



social media [content] guide

SOCIAL NETWORKING SITE
WHERE YOU CAN **CONNECT AND SHARE**
WITH **CURRENT AND PROSPECTIVE**
CLIENTS

SOCIAL SHARING SITE
FOCUSED ON
PICTURES AND 15 SECOND
VIDEOS

community:

Any local news about what is going on in your community is great to post. Updates and news about the rebuilding of Detroit is a hot topic!

WHY JOIN FACEBOOK?

POST ABOUT YOUR "FARM"

SHOW YOUR PERSONALITY BUT KEEP IT PROFESSIONAL

PHOTOS GENERATE **53% MORE LIKES** AND **104% MORE COMMENTS**



SHOW OFF YOUR NEW LISTINGS



SHOWCASE THE BEST FEATURES IN YOUR COMMUNITY

REACH A LARGER AUDIENCE WITH **#HASHTAGS**

POST ABOUT LOCAL CHARITY EVENTS

PHOTOS GENERATE **36% MORE LIKES** THAN VIDEOS

SHARE PHOTOS DIRECTLY TO **FACEBOOK** AND **TWITTER**

charity:

People like to read positive news about doing good within the community. It's nice for your clients to see that you are involved with the area in which you do business.

celebrate:

Did one of your listings sell? Want to wish your clients a happy holiday season? Did you reach a certain achievement in your career? Post about it!

commerce:

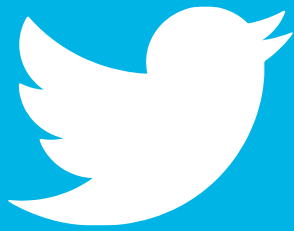
People are always eager to learn about what's going on in the real estate market. Find content about the market condition and forecasts. For example: Monthly Market Updates

celebrity:

Articles about celebrity and their recent real estate moves are always a popular pick to post about.

facebook

Instagram



MICROBLOGGING
SOCIAL SITE
THAT LIMITS EACH POST TO
140 CHARACTERS

WHY JOIN TWITTER?

TWEET TIPS
ABOUT STAGING
AND MOVING

TWEETS WITH IMAGES
PRODUCE
55% MORE LEADS

FOLLOW AND
RETWEET LOCAL NEWS

POST
80% LIFESTYLE
20% BUSINESS

FOLLOW
RETWEET LIKE

Leading REAL ESTATE COMPANIES OF THE WORLD®
@LEADINGRE

twitter



SOCIAL SITE
THAT IS TRULY A
VIRTUAL CORKBOARD

WHY JOIN PINTEREST?

MAKE A BOARD
AND POST ABOUT HOME
DECOR

FIND
CONTENT
TO POST
ON OTHER
PLATFORMS

MAKE A
BOARD
ABOUT YOU



PIN
YOUR
LISTINGS
TO A
BOARD

POST
DIY
WEEKEND
PROJECTS

Pinterest



social media [hashtag] guide

what is it?

A word or phrase preceded by a hash mark (#), to identify a keyword or topic of interest

why use it?

It allows the post to be indexed by the social network and is **searchable** by other users

how to use it?

Stringing too many words together in a single hashtag is hard to read #thisishardtoread

Try not to #spam #posts #with #hashtags

Avoid hashtags that aren't relatable #unicorn

general social media guidelines

post high quality images

use #hashtags in sentences, if they apply

capitalize multi-word hashtags #LikeThis

space out your posts, no one is that interesting

entertain your audience first, sell to them second

have a complete profile with photo and contact info

