

A young woman with curly hair is smiling and looking at her smartphone. She is wearing a light blue top. The background is a blurred indoor setting, possibly a living room or office, with a window and some furniture visible.

Using Social Media
TO GROW YOUR
REAL ESTATE BUSINESS

AN EBOOK CREATED BY



Hi There!

Maybe you're new to the concept of social media, or maybe you're already a seasoned Facebook pro. Chances are we'll have something in this guide that'll **help your business stand out from the pack.**

Though it started as a way for college kids to stay in touch, social media has become an essential part of marketing. **Businesses big and small rely on social media to gain a following, advertise their products and services, and become a part of the ongoing conversation.**

As a real estate agent, you're part of an industry that relies on up-to-date information, where business success depends on personal connections, and staying in front of your clients and prospects is more important than ever. The real-time aspect of social media has allowed brokers and agents to move faster than ever before, share real-time updates, and connect with clients on a mass scale.

Social media can feel intimidating, but **don't worry; we've broken down the different platforms and compiled some of our favorite tips.**

WE ENCOURAGE YOU TO TWEET, #POST, LIKE, AND SHARE WHAT YOU THINK ABOUT [@THECESHOP](#). IF YOU DON'T KNOW WHAT THAT MEANS, YOU'RE IN THE RIGHT PLACE!



About Us



Founded in 2005, we've become the **leading provider of online real estate education** through hard work and an encyclopedic knowledge of the real estate industry.

STUDENT BENEFITS

- Relevant and interactive courses
- New electives, including commercial courses
- Start and stop the courses at your convenience
- Instant access to Certificates of Completion once the course is completed
- No-cost course completion reporting
- Special promotions
- Customer support available seven days a week
- 100% satisfaction guarantee

With **courses available in all 50 states and DC**, we're driven by a desire to constantly improve, both for ourselves and for our students.

What's the Difference?

IT'S IMPORTANT TO KNOW HOW
SOCIAL NETWORKS DIFFER.



Facebook

The largest platform in 2016 and a great place to connect with friends and family.



Twitter

A platform to share quick updates that keep you connected to your clients.



Instagram

A great place to post photos and videos with over 400 million active users.



LinkedIn

A place to connect with clients and associates on a professional level.



Blogs

Write and post in-depth articles and feature stories highlighting specific content.



Pinterest

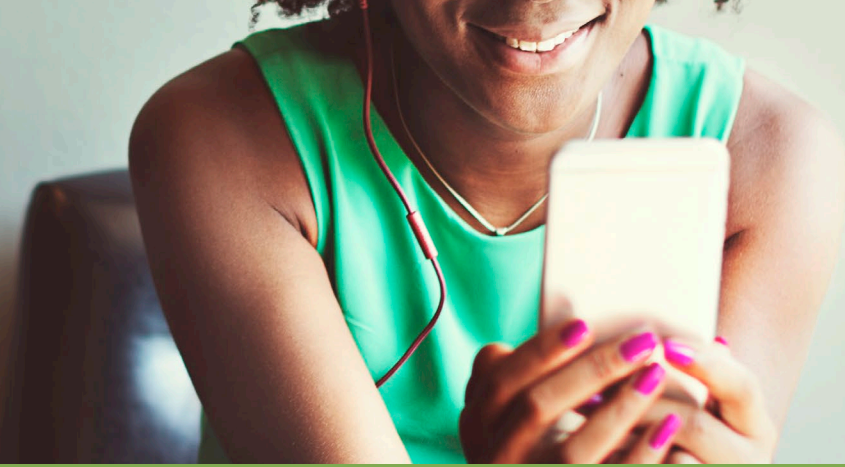
Image-based boards to share things you love.



— “ —
**YOU ARE
WHAT YOU
SHARE.**
— ” —

- Charles Leadbeater

Social Media Networks in 2016





Social Stats

Every second,
6,000 Tweets
are sent.

HOOTSUITE

Adding a professional photo to
your profile makes you
**36 times more likely to
receive a message**
on LinkedIn.

EXPECTEDRAMBLINGS.COM

56% of Americans
have a profile on a social
networking site.

CONVINCEANDCONVERT.COM

72% of all online US
adults **visit Facebook**
at least once a month.

BRANDWATCH.COM

Overall Best Practices



- 1 Schedule your posts just before or after the top of the hour. You are most likely to catch people checking up on emails and social media right before or after a meeting ends. You should also try to schedule posts around common lunch and dinner times when people are also most likely to be checking updates.
- 2 Follow the 80/20 rule. 80% of your content should pertain to items unrelated to you or your product. Use the other 20% to shamelessly promote yourself and your offerings.
- 3 Don't try to create posts that target specific users. Create posts that are creative and engaging. Exposure is only part of the goal; ultimately you want people to share your posts so you can increase your overall exposure.
- 4 Be authentic and write about what you love. People want to get to know you, your interests, and your specialties. Trying to be something you're not will only hurt you in the long run - even on social media.
- 5 Pick your platforms wisely. Learn what they all do and determine which is the best for your strategy.

“

**SOCIAL MEDIA IS YOUR
OPPORTUNITY TO REACH
A MASSIVE NUMBER OF
PEOPLE WITH TRANSPARENCY,
HONESTY, AND INTEGRITY.**

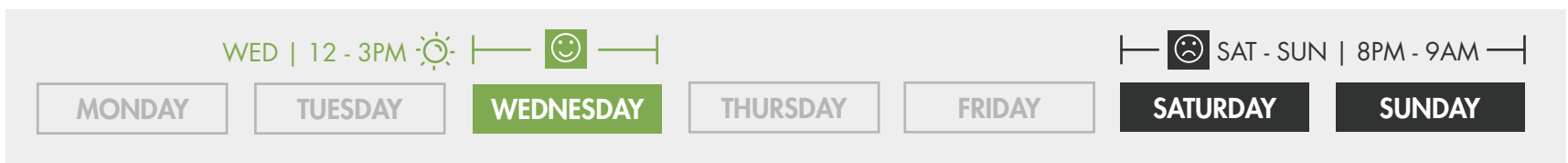
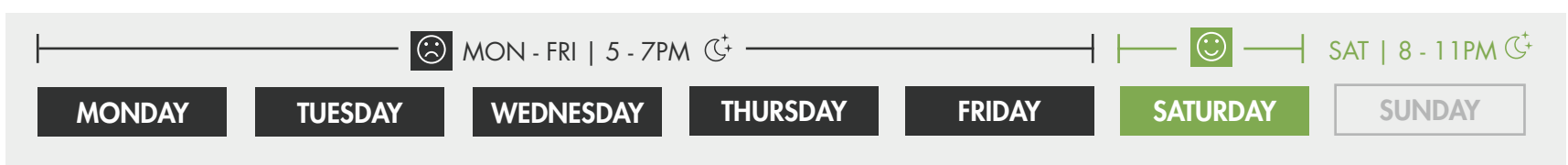
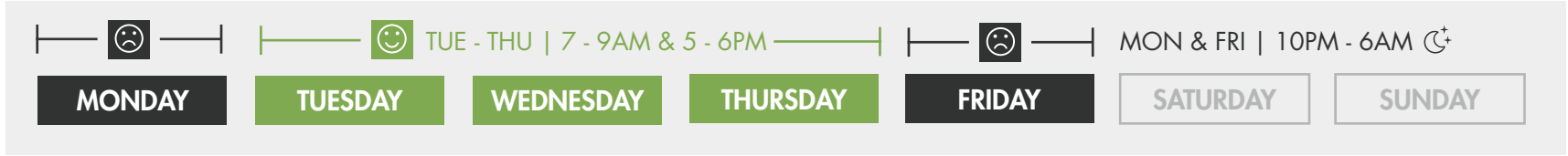
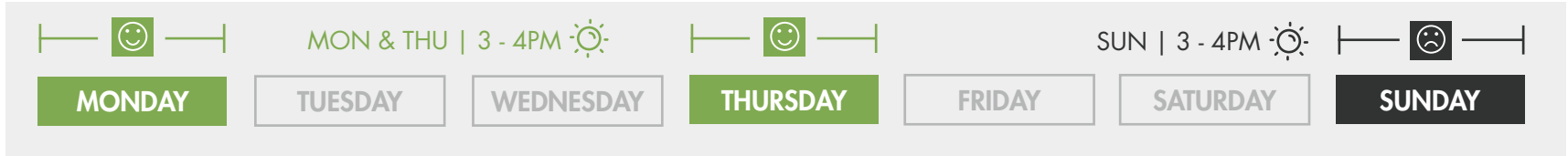
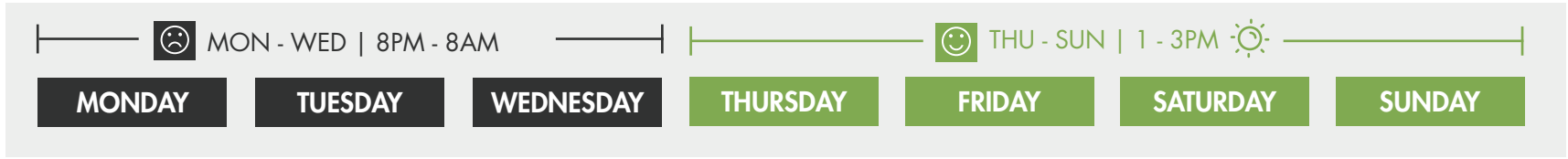
”

- Brian E. Boyd Sr.

TIMING

The best time to post varies on your contacts, as everyone uses social media differently. Start off by testing your posts on different days and at varying times to see which ones garner the highest results.

To get you started, we have some best timing from CoSchedule.com:





Photos

One of the easiest ways to increase engagement across all the sites is to add photos. Lucky you! We bet by the nature of what you do, you have a lot of options here. **NEED THE STATS?**

- **PHOTOS MAKE UP 93% OF THE MOST ENGAGING POSTS ON FACEBOOK** - socialbakers.com
- **THERE ARE 300 MILLION PHOTO UPLOADS TO FACEBOOK EVERY DAY** - Gizmodo.com
- **TWEETS WITH PHOTOS GET 150% MORE RETWEETS THAN THOSE WITHOUT** - kissmetrics.com

Take care with the pictures you post and follow these pointers below:

- Use **natural lighting** when possible
- Take a lot of photos from **different angles so you have editing options**
- **Don't stand in front of a mirror**...yes we can see you!
- **Never include homeowners** or their pets in the photos
- Try to **take your shots from the doorway** looking into the room
- Think about the rooms that are most important to buyers - **a great kitchen photo beats an empty bedroom any day.**

Hashtags

Hashtags are a great way to increase your exposure via search and stay up to date with trending topics.

HOW TO USE HASHTAGS

USE THE HASHTAG SYMBOL (#) BEFORE WORDS
and don't include a space.

Hashtags can be used on
FACEBOOK, GOOGLE+,
INSTAGRAM AND TWITTER.

You can use hashtags anywhere in a post but know that if you start your tweet with a @, only you, the person mentioned and people who follow both will see it.

FOR EXAMPLE, IF KEN POSTED:
@THECESHOP #FISTBUMP CONTINUING EDUCATION.

Only Ken, The CE Shop, and people who follow both of them will see it.

Clicking on a hashtagged word
in a message will

SHOW YOU OTHER POSTS
WITH THE SAME HASHTAG.

Popular real estate hashtag categories include:

Geographic tags: #DENVER | Listing Details: #3CARGARAGE | Image and feature tags: #GRANITECOUNTERS



Content

There's a ton of content available to consumers today. It's important to make your content unique and personal. Need a few ideas? Check out these potential subjects:

- **INFORMATION ABOUT YOUR LISTINGS** - make sure to get a seller's permission before posting photos of their home online. Check out our course [Online Risk Management](#) for more tips.
- **NEIGHBORHOOD EVENTS, NEWS, AND HAPPENINGS** - position yourself as a community expert. Consumers are always looking for accurate and up-to-date information and will quickly make your site a go-to.
- **TIPS ON BUYING AND SELLING A HOME.**
- **CURRENT INDUSTRY INFO** - what are the markets doing, and what's happening in particular neighborhoods? Note: Make sure not to share information that could be discriminatory or violate the Fair Housing Act.
- **ASK QUESTIONS** - engage your audience by taking polls and asking questions that prompt responses.
- **BE AUTHENTIC** - people want to get to know the real you.

BLOG

Did you know that **60% of businesses that blog acquire more customers?** So why aren't you blogging already?

Blog Tips



- Always include a **CALL-TO-ACTION**
- **BE CONSISTENT** with your messaging and your voice
- **SHARE YOUR KNOWLEDGE OPENLY** - you will be seen as an expert and sought after for advice
- **GIVE IT TIME** - a strong audience and recognition can take a long time to build
- **KEEP IT SHORT** - the average blog post should take 1 - 2 minutes to read (350-500 words)
- **ALWAYS BE AWESOME** - share what makes you special
- **DON'T LISTEN TO THE CRITICS** - everyone has an opinion, yours is the only one that matters
- **DESIGN MATTERS** - visitors will decide in seconds if they want to stay on your site and read on
- **BE EXCITED** - you are doing something incredible

Source: HubSpot

TWITTER

Do you tweet?
Tweet like this:



- **FIND REAL ESTATE RELATED KEYWORDS AND USE THEM IN YOUR TWEETS** - make sure to use hashtags!
- **PERSONALIZE YOUR BACKGROUND IMAGE** and use a great photo
- Use a **MAXIMUM OF TWO HASHTAGS** per tweet
- Know which **HASHTAGS ARE TRENDING** and try to incorporate them into your tweet
- **FOLLOW OTHER REAL ESTATE PROFESSIONALS, ASSOCIATIONS** and anyone whom you want to follow back
- Use associated **TWITTER TOOLS** such as Topsy.com and Bit.ly
- Only **INCLUDE SHORTENED URLS** (hint: Bit.ly can help with this)
- **ENGAGE** with your followers
- **RETWEET INTERESTING POSTS**
- Remember, unless it's amazing, **DON'T POST WHAT YOU HAD FOR BREAKFAST**
- **STAY POSITIVE**



“
**#TWITTER: PROUDLY
PROMOTING GHASTLY
GRAMMAR AND
SILLY MISSPELLING
SINCE 2006.**
”

E.A. Bucchianeri

FACEBOOK

Facebook is an easy way to stay in touch with friends, family, and clients. **Here are a few things you need to do:**

- **CREATE A BUSINESS PAGE** - don't mix your personal facebook page with your professional posts
- Use Facebook Insights to **TRACK YOUR RESULTS**
- Make sure to **INCLUDE PHOTOS IN YOUR POSTS** - photos of homes, neighborhoods, whatever is important to your business
- Choose a **GREAT COVER PHOTO**, make it engaging and update it as appropriate
- If you're promoting something, make sure to include a **STRONG CALL-TO-ACTION**
- **ALWAYS REPLY TO COMMENTS**



PINTEREST |

Pinterest is a unique visual social network and, simply put, it's addictive! Full of amazing ideas and lots of fun, **it's a must use in the real estate industry.**



Sample Real Estate Boards Include

- Listings
- Neighborhood
- Home Style Tips
- Trends
- Inspirational Quotes

User Tips

- If you haven't done so already, **CONVERT YOUR PERSONAL PAGE TO A PINTEREST BUSINESS PAGE**
- **EXPLORE RICH PINS.** There are five types of rich pins that allow you to add details to your pins
- **FOLLOW OTHER BUSINESSES**
- Make sure to **ENGAGE WITH YOUR COMMENTERS**

LINKEDIN

LinkedIn is built for the professional audience. Key features of LinkedIn include resumés, job searches, groups, and industry info.



User Tips

- **JOIN RELEVANT GROUPS** and participate in the conversation
- **COMPLETE YOUR PROFILE** with experience, work samples and activities
- **ASK FOR ENDORSEMENTS AND RECOMMENDATIONS** from previous co-workers and clients
- **ADD YOUR RESUMÉ** to feature past experience and skills
- Add a **RECENT PROFESSIONAL PROFILE PICTURE**
- **DOUBLE-CHECK YOUR PRIVACY SETTINGS** and turn off activity broadcasts

Business Tips

- **CREATE A COMPANY PAGE** and highlight your business
- **PARTICIPATE WITH LINKEDIN ANSWERS** to share your expertise
- **ADD PUBLICATIONS** such as reports, white papers, or books that you've written
- **EXPLORE LINKEDIN PLUGINS** that allow you to link back to your site

INSTAGRAM

Currently the fastest-growing platform, Instagram's a community built on the power of visual storytelling. **This means you can share photos and videos to your heart's content!**



User Tips

- **COMPLETE YOUR PROFILE** - ensure your username ties to your brand, use a simple profile photo, and write a bio
- **USE CREATIVITY** - nothing helps you stand out faster than a unique take on your job, your listing, or your everyday life
- **GO BEHIND THE SCENES** - it's not all open houses and cashing checks; don't be afraid to show what else goes into the real estate life
- **TELL A STORY WITH YOUR CAPTION** - though Instagram is primarily image- and video-based, you can get a lot across in your post's caption
- **TAG THINGS** - tagging people, using geographic hashtags, and reaching out to other agents and associations can go a long way in increasing your interactions
- **TRY NEW THINGS** - real estate is a social industry, but it's also a visual industry - making Instagram the perfect place for your listing photos and walk-through videos



Thanks for Reading!
LET'S BE FRIENDS

