

Social Media

Social Media Tips



WHY TO POST ON SOCIAL MEDIA

According to a recent study by NAR, 89% of home buyers and 85% of home sellers said they would at least “probably use their agent again” or “recommend them to others.” And yet, few followed through: only 12% of home buyers and 23% of home sellers used an agent they had worked with in the past to buy or sell a home.

Moreover, the typical seller has recommended their agent twice since selling their home. A full one-third of them have even recommended their agent three or more times! But has your business doubled or tripled? If you’re getting all these referrals, why aren’t people reaching out to you left and right?

Why are we losing all this sphere-of-influence business?

The simple answer is because we’re not doing a good enough job of consistently showing our value. Many agents think that providing a good service once is all they need to earn repeat and referral business, but the truth is, it’s not even close to enough. The need to remind people of their value is the reason, for example, that Coca-Cola still spends money on advertising even though its product is so well known that an entire region of the U.S. uses the moniker “Coke” to refer to soda in general!

Let’s think about this in terms of real estate. The latest studies tell us it might take up to ten years before a client is ready to buy or sell their home again... can you really say that you’re staying in contact with your past clients consistently over that time?

And for referrals: a Consumer Insights Survey by Google said that 2 in 3 real estate searchers researched prospective agents online prior to working with them... when your client referred you to their friend or family member, and that person looked you up online, was what they found good enough to convince them to reach out? Statistically speaking, probably not.

While we certainly don’t need a marketing engine on par with the big brands like Coca-Cola, we do need to consistently and constantly demonstrate our character and competence. This is called “[omniscient marketing](#),” and it’s a fancy way of saying “staying top of mind.” It also has the added benefit of meeting your customers where they are... on social media.

WHAT TO POST ON SOCIAL MEDIA

So, your social media profiles should show that you are knowledgeable and active in the real estate industry. This means that you need to post good content on a regular basis. But what is good content, and how often is a regular basis?

Social media algorithms are constantly changing to adapt to the use and behaviors of the platforms' audiences, trying to encourage people to enjoy using the site and stay on it longer. With that in mind, we've determined that best kind of content that real estate professionals can share falls into the following categories:

- **Real Estate**
- **Advice & Tips**
- **Valuable Information**
- **Experiences**

Of course, some content ideas can work for more than one category. For instance, a news article about a national housing market update can qualify as both "Valuable Information" on its own as well as "Advice & Tips" if you also include your personal analysis of what it means for home buyers and sellers in your area. We'll cover more examples of posts in the next few pages in this resource.

Best practice is to make sure you share content from each of these four categories regularly. This will make sure to equally demonstrate your character and competence, both of which are essential determining factors for a client deciding whether or not to work with you.

You should also have a variety of kinds of post types on your social media profiles. Profiles that have videos, photos, shared links, *and* plain text posts are much more interesting than accounts that only share one type over and over again. And the more interesting you can make your profile, the more engagement and reach you can expect to see on your posts!

REAL ESTATE

Post Category Examples

<p>Listings</p>	<ul style="list-style-type: none"> • New listings by you or your firm • Recently sold listings
<p>Open Houses</p>	<ul style="list-style-type: none"> • Info about upcoming open houses • Reviews of past open houses
<p>Neighborhood Info</p>	<ul style="list-style-type: none"> • Spotlight various neighborhoods in your farm area • Why would you want to buy there?
<p>New Developments</p>	<ul style="list-style-type: none"> • Updates on developing new builds or communities • New businesses or community changes
<p>Local Lifestyle</p>	<ul style="list-style-type: none"> • Upcoming local events • What makes living in your area desirable?

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Triangle Area Homeowners: Thinking of selling your home? This program could save you thousands. 🙌🙌

👉 Click below to learn how and find out what your home would sell for today (and how much you'd walk away with using our Program) 📌

Learn more ---> sellourhomeforfree.com or call us at 919-355-7445 now to speak with a local listing expert.

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NEW Home Listing Program Saves the Average Homeowner More Than \$10K in Listing Costs Learn More
 The average homeowner in the Triangle Area would save more than \$10,000 with this new listing program.

👍 Like 💬 Comment ➦ Share

Comment as Phil Slezak Real Estate 😊 📷 GIF 🗨️
 Press Enter to post.

ADVICE & TIPS

Post Category Examples

<p>Your Expertise</p>	<ul style="list-style-type: none"> • Show the variety of your realms of expertise • "I specialize in..."
<p>Buying Tips</p>	<ul style="list-style-type: none"> • Tips for home buyers in your local market
<p>Selling Tips</p>	<ul style="list-style-type: none"> • Tips for home sellers in your local market
<p>Homeowner Tips</p>	<ul style="list-style-type: none"> • How to improve their home's resale value • Updates about mortgage rates
<p>News Analysis</p>	<ul style="list-style-type: none"> • Your thoughts on the latest housing news • What does it mean for people in your area?

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Everyday, homeowners are losing thousands of dollars to commission costs when selling their home. But we have a NEW program that will save the average homeowner in the Triangle Area more than \$10,000.

We'll sell your home for free when you purchase your next home with us. It's that simple - NO hassles, NO fine print.

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Learn more about this new program and find out what your home would list for in today's changing market.



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The average homeowner in the Triangle Area would save more than \$10,000 with this new listing program.

SELLOURHOMEFORFREE.COM [Learn More](#)

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VALUABLE INFO

Post Category Examples

Blogs & Videos	<ul style="list-style-type: none">• In-depth articles on a real estate related subject• Longer videos explaining a subject in detail
Reports & Guides	<ul style="list-style-type: none">• Downloadable / printable guides• Giveaway reports
Recommendations	<ul style="list-style-type: none">• Referrals to service providers you trust• Reviews of local businesses
Market Updates	<ul style="list-style-type: none">• Updates about your local markets
Offers of Help	<ul style="list-style-type: none">• Home value analysis• Buying power consultations

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Thinking of selling your home? This NEW Listing Program saves the average homeowner more than \$10,000 in the Triangle Area.
Click below or call us at (919) 355-7445 for more information!

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NEW Home Listing Program Saves the Average Homeowner More Than \$10K in Listing Costs [Learn More](#)

The average homeowner in the Triangle Area would save more than \$10,000 with this new listing program.

Like Comment Share

Comment as Phil Slezak Real Estate
Press Enter to post.

EXPERIENCES

Post Category Examples

<p>About You</p>	<ul style="list-style-type: none"> • Help people get to know you • Stories about you as a person and as an agent
<p>Clients</p>	<ul style="list-style-type: none"> • Success stories about recent transactions • Celebrate your clients
<p>Realtor® Daily Life</p>	<ul style="list-style-type: none"> • Glimpses into your daily activities • "Behind the scenes" looks
<p>Your Personality</p>	<ul style="list-style-type: none"> • Showcase your personality
<p>Hobbies & Interests</p>	<ul style="list-style-type: none"> • What else do you do besides real estate? • How do these interests inform how you do business?



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Another home SOLD using [SellOurHomeForFree.com](https://www.sellourhomeforfree.com) in 4 Days.

The sellers SAVED \$12,415 with Phil Slezak Real Estate Sell Our Home For Free program.

Are you ready to save tens of thousands of dollars selling your home?

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WHEN TO POST ON SOCIAL MEDIA

With so many options of social media platforms but a limited amount of time in a day, how can you decide which platforms to develop your presence on? Is one as good as another?

- **Facebook Business Page - Post 3-4 times per week**

We believe that the only true non-negotiable social media platform right now is Facebook. As the largest social media site in the world, Facebook boasts billions of active users who spend a daily average of 20 minutes per visit. These numbers means that you can't afford to stay off the platform or use it incorrectly because overwhelmingly that's where your customers are.

- **Instagram Business Account - Post 2-3 times per week**

We also highly recommend setting up an Instagram account. It's second only to Facebook in number of daily active users, and those people are even more engaged with the content they see. Plus, since Facebook owns Instagram, it's incredibly easy to maintain the two accounts simultaneously.

- **LinkedIn Profile - Post 1 time per month**

Finally, we suggest that you also create a LinkedIn profile. The site often ranks very highly on search results for individuals, and it's a way for prospects to evaluate your professionalism.

- **Other Social Media - Based on prior use or interest level**

Other social media, such as Pinterest or TikTok, can be vibrant sources of business... if you can dedicate the time and energy to developing them as such. But otherwise, your efforts are best spent on the three above. And only after you've mastered those should you consider adding more platforms to your arsenal.

Find easy checklists for setting up and optimizing your social media accounts in our training on-line course.

SOCIAL MEDIA POSTING MADE EASY

But you're busy with so many other aspects of your real estate business... how can you possibly make time to post up to 20x a month just on Facebook alone?

The good news is that you don't have to spend endless time creating and curating new content to post each day! Instead, you can turn one piece of content into many with a simple trick called "repurposing content."

Repurposing content is essentially recycling. You take the content you've already created – or even just pieces of it – and transform it into something new simply by changing the format of the information. For example, a blog post can become an infographic or a downloadable guide. These formatting changes will take a few minutes each, but it's way less time than writing a whole new blog post from scratch!

In the next few pages, we'll demonstrate how you can use the concept of repurposing to fill a whole month's marketing calendar with just four original pieces of content. The example original pieces are as follows:

- **Real Estate - Professional photos of a listing currently on the market**

If you don't have a listing of your own, ask a colleague if you can do the marketing for one of theirs. Or, use a past listing you sold.

- **Advice & Tips - A housing news article link**

Use reputable sources of data rather than media outlets for your housing news. For example, FannieMae and NAR often share raw data so that you can form your own interpretations with less bias.

- **Valuable Information - An informative report titled "20 Ways to Save Money and Stretch Your Household Budget"**

This exact report is available to members of Boost Your Real Estate Business as part of the Monthly Social Programs. Check out the MSP archive on our team training course.

- **Experiences - Your "Why I Got Into Real Estate" story**

Literally your origin story of how you got into the real estate industry.

EXAMPLE CALENDAR

POST CATEGORY

Sample Content

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					1	2
						Themed Photos
3	4	5	6	7	8	9
	Microblog 1	Home Seller Tip		Video 1		
10	11	12	13	14	15	16
Link to Website	Video 2		Video Summary		Home Buyer Tip	
17	18	19	20	21	22	23
		Homeowner Tip	Picture of You	Microblog	Slideshow Tour	
24	25	26	27	28	29	30
	"Best Kept Secret"	Animated Video		Video Summary		Quote Graphic
31						

Real Estate
Current Listing Photos

Advice & Tips
Housing News Article Link

Valuable Info
Informative Report

Experiences
"Why I Got Into Real Estate" Story

REPURPOSING CONTENT

Current Listing Photos

Post Idea 1: Themed Photos	Content Type	Multiple photos that showcase a theme, such as entertainment or beautiful views
	Post Caption Example	"This home has not one, but TWO covered balconies, plus an outdoor kitchen and dining space that's perfect for entertaining in outdoors... even in Texas summers!"
Post Idea 2: Link to Website	Content Type	Single image of the best exterior shot of the listing; Link to your website
	Post Caption Example	"Gorgeous craftsman in Hyde Park newly on the market! Wanna see inside? Check out more photos on my website."
Post Idea 3: Slideshow Tour	Content Type	Slideshow of property photos
	Post Caption Example	"FOR SALE: This home's open floor plan is light and airy, but with plenty of clever storage options. And just wait until you see the massive backyard!"
Post Idea 4: Best Kept Secret	Content Type	Film yourself side-by-side with photo showcasing your favorite part of the home
	Post Caption Example	"Watch to find out the best kept secret of this home..."

REPURPOSING CONTENT

Housing News Article Link

Post Idea 1: Home Seller Tip	Content Type	Graphic with the title "Important News for Home Sellers"
	Post Caption Example	"The latest 'Economic & Housing Weekly Note' from Fannie Mae has been released. If you're thinking of selling your home, here's what you need to know..."
Post Idea 2: Home Buyer Tip	Content Type	Image from the news article (like a graph or chart); Link to the news article
	Post Caption Example	"Total existing-home sales rose 1.2% to 5.48 million SAAR units last quarter! That means that if you're looking for a new home, you need to be ready to move fast."
Post Idea 3: Homeowner Tip	Content Type	Animated graphic showing a statistic from the news article; Link to the news article
	Post Caption Example	"3.3% 30-year mortgage rates, WOW. According to Freddie Mac, interest rates have dropped significantly since last year, marking the lowest rates we've seen in YEARS."
Post Idea 4: Video Summary	Content Type	Video of yourself summarizing the news article in your own words
	Post Caption Example	"The market is changing! Are you curious about what these changes are doing to the value of your home? Message us and I'll send you a free Home Value Analysis!"

REPURPOSING CONTENT

Informative Report

Post Idea 1: Microblog 1

Content Type

Long-form text post summarizing a part of your full report;
Image featuring the title of your report

Post Caption
Example

"Here are 5 ways to cut back on your utility bills... And if you want more ideas, ask me for my full report "20 Ways to Save Money and Stretch Your Household Budget."

Post Idea 2: Video Summary

Content Type

Video of yourself summarizing the report and why viewers would want it

Post Caption
Example

Are you feeling financially stressed? Check out my latest report on "20 Ways to Save Money and Stretch Your Household Budget!"

Post Idea 3: Microblog 2

Content Type

Long-form text post summarizing another part of your full report;
Image featuring a quote from your report

Post Caption
Example

"Has anyone else seen their food costs skyrocket since #StayingHome? Here are five ways to eat well on a smaller budget."

Post Idea 4: Animated Video

Content Type

Animated video highlighting some points from your report;
Link to landing page where people can download the report

Post Caption
Example

"Some quick tips for saving money and stretching your household budget! Get the complete list for FREE here: [link]."

REPURPOSING CONTENT

"Why I Got Into Real Estate" Story

Post Idea 1:

Video 1

Content Type

3-5 minute video of you telling the story of how you got started in real estate

Post Caption Example

"I started helping people buy and sell homes in Austin, Texas over 20 years ago... Here's my story."

Post Idea 2:

Video 2

Content Type

One-minute segment from the above video describing what you thought real estate would be like when you first started

Post Caption Example

"I got into real estate in 1990 because I needed to sell my own home. I thought it would be easy-peasy! And boy was I wrong..."

Post Idea 3:

Picture of You

Content Type

Photo of you from around the time you started your real estate career

Post Caption Example

"Crazy to think that this time last year, I was working a regular 9-to-5 as an accountant. I don't miss that tie, let me tell you! Check out my latest video for my story."

Post Idea 4:

Quote Graphic

Content Type

Make a graphic of a quote from your videos about your origin story, like "Real estate is in my blood."

Post Caption Example

"My father and older brother are both real estate agents, so I'm following in their footsteps while also carving out my own path to being the best agent I can be."

SOCIAL MEDIA CALENDAR TEMPLATE

Now, it's your turn! Use what you've learned in this resource to start planning your own social media calendar for the upcoming month.

The next few pages can be used as templates for both your calendar and as a practice for repurposing content. Copy them as many times as you would like, then fill them out according to the diagrams below. Remember to have a variety of content types and post categories each week.

