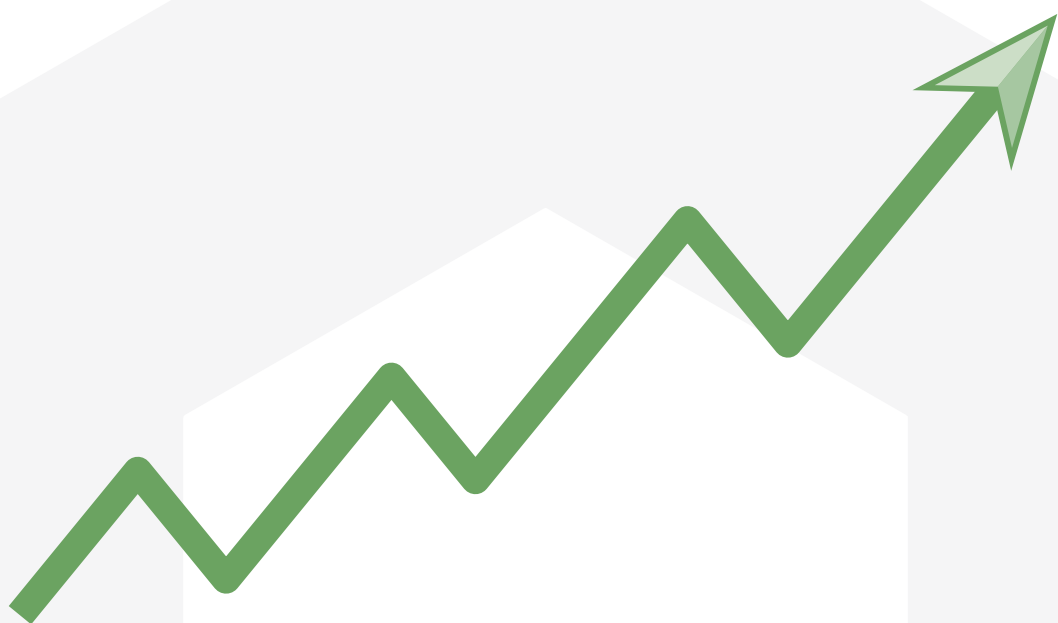


# SOCIAL MEDIA GROWTH GUIDE

*40 Practical Tips for Real Estate Agents*



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If you're an agent or broker, and you're ready to take your social marketing to the next level, **this ebook is for you.**

In this ebook, we're going to help you start applying a powerful, easy-to-remember strategy to four different social media channels: Facebook, Twitter, LinkedIn, and Instagram.



## FOR EACH SOCIAL PROFILE, YOU'LL LEARN ABOUT...

1. Branding - establishing a consistent personal brand on social media
2. Building & growing an audience - using social media to find clients and build your network
3. Broadcasting your message - using content to promote your brand, listings, and services
4. Best practices for maximizing your presence on social media
5. And some additional resources!

*In all you'll get 40 tips for improving your social media marketing!*

We're going to dive into getting practical, but first, let's lay some groundwork, starting with the question of *why is social media important?*

# WHY SOCIAL MEDIA?

It's safe to say that social is more than just a fad.

According to one study, “76% of online [U.S.] adults use social networking sites.”

Facebook alone boasts over 200 million daily users in the U.S. and Canada, and Twitter reports over 65 million monthly active users.

Social media is quickly becoming the preferred method of nurturing business relationships and connecting with new clients. So real estate agents and brokers need to be aware of (and take advantage of) this tremendous opportunity.

# HOW DO YOU DO SOCIAL MEDIA?

For agents, the main point of social media marketing is to build and maintain relationships for long-term success.

To do that, they must keep in mind the two main factors of social media success: content + engagement.

Have one without the other and things probably won't go so well. You could be posting great content, but if you're not engaging with people online, you may not see the kinds of results you're looking for. On the other hand, you may be regularly engaging with your online audience, but if you're not regularly posting quality content, you may get less out of your investment in social media.



# HOW DO YOU USE SOCIAL MEDIA TO MAKE MONEY IN REAL ESTATE?

Some people dive into social media expecting a quick return on the time and energy they put in.

While you may see some quick results, it takes time and intentionality to get the best results from social media.

As you spend time refining and promoting your brand, building and growing an online audience, and sharing your value with the world, you're building a marketing machine that should yield something very valuable: a network of relationships with lead-generating potential.

# HOW DOES THIS EBOOK WORK?

Each chapter is set up the same way.

1. A Platform Overview
2. How to Optimize Your Presence on that Channel
3. Actionable “Next Steps” to Get More from Social Media Quickly

**Ready?  
Let's get started!**





## facebook

### Why it's important:

Right now, Facebook is the biggest show in town, with more active users than any other platform available.

And according to a [recent report](#)<sup>13</sup>, “[g]lobally, people spend more than 50 minutes a day across Facebook’s suite of apps.”

Here, real estate professionals have the ability to set up a branded business page, post and promote content, advertise their listings and services, network with local businesses, and engage with potential buyers and sellers.



# FACEBOOK FEATURES YOU SHOULD CARE ABOUT

## facebook

- ▶ Huge potential audience
- ▶ High engagement with photos and video
- ▶ Share live video with Facebook Live
- ▶ Connects with Instagram
- ▶ Post longer text content<sup>7</sup>
- ▶ Messaging app
- ▶ Personalized engagements through comments and reactions
- ▶ Robust business and advertising tools
- ▶ Create and join “Groups” to connect with potential clients

# FACEBOOK BEST PRACTICES

- ✓ Post quality content that's entertaining and helpful.
- ✓ Use a variety of text, images, graphics, and video to market your listings and services.
- ✓ Consistently post and interact on Facebook.
- ✓ Respond to and engage with the people who are liking, commenting on, and sharing your posts.
- ✓ Interact with other people's posts to drive engagement.

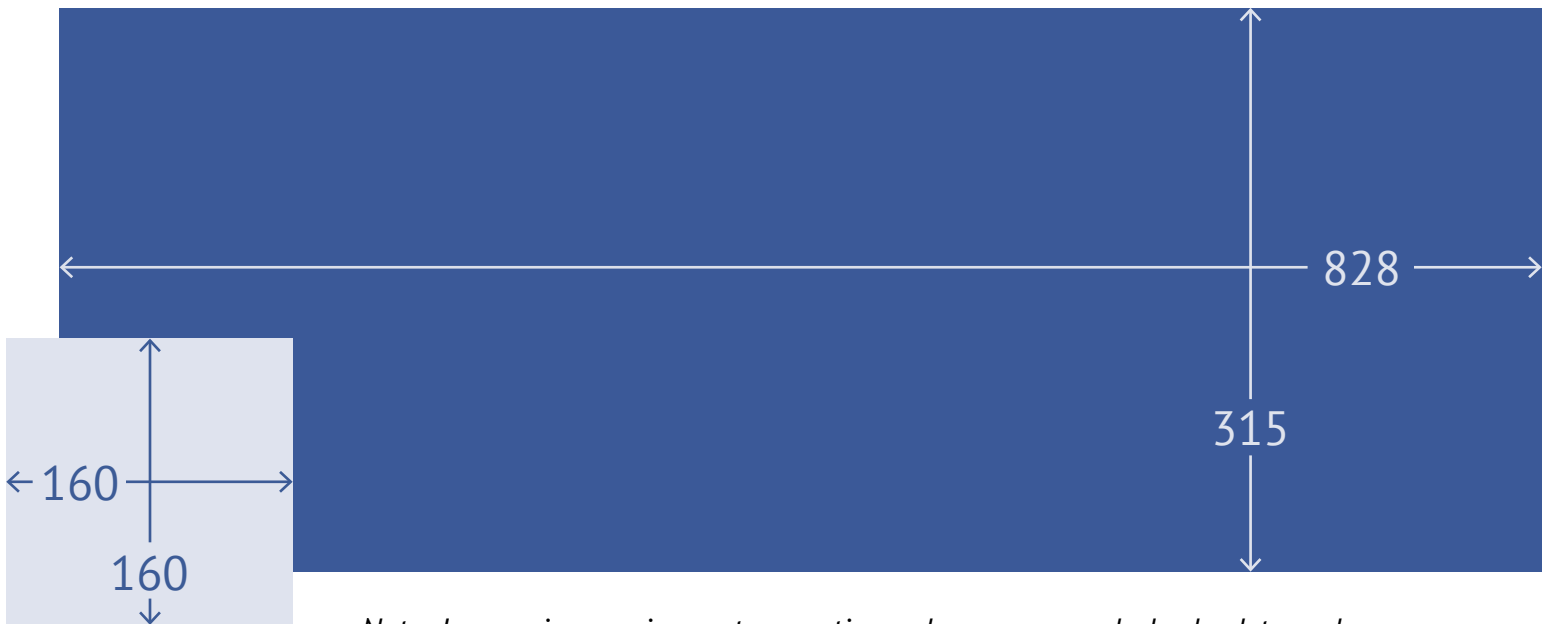


A large, semi-transparent Facebook logo watermark is visible in the background, centered behind the text.

# **FACEBOOK MARKETING NEXT STEPS**

- ▶ Naming Consistency - If possible, represent yourself the same way across all of the online platforms you're using. For example, if you're calling yourself "Sally Jones Realty" on your Facebook Page and "The Milwaukee Realty Team" on other online profiles, you run the risk of confusing potential clients about who you are and the services you provide.
- ▶ Colors and Logos - Make sure that your Facebook personal profile and/or Facebook Page follows any branding requirements set forth by your brokerage or real estate company, and keep your color schemes, layouts, and logos consistent across all of your social media channels.
- ▶ Information - To make it easy for people to communicate with you, completely fill in all relevant fields.

- ▶ Profile Picture - Use a high-quality picture that is 160 x 160 pixels<sup>5</sup> (ideally, use the same current headshot across all of your online media channels).
- ▶ Cover Photo - Display your brand images, logo, and contact information with a high-quality image that is “828 pixels wide by 315 pixels tall”<sup>5</sup>.



*Note: Image size requirements sometimes change, so regularly check to make sure your photos and headers are sized correctly<sup>5</sup> and to make sure that your profile images comply with Facebook's terms.<sup>8; 9; 10</sup>*

Your business brand is you. It's everything from your logo and color schemes to the way you treat people<sup>4</sup>.

As you consider the best way to brand your business on Facebook, keep in mind that you have the option of setting up a Facebook Page to represent your real estate business.

Some agents and brokers may still be using a personal profile to market their business (which actually violates Facebook's terms). But with the business tools and features available through Facebook Pages, it really makes sense to make the switch. Here are 8 reasons why:

# FACEBOOK CONSIDERATIONS

1. **People Expect It!:** We live in the digital age, and your digital presence is important to the success of your real estate business. People are looking for you on Facebook...they expect you to be there! And since so many people are on Facebook, using a Facebook Page as part of your digital marketing strategy is really a basic, fundamental way to connect with people online. With a business Page you're better equipped to provide the service and communication they expect from a professional.
2. **Advertising Tools:** Personal profiles lack the robust advertising features of business Pages. And let's face it, while it's certainly possible to promote your business without spending money on Facebook, you'll reach more people if you invest in paid ads. From boosted posts to full-blown advertising campaigns, Facebook's robust ad tools can help you engage and activate potential buyers and sellers all while staying socially connected in Facebook.



# FACEBOOK CONSIDERATIONS

3. Page Insights: By using a Page, you'll have access to a tool called "Insights." This tool gives you data on how many views you're getting, new follower information, and engagement stats. All of this can help you understand your audience better.
4. Messaging: With a Facebook Page, you have the ability to ["turn on messaging for your Page so people can send private messages to your business to ask questions, get in touch or make suggestions."](#) Since you're often on-the-go, this feature, combined with Facebook's mobile Messenger App, could help you be more responsive to buyers and sellers.
5. Add a button: Add a button to the top of your Page that can give people a way to easily get in touch with you, watch a video, visit your website, and more.

6. **Sidebar Tabs:** With a business Page you can utilize sidebar tabs to organize and promote your content and services. By grouping things together like videos, events, posts, etc., you can help funnel traffic to places that your visitors care about. For example, add an “Events” tab to showcase upcoming Open Houses.
7. **Publishing Tools:** Page posts include standard posting features like status updates, photo posts, and post scheduling, but instead of posting “Life Events,” you can use a Page to promote offers and events that can help build your business. For example, you could advertise your next open house as an event on Facebook, or invite people to message you to receive a free comparative market analysis.

# FACEBOOK CONSIDERATIONS

8. Page roles: Break up the work of maintaining your Facebook Page so you can get more done! By [assigning roles](#), you can enlist other stakeholders (marketing specialists, agents, office admins, etc.) to help manage your Page, post content, and interact with your audience ([Facebook](#)).

As you can see, using a Page for your real estate business really makes a lot of sense. So make the switch today! Start using a Facebook Page to market your listings and services. And if you need some help setting up your Page, [click here](#).





# FACEBOOK NEXT STEPS

## DO THIS TODAY:

- ▷ Video is one of the best ways to engage your audience online. Create a short video and pin it to the top of your Facebook Page. This could be a testimonial or an “about me” video. Be sure to include your contact information at the beginning and end of the video.

## START DOING THIS CONSISTENTLY:

- ▷ Use your smartphone or camera to create testimonial interview videos of your customers after closing. Capture those happy moments and share them!
- ▷ Use automation software to ensure all your listings and listing updates are published to social media quickly and easily. [Click here to see how Paradym can help you.](#)



# BUILDING AN AUDIENCE

## DO THIS TODAY:

- ▷ Suggest your Page to your existing contacts. Use the “Suggest Page to Email Contacts” feature on your Page to upload your email contacts to Facebook.
- ▷ Review all of your business cards, and invite those people to like your Page, too.
- ▷ Try your hand at advertising! “Promote your Page” with a paid ad campaign to generate Page likes and build brand awareness.

## START DOING THIS CONSISTENTLY:

- ▷ Regularly review your posts for any comments, likes, or shares. Communicate with the people who are engaging with your content.
- ▷ If you’re not getting a lot of interaction with your posts, speak up! Find friends, comment on their posts, and find positive ways to join their conversations.
- ▷ Become the “digital mayor” or your town, the online, go-to, local information source for prospective home buyers and sellers. And use your Facebook Page as your communication hub.”



## BROADCASTING / CONTENT

### DO THIS TODAY:

- ▶ Automate the process of posting your listing presentations to Facebook. You can set this up using Paradym's Social Automation Manager. If you're not a member, [click here to get started](#)<sup>12</sup>.

### START DOING THIS CONSISTENTLY:

- ▶ Share one helpful real estate tip each day on Facebook.
- ▶ Any time someone asks you a real estate related question, answer it on your Page.

*In the next chapter, we'll tackle Twitter. Get ready to boost your digital marketing value 140 characters at a time.*

# CHAPTER 1 RESOURCES

1. Facebook information and statistics: <https://www.facebook.com/about/>
2. “Facebook Page Basics”: <https://www.facebook.com/business/learn/facebook-page-basics>
3. Converting a Facebook profile to a Page: <https://www.facebook.com/business/learn/facebook-convert-profile-to-page>
4. “The Basics of Branding”: <https://www.entrepreneur.com/article/77408>
5. Facebook Page profile picture and cover photo information: [https://www.facebook.com/help/www/125379114252045?helpref=faq\\_content](https://www.facebook.com/help/www/125379114252045?helpref=faq_content)
6. “Field Guide to Facebook for REALTORS®”: <http://www.realtor.org/field-guides/field-guide-to-facebook-for-realtors>
7. Hubspot Blog “The Handy Character Count Guide for Blog Posts, Facebook Pages & More”: <http://blog.hubspot.com/marketing/character-limit-social-media-blog-posts#sm.001j6xzm11erdhmt4m228lwtwofz>
8. Facebook Page cover photo guidelines: <https://www.facebook.com/help/www/276329115767498?rdrhc>
9. Facebook Policies: <https://www.facebook.com/policies/?ref=pf>
10. Facebook Help: [https://www.facebook.com/help/?helpref=hc\\_global\\_nav](https://www.facebook.com/help/?helpref=hc_global_nav)
11. Facebook usage statistic: <http://newsroom.fb.com/company-info/>
12. Paradym’s Social Automation Manager: <https://www.paradym.com/features/social-automation-manager/>
13. “Here’s how much time people spend on Facebook, Instagram, and Messenger every day” [Article]: <http://www.businessinsider.com/how-much-time-do-people-spend-on-facebook-per-day-2016-4>





## REAL ESTATE MARKETING KICKSTARTER

- ▷ 189 creative ideas for videos you can create today!
- ▷ 11 types of real estate marketing videos you can make
- ▷ Explanations of each type of video
- ▷ Lists of how each video can benefit you
- ▷ Dozens of helpful additional resources for going further with video



**GET IT TODAY**





### Why it's important:

Agents and brokers can set up a branded Twitter profile, post and promote short pieces of content (text, video, etc.), advertise their listings and services, network with local businesses, and engage with potential buyers and sellers.

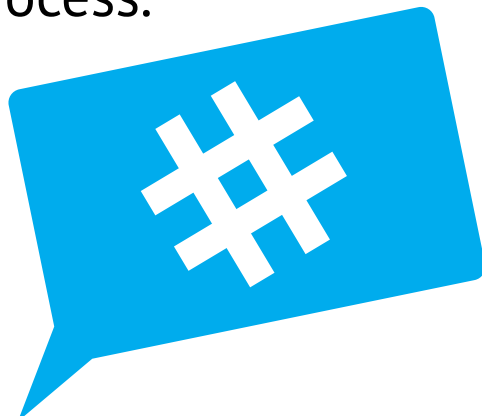
### TWITTER FEATURES YOU SHOULD CARE ABOUT

- ▶ Quick, short, fast-paced communication
- ▶ Hashtags for joining broader conversations
- ▶ Can be personal and informal
- ▶ Post photos and videos
- ▶ Live-streaming video with Periscope
- ▶ Direct messaging
- ▶ Replies and likes
- ▶ Business and advertising tools



# TWITTER BEST PRACTICES

- ✓ Post quality content that's entertaining and helpful. Plan on posting more frequently here as a single tweet can easily get lost in the shuffle.
- ✓ Use a variety of text, images, graphics, and video to generate helpful conversations, market your listings, and promote your services.
- ✓ Post consistently.
- ✓ Respond to and engage with the people who are liking, retweeting, and replying to your posts.
- ✓ Start conversations about topics related to homeownership and the home buying/selling process.



The background of the slide is a solid blue color. Overlaid on this is a large, semi-transparent version of the Twitter bird logo, which is a stylized bird in flight, facing right. The bird is also blue but lighter than the background, creating a subtle watermark effect.

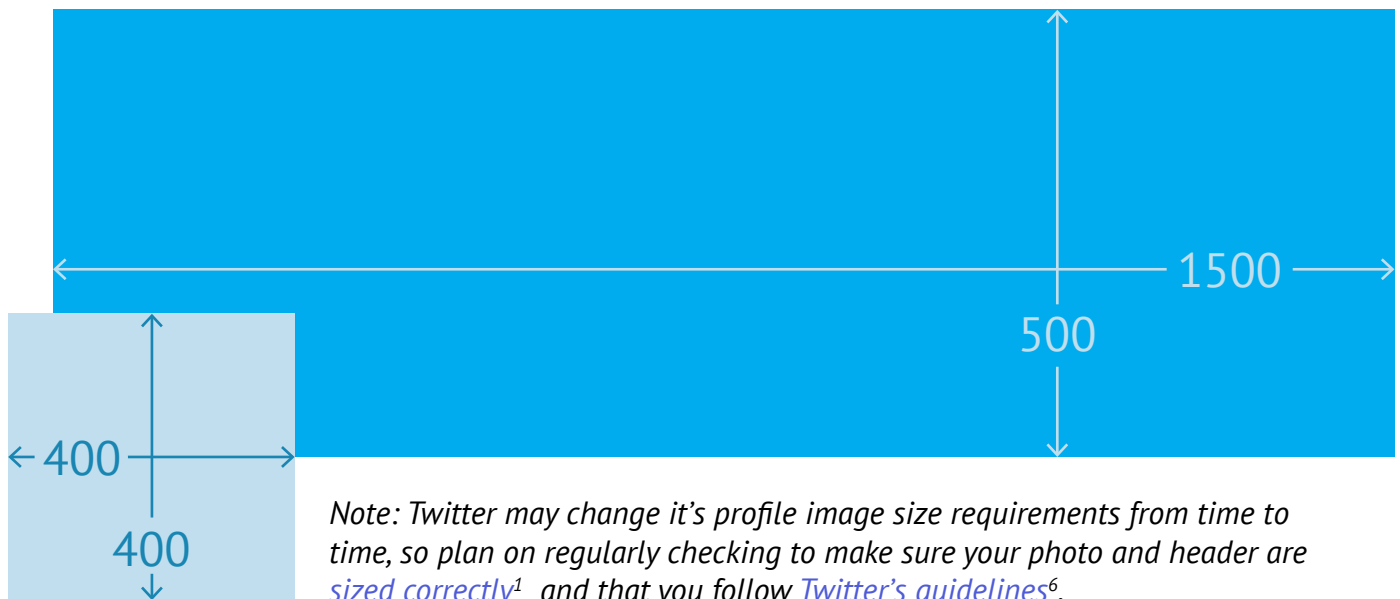
# **TWITTER MARKETING NEXT STEPS**

- ▶ Naming Consistency - Keep your name consistent across all platforms if possible. if you're calling yourself "Mike Rogers Denver Realty" on Facebook and "Rogers' Rural Real Estate" on other online profiles, you run the risk of confusing potential clients about who you are and the services you provide.
- ▶ Colors and Logos - Your profile should follow any branding requirements set forth by your brokerage or real estate company, and keep your color schemes, layouts, and logos consistent across all of your social media channels.
- ▶ Information - To make it easy for people to communicate with you, completely fill in all relevant fields. Include your name, bio (with hashtags), location, and website.



# TWITTER BRANDING

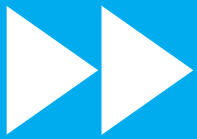
- ▶ Profile Photo - Use a high-quality picture that is 400 x 400 pixels<sup>1</sup>, and make sure your profile photos are the same across all of your social media channels.
- ▶ Header Photo - Use a high-quality image or graphic that is 1500 x 500<sup>1</sup> to display your brand images, logo, and/or contact information.



## CONSIDERATIONS

*Set up a profile that is strictly for business use.*





# TWITTER NEXT STEPS

## DO THIS TODAY:

- ▷ Associate yourself and your brand with a specific area, city, community, or neighborhood. Take a photo at a local shop, eatery, or event, post it to Twitter, and include a local hashtag related to that event or location.

## START DOING THIS CONSISTENTLY:

- ▷ Balance your own promotional posts with posting more content that is not self-promotional (think “lifestyles, customer interests, and other updates”).<sup>3</sup>
- ▷ Every time you find an interesting or helpful home tip, share it on Twitter!



# BUILDING AN AUDIENCE

## DO THIS TODAY:

- ▷ Connect with your sphere of influence. When you log in to Twitter, review the “Who to follow” section and start following people you know. If the people you know aren’t showing up there, search for them and follow them.
- ▷ Put your Twitter handle on everything: your business card, your name tag, other social media channels<sup>4</sup>, marketing materials, website, etc.

## START DOING THIS CONSISTENTLY:

- ▷ Regularly review what your followers are posting. Like their tweets, and retweet stuff!
- ▷ Respond to direct messages and replies quickly, and try to keep the conversation going.
- ▷ Personally 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?”)
- ▷ Join conversations, ask questions, give answers to others’ questions, follow local hashtags and jump in!



## BROADCASTING / CONTENT

### DO THIS TODAY:

- ▶ Automate the process of posting your listing presentations to Twitter. You can set this up using Paradym's Social Automation Manager. If you're not a member, [click here to learn more](#)<sup>7</sup>.
- ▶ Post an interesting, daily piece of information about your local housing market. You could do this for a specific area or neighborhood, or you could focus on niches like luxury listings, new construction, or urban living.

### START DOING THIS CONSISTENTLY:

- ▶ To be more consistent, easily schedule your tweets in advance using [Buffer](#)<sup>8</sup>.
- ▶ Don't just use text. Incorporate images and videos into your tweets.
- ▶ Create a weekly schedule for your tweets that focuses on daily themes. For example, make Tuesdays "Town Talk" days (share out local news with photos or short videos)<sup>3</sup>.

*Next, we're going to give you some tips on working with the buttoned-up, suit-and-tie version of social media: LinkedIn.*



# CHAPTER 2 RESOURCES

1. “Customizing your profile”: <https://support.twitter.com/articles/127871>
2. “The Basics of Branding”: <https://www.entrepreneur.com/article/77408>
3. “Social Media for Real Estate Agents: 21 Tips”: <http://blog.wishpond.com/post/58926524787/social-media-for-real-estate-agents-21-tips>
4. “How to Attract and Engage More Twitter Followers”: <https://blog.hootsuite.com/how-to-get-twitter-followers/>
5. “How to Become the ‘Digital Mayor’ of Your Town”: <https://www.paradym.com/2450/become-digital-mayor-town/>
6. Twitter Help: <https://support.twitter.com/>
7. Paradym’s Social Automation Manager: <https://www.paradym.com/features/social-automation-manager/>
8. Buffer [Tool]: <https://buffer.com/app>





### Why it's important:

On LinkedIn, agents and brokers can share posts, engage with people, and network.

Use LinkedIn to find people you know and expand your sphere of influence. After all, business professionals need real estate agents, too!

The connections you develop here could lead to leads, referrals, and listings even if you don't immediately connect with buyers and sellers.

# LINKEDIN FEATURES YOU SHOULD CARE ABOUT

- ▶ Professional networking
- ▶ Post text, photos, and videos
- ▶ Publish longer-form content in the form of “LinkedIn Pulse” articles
- ▶ Create and share [Slideshare](#)<sup>1</sup> presentations
- ▶ Chat function
- ▶ InMail messaging to communicate with people you’re not connected to (email for LinkedIn)
- ▶ Comments and reactions
- ▶ Professional recommendations
- ▶ Highlight your skills and accomplishments
- ▶ Groups
- ▶ [Premium version](#)<sup>5</sup> with extra features



# LINKEDIN BEST PRACTICES

- ✓ Post quality content that's interesting, entertaining, and helpful
- ✓ Use a variety of text, images, graphics, and video to market your listings and services.
- ✓ Maintain a consistent presence on LinkedIn
- ✓ Respond to and engage with the people who are liking, commenting on, and sharing your posts
- ✓ [Post during work hours](#)<sup>2</sup>



The background is a solid blue color. It features several abstract geometric shapes: a large circle in the top left, a large circle in the middle right, and three vertical rectangles of varying heights at the bottom. All these shapes are in a lighter shade of blue than the background.

# **LINKEDIN MARKETING NEXT STEPS**

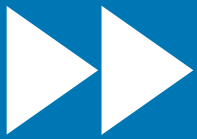
- ▶ Naming Consistency - Remember that if you refer to yourself as “Hometown Realty Source” on one social media channel and “Judy Smith (REALTOR®)” on another, you might confuse potential clients about who you are and the services you provide.
- ▶ Colors and Logos - Check the branding requirements set forth by your brokerage or real estate company. Keep your color schemes, layouts, and logos consistent.
- ▶ Information - Fill in all of your profile fields with as much relevant information as possible. Make it easy for people to get in touch with you by completing the “Contact info” section with your current information.



- ▶ Profile Photo - Use the same, high-quality picture that you use on all of your other online profiles. Make sure it's 400 x 400 pixels on LinkedIn.<sup>3</sup>
- ▶ Background Photo - Display your brand images, logo, and contact information with a high-quality image or graphic that is at least 1000x425 pixels.<sup>4</sup>



*Note: We've given some recommendations about profile and background photo size limits, but make sure that you check with LinkedIn regularly for updates.<sup>3; 4</sup>*



# LINKEDIN NEXT STEPS

## DO THIS TODAY:

- ▷ Write genuine, positive “recommendations”<sup>6</sup> of people you’ve worked with to help build and maintain positive relationships.

## START DOING THIS CONSISTENTLY:

- ▷ Start showing your audience your value. Start by sharing a short post with a photo every time you sell a home or land a new listing.





# BUILDING AN AUDIENCE

## DO THIS TODAY:

- ▷ Go to the “People You May Know” section, find the people you know, and send them invitations to connect.

## START DOING THIS CONSISTENTLY:

- ▷ Start discussions in Real Estate “groups.”
- ▷ When you meet new people or get a business card, connect with them on LinkedIn.



## BROADCASTING / CONTENT

### DO THIS TODAY:

- ▶ Create an “About me” presentation using PowerPoint, upload it to [Slideshare](#)<sup>1</sup>, and then add it to the “Summary” section in your profile.

### START DOING THIS CONSISTENTLY:

- ▶ Write real estate related articles with commentary on the industry or your area via LinkedIn Publishing.<sup>7</sup>

*Next, it's time to learn more about how to up your marketing game with Instagram.*

# CHAPTER 3 RESOURCES

1. SlideShare: <http://www.slideshare.net/>
2. “The Best Times to Post on Facebook, Twitter, LinkedIn & Other Social Media Sites [Infographic]” Blog from Hubspot: <http://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic#sm.001j6xzm11erdhmt4m228lwtwofz>
3. “Adding or Changing Your Profile Photo”: <https://www.linkedin.com/help/linkedin/answer/1615?query=profile%20photo%20size>
4. “Adding or Changing the Background Photo on Your Profile”: <https://www.linkedin.com/help/linkedin/answer/49960?query=background>
5. LinkedIn Premium: <https://premium.linkedin.com/>
6. A Simple Formula for a Stellar LinkedIn Recommendation: <http://blog.hubspot.com/marketing/write-linkedin-recommendation>
7. How to Publish on LinkedIn Pulse: A Beginner’s Guide: <http://blog.hubspot.com/marketing/linkedin-publishing-beginner-guide>





## REAL ESTATE MARKETING SIMPLIFIED

Interested in learning more about  
everything the Paradym Marketing Platform  
has to offer?

**LET'S CHAT**

[www.Paradym.com](http://www.Paradym.com)



### Why it's important:

A picture's worth a thousand words, right?

With Instagram you can market your listings and services by sharing photos and short videos.

Followers can like and comment on your posts, and they can engage with your brand and listings through Instagram's "Stories" feature.



# INSTAGRAM FEATURES YOU SHOULD CARE ABOUT

- ▷ Highly visual and emotionally engaging
- ▷ Hashtags for easily reaching broader audiences
- ▷ Connect with younger audience
- ▷ Post from Instagram to other social media channels like Facebook and Twitter
- ▷ Post photos and short videos
- ▷ Instagram stories (a way to feature your photos and videos at the top of your followers' feeds!<sup>1</sup>)
- ▷ Direct messaging
- ▷ Comment on and like others' posts
- ▷ Tag people
- ▷ Business profile for analytics and advertising options<sup>3</sup>



# INSTAGRAM BEST PRACTICES

- ✓ Post entertaining, helpful, informational content. But most importantly, make it personal!
- ✓ Post consistently (seeing a theme here?)
- ✓ Interact with others' posts
- ✓ Use hashtags to join ongoing conversations



# **INSTAGRAM MARKETING NEXT STEPS**



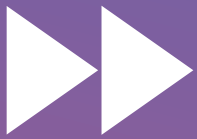
# INSTAGRAM BRANDING AND PAGE OPTIMIZATION

- ▶ Profile Photo - On Instagram, the image should be a high-quality picture that is 110 x 110 pixels.<sup>4</sup>
- ▶ Colors and Logos - Maintain color scheme, layout, and logo consistency across all of your social media channels, and follow the branding requirements of your brokerage or real estate company.
- ▶ Information - It's a good idea to set up a business profile.<sup>9</sup> Fill in all of your profile fields with as much relevant information as possible. Include your business name, and a “recognizable and easily searchable” username<sup>11</sup>. Include a brief bio with your value proposition/tagline, your website, address, phone number, email address.

## CONSIDERATIONS

*It's okay to be yourself. People want to work with people they know, trust, and like. Help your audience get to know you on a personal level on Instagram.*





# INSTAGRAM NEXT STEPS

## DO THIS TODAY:

- ▷ Create an Instagram story that includes three 10-second clips of you talking about why you enjoy being a realtor in this community.

## START DOING THIS CONSISTENTLY:

- ▷ Create and a new Instagram post every time you install or change a yard sign. You work hard. Show off your successes!
- ▷ Have someone take a picture of you with your buyers or sellers after closing. Post the photo to Instagram.



# BUILDING AN AUDIENCE

## DO THIS TODAY:

- ▷ Find Facebook Friends that are also on Instagram and invite them to connect on Instagram using the “Discover People” feature<sup>6</sup>.

## START DOING THIS CONSISTENTLY:

- ▷ Use relevant, area-specific, and real estate hashtags on all posts.



# BROADCASTING / CONTENT

## DO THIS TODAY:

- ▶ Create a quick Instagram video “Story”<sup>12</sup> about a listing you have.

## START DOING THIS CONSISTENTLY:

- ▶ Share something every single day.<sup>8</sup> These posts could be quick video updates about a listing, a tip, a promo piece for a local business you work with frequently (mortgage and title companies, property managers, movers, handyman services, etc.). Or it could be photos of area attractions, people, places, restaurants, etc. The key is to be yourself and be consistent!
- ▶ Post home maintenance tips using short, 15-second videos.

# CHAPTER 4 RESOURCES

1. “Introducing Instagram Stories” [Blog]: <http://blog.instagram.com/post/148348940287/160802-stories>
2. “The Best Times to Post on Facebook, Twitter, LinkedIn & Other Social Media Sites [Infographic]” [Blog]: <http://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic#sm.001j6xzm11erdhmt4m228lwtwofz>
3. “Getting Started with Instagram for Business” [Videos]: <https://www.facebook.com/business/e/getting-started-with-instagram-for-business#video2>
4. “The Ultimate Cheat Sheet of Photo & Image Sizes on Facebook, Twitter, LinkedIn & Other Social Networks [Infographic]” [Blog]: <http://blog.hubspot.com/marketing/ultimate-guide-social-media-image-dimensions-infographic#sm.001j6xzm11erdhmt4m228lwtwofz>
5. “The Basics of Branding” [Article]: <https://www.entrepreneur.com/article/77408>
6. “How I’m landing real estate sales with Instagram” [Article]: <http://www.inman.com/2015/03/04/how-im-landing-real-estate-sales-with-instagram/>
7. “How to Become the “Digital Mayor” of Your Town” [Blog]: <https://www.paradym.com/2450/become-digital-mayor-town/>
8. “What’s Gary Vee’s No. 1 piece of advice for agents?” [Video]: <http://www.inman.com/2016/09/06/whats-gary-vees-no-1-piece-of-advice-for-agents/>
9. General Information about Instagram for Business [Website]: <https://business.instagram.com/gettingstarted>
10. [How to Use Instagram for Business Ebook](#)
11. The Anatomy of a Perfect Instagram Profile: <http://blog.hubspot.com/marketing/optimized-instagram-profile>
12. Instagram Stories for Real Estate Agents: <https://www.paradym.com/2677/instagram-stories-real-estate-agents/>



You now have over 40 next-steps action items that will help you engage and grow your social media presence. It's time to get to work!

Seeing success putting some of these next-level tips to work? Follow us on social and let us know!

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