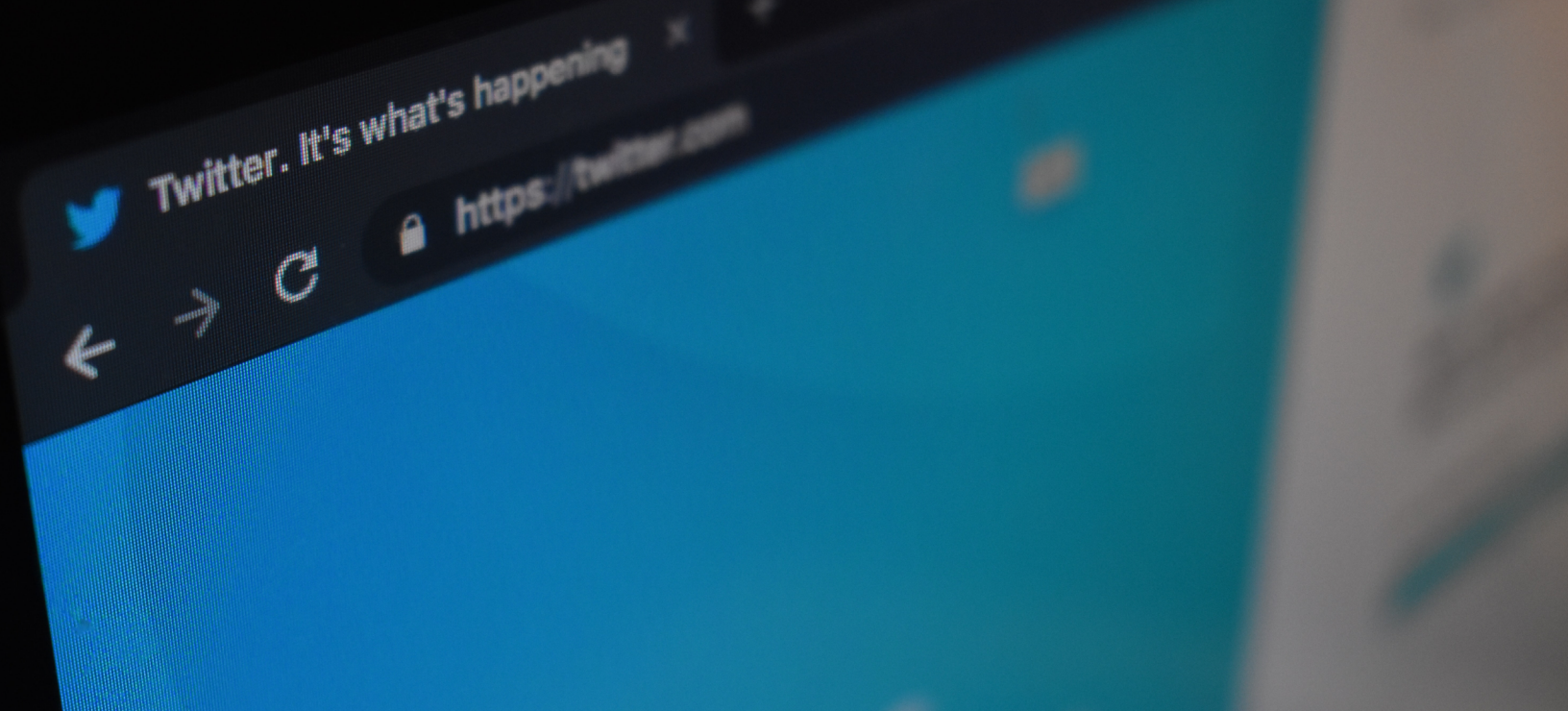
Create graphic or photo upload of a new listing

Publish news for local areas or emergencies  
Implement the 360 Facebook photo feature to show houses for sale

 **TWITTER**

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With a cap of 140 characters per post, Twitter is meant for short and easy-to-digest outputs of content. Users typically go to Twitter for a way to stay updated on news or updates from companies. The platform is a good way for contacting a company, and being able to quickly cultivate relationships. Make sure to check for notifications so you can stay updated on what others need from you.



## TIPS FOR TWITTER:

Follow people. Many will follow back

Schedule tweets ahead of time so you are posting 2 times a day

Best times to post are generally morning before work, lunchtime, and afternoon as the work day winds down

Use hashtags. This will post your content in a certain topic that can either contribute to a trending subject, or get you more exposure for your targeted audience. Including locations in your hashtag can help locals get more familiar with you as well

Include images in your Tweets to help you stand out

Retweet other users as a way to build your reputation. This also will help with networking, as those you retweet (or their followers) may check out your account and find similarities, resulting in a follow

## CONTENT IDEAS FOR TWITTER:

Promote your own content

Post news in your industry

Tweet about happenings in your community, events, or reminders

Twitter polls are a fun way to increase engagement. Ask your following on what kind of community activity they would be interested in

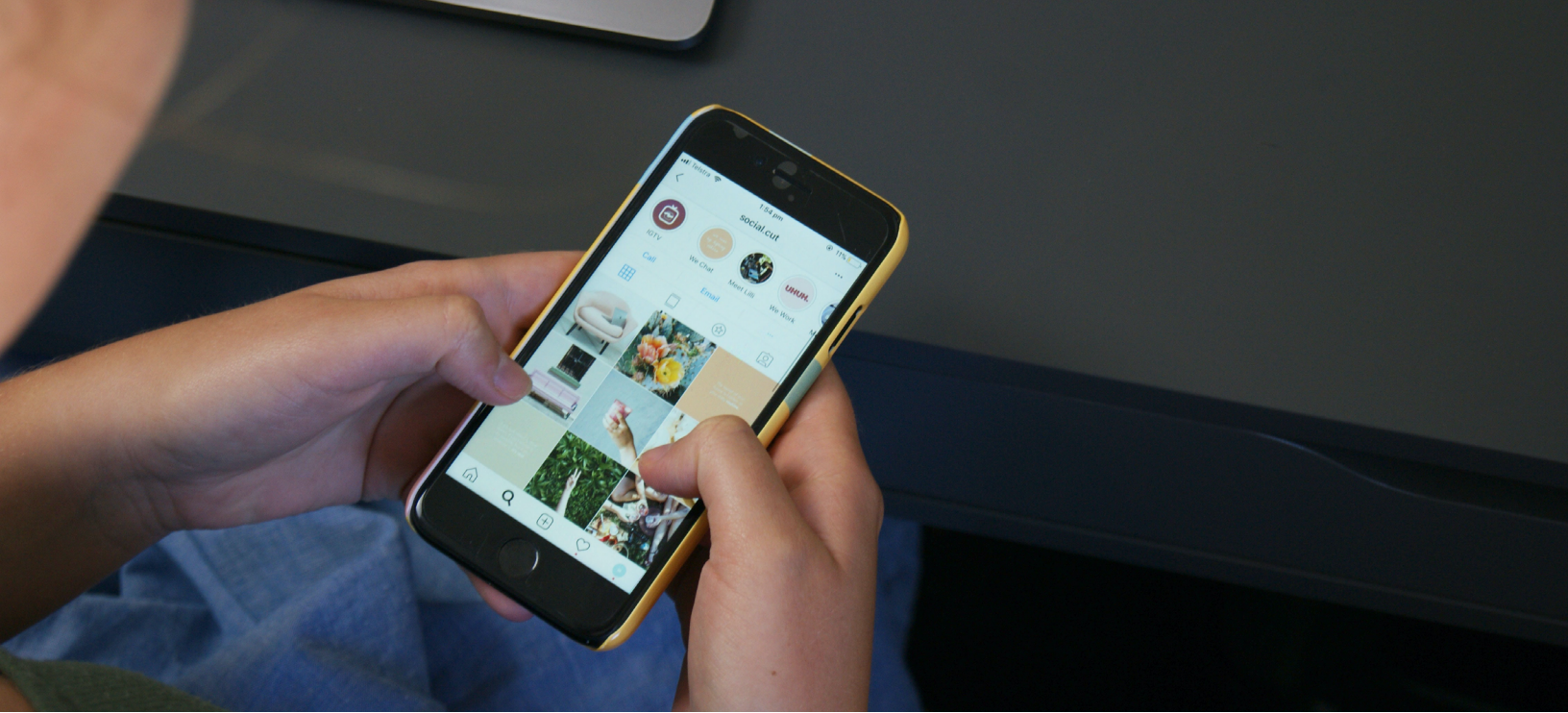




# INSTAGRAM

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Instagram takes the medal for the most visual platform, made specifically for sharing photos and videos. Text is allowed in captions, but otherwise Instagram requires media before you can post onto your feed. This platform is also a great tool to visually represent your company and tell your brand's story visually.



## TIPS FOR INSTAGRAM:

Hashtags are also popular on Instagram. Come up with a special hashtag just for your business, and include it on every post. This will help with exposure, and enable viewers to find all your content under one place, whether it's posted by you, a team member, or client.

Use Instagram's tagging features. In each post, you can tag a location or profile. If you post a picture of a house, tag its city. If you take a picture with a client, tag their profile.

You can also build reputation by what you post. House photos that are great quality and captivating are more likely to get better engagement.



## CONTENT IDEAS FOR INSTAGRAM:

Share behind-the-scenes photos of your business. Working on a project, volunteering at events, hosting a tour are all likely to help with your identity.

Use Instagram's Live feature. Give your followers a sneak peak of an open house, answer questions, and showcase your personality.

Post photos of local dining spots, new installations or events, and all things local.

Showcase the neighborhood on a new house. Is there a community pool, nearby park, great running trails? This could help someone visualize living there if it fits their lifestyle.

 **LINKEDIN**

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LinkedIn is a platform designed for business and employment means, which can be useful for realtors to showcase their accomplishments and network with others. You can also subscribe to certain hashtags or topics, and be updated and join discussions on them.



## TIPS FOR LINKEDIN:

Connect with other professionals in your network. While other realtors represent your competition, if you've met them and networked, connect on LinkedIn. There could be a future partnership or referrals.

Reach out to homeowners looking to sell, or those who might have made it known they're on the market to buy.

Cross-promote content such as blog posts, news, or other promotions.

Post 1-2 times per week to keep your channel active. Increase this number depending on on the engagement you're getting and the amount of followers.

## CONTENT IDEAS FOR LINKEDIN:

Update your profile credentials. This will help potential clients get to know you, and future employees a way to contact you.

On your Careers page, consider writing a statement on your business' values and journey. Let others see into what you represent and a little more of your background.

Join or create a LinkedIn group to connect with others in your area, participate in discussions, and share useful articles.





We hope this guide has give you some tools on how to get started with social media in real estate!

Be sure to follow Spotlight Media Group's social platforms and blog for updates and tips on the industry.

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