

# 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?"



Deepen my existing relationships

Highlight my character & competence

Stay top of mind with the people in my database

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.

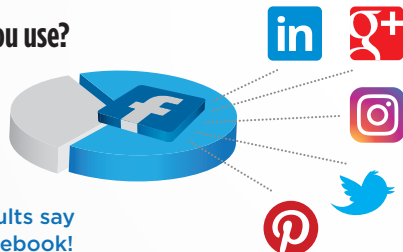
STEP

2

## Narrow Your Focus

### Which platforms should you use?

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



**72%** 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 LinkedIn, Twitter, Google+ and Pinterest.

### Nurture your presence on Instagram

Facebook may be king now, but Instagram is gaining followers in all age groups, especially 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 tend to be more likely to follow brands; 62% of users follow at least one brand on the platform. The trend is expected to continue. By establishing a presence on Instagram now, you may be able to build a connection with the millennials in your database, who will likely be ready to purchase a home in the next decade.

### Percentage of adults using Instagram

**26%** 50+ year olds  
**33%** 30-49 year olds  
**59%** 18-29 year olds

Sources: Sprout Social, Buffer

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

To build trust and deepen relationships with your community you need to interact with it! Retweet, Comment, Like, Share, etc. posts by others. Also, don't forget to show gratitude to those who return the favor and socialize with you.

### 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