

# 30 day

## social media challenge for real estate agents

### 1 Getting started

Sign up for one or more social sites and choose one username that you can use across the board.



### 2 Branding

Upload quality headshots to your accounts. Add company branding for your cover photos.

### 3 Introduce yourself

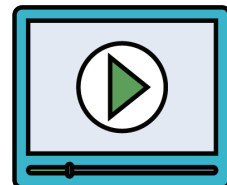
Shoot a quick, one-minute, introduction video and post it to all accounts.

### 4 Engage

Check to see if anyone liked, commented on, or shared your post. Respond to each personally.

### 6 Time to shine

Get [Reach Social](#) and wow your followers with engaging custom content.

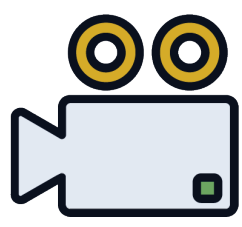


### 5 Join the conversation

Find and follow 10 friends or local businesses.

### 7 Own your area

Shoot a quick video about a neighborhood you're focusing on. Highlight what's great about it and post.



### 8 Posting power up

Post an update from a local restaurant or business. Include a photo or short video.

### 9 Listing update

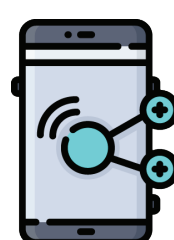
Sign up for [Paradym Marketing](#) and get your latest listings on social automatically.

### 10 Fun day

Post something entertaining, funny, or light-hearted.

### 12 Share an article

Find an interesting and helpful article home buyers in your area would appreciate, and share it!

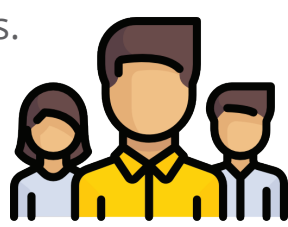


### 11 Share the love

Like, comment on, or share five posts from the people you follow.

### 13 Join the conversation

Find and follow 10 more friends or local businesses.



### 14 Picture perfect

Share 10 photos of a current listing using a multi-photo post.

### 15 On the town

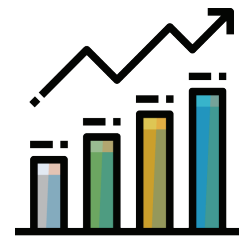
Going to a local attraction or community event? Share it with your followers on social media.

### 16 Building your audience

Use [Canva](#) to create a shareable and informative real estate related post.

### 18 Market update

How's the market in your area? Post an update to keep your clients in the know.



### 17 Be the expert

Pick one question you're often asked by home buyers and write an article on LinkedIn.

### 19 Get in the habit

Follow up with likes, comments, and shares for your posts.



### 20 Free GIFt

Find a fun GIF to share with your followers on Twitter.

### 21 Start automating

Sign up for [Reach Social](#) and let us fill your timeline with helpful and entertaining posts.

### 22 Ask a question

Post an engaging question and invite people to respond with comments.

### 24 Testimonial time

Just sold a home? Get your buyer to share some comments about working with you.



### 23 Facebook ad

Share a listing on Facebook and boost it to increase its reach.

### 25 Grow your following

Go through all of your business cards, and connect with all of those people and businesses on social media.



### 26 Giving thanks

Thank new followers by direct message or tagging them in a post.

### 27 Supporting service

Highlight your favorite home inspector, lender, etc. on social media with a recommendation or quick video.

### 28 Know your numbers

Take a look at Facebook Insights or Twitter analytics to learn what your followers like.

### 30 Favorite fun spot

Have a favorite local spot? Restaurant? Shop? Share a fun post about it!



### 29 Video quick tips

Shoot and share episode one of a series that gives buyers or sellers advice about the homebuying process.

- 1** Sign up for one or more social sites and choose one username that you can use across the board.
- 2** Upload quality headshots to your accounts. Add company branding for your cover photos.
- 3** Shoot a quick, one-minute, introduction video and post it to all accounts.
- 4** Check to see if anyone liked, commented on, or shared your post. Respond to each personally.
- 5** Find and follow 10 friends or local businesses.
- 6** Get [Reach Social](#) and wow your followers with engaging custom content.
- 7** Shoot a quick video about a neighborhood you're focusing on. Highlight what's great about it and post.
- 8** Post an update from a local restaurant or business. Include a photo or short video.
- 9** Sign up for [Paradym Marketing](#) and get your latest listings on social automatically.
- 10** Post something entertaining, funny, or light-hearted.
- 11** Like, comment on, or share five posts from the people you follow.
- 12** Find an interesting and helpful article home buyers in your area would appreciate, and share it!
- 13** Find and follow 10 more friends or local businesses.
- 14** Share 10 photos of a current listing using a multi-photo post.
- 15** Going to a local attraction or community event? Share it with your followers on social media.
- 16** Use Canva to create a shareable and informative real estate related post.
- 17** Pick one question you're often asked by home buyers and write an article on LinkedIn.
- 18** How's the market in your area? Post an update to keep your clients in the know.
- 19** Follow up with likes, comments, and shares for your posts.
- 20** Find a fun GIF to share with your followers on Twitter.
- 21** Sign up for Reach Social and let us fill your timeline with helpful and entertaining posts.
- 22** Post an engaging question and invite people to respond with comments.
- 23** Share a listing on Facebook and boost it to increase it's reach.
- 24** Just sold a home? Get your buyer to share some comments about working with you.
- 25** Go through all of your business cards, and connect with all of those people and businesses on social media.
- 26** Thank new followers by direct message or tagging them in a post.
- 27** Highlight your favorite home inspector, lender, etc. on social media with a recommendation or quick video.
- 28** Take a look at Facebook Insights or Twitter analytics to learn what your followers like.
- 29** Shoot and share episode one of a series that gives buyers or sellers advice about the homebuying process.
- 30** Have a favorite local spot? Restaurant? Shop? Share a fun post about it!