

# SOCIAL MEDIA BEST PRACTICES CHECKLIST

## for Real Estate Agents

Social media is a powerful and cost-effective tool for reaching your target audience, engaging customers and supplying visual content. To elevate your presence, however, you must understand how digital marketing works and grasp strategies to use it correctly. Here's a look at a few best practices when using social media to grow a real estate business (or any business).



### USE THE "80/20 RULE"

Yes, the primary objective is to sell a service and bring awareness to your personal brand. All the same, the bulk of what you post on social media shouldn't be about you, or else you'll bore your audience and lose their interest. The "80/20" rule is simple: 80% of the content you post should tackle the needs and concerns of your customers, and only 20% should be about you and your service.



### START A BLOG

A blog is an excellent marketing tool to deliver timely content that resonates with your audience. Before posting, make sure you identify your target audience and think about their needs. Use your blog to post pictures, listings and interviews with past customers, and then link these posts to your social media pages.



### POST YOUR LISTINGS

Don't rely on the MLS to get word out about a hot listing. Your social media page is one of the best places to bring attention to your listings. Include detailed property information, and perhaps a visually stimulating tour to pique the interest of potential homebuyers. Encourage followers to share your listings with their network.



### SHARE LOCAL EVENTS

Don't be afraid to toss in a few lifestyle posts. It's true that those who follow your page are on a mission to buy or sell a house. But in most cases, they also enjoy a little fun and entertainment. So, use your page to promote the local scene — outdoor concerts, farmers markets, kid programs and free events.



### BE CONSISTENT

Never let your social media page go cold. If you don't engage your customers, they'll eventually move on and forget about you. Post frequently and make sure your information is relevant, timely and interesting.



### INTERACT

Interaction is also key to engaging consumers. If people make comments on your posts or ask questions, make yourself available to respond to their inquiries and give useful information. This is how you gain their trust and become their go-to real estate professional.



### SET YOURSELF APART AS AN EXPERT

Are you highly knowledgeable in a particular area of real estate? Focus your posts around this subject and provide followers with as much in-depth information as possible. Give your audience something new to think about, or encourage them to think from a different perspective. They'll see you as a true expert and trust your guidance.



### HAVE FUN

Real estate and professionalism go hand-in-hand, but this doesn't mean that your posts have to be stiff and boring. It's perfectly okay to post content that's lively and entertaining. Personality matters, so have fun.