

# The Real Estate Agent's QUICKSTART GUIDE TO SOCIAL MEDIA



Post 1 daily Facebook update 5 days in a row.

Find friends, comment on their posts, and be on the lookout for positive ways to join conversations.

Use your smartphone to create a quick, 30-second "About me" video and pin it to the top of your Page.

**Tip:** *Visuals matter!* Don't forget to use images in your social media posts to get more engagement.



Write a recommendation for one of your favorite supporting service providers (lender, home inspector, etc.). Tag them in your post!

When you meet new people, or get a business card, invite them to connect on LinkedIn.

Write and share part one of a weekly article series that answers questions you're frequently asked by buyers and sellers.



Share a new Instagram post the next time you install or change a yard sign.

Review your likes, comments, and shares daily as part of your morning social media routine. Follow up with personalized comments!

Create an Instagram story that includes three 10-second clips of you talking about why you enjoy being a real estate professional in your community.

**Tip:** Consistency is the name of the game on social media. Establish some habits that will help you keep up with posting and engaging with people on social media.



Share your top 5 favorite home decorating tips.

Find 3 new local businesses to follow and message them to tell them why you liked their boards (be genuine!).

Use Canva to turn one of your "Frequently Asked Questions" articles from LinkedIn into a shareable infographic...then post it!



Share links to 3 articles this week that would help homebuyers in your market.

Thank new followers by direct messaging them or tweeting directly to them (ex. "@Bob123 Thanks for following me! Is there anything I can do for you?").

Pick one day this week to post a series of tweets that shows your followers what a typical day looks like for a real estate professional.

**Tip:** *Have you updated your profile recently?* Review your profile photo and header photo to include your best headshot.



Ready to chat about Paradym's social tools?

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