
SOCIAL MEDIA STRATEGY WORKSHEET

An easy-to-use guide for helping you get organized & get more effective at social media marketing.



WHY SOCIAL MEDIA?

Every real estate professional has a story to tell. Whether you're highlighting your community or featuring your latest listing, sharing stories about the properties, places, and people in your market is critical to your success.

And because you know how powerful social media marketing can be, you're looking for more than tips...you're ready to take action.

This guide was created with you in mind. Use the "Social Media Strategy Worksheet" to get your gears turning with interactive, fill-in-the-blank sections designed to help you plan and take action on social.

Let's figure out where you are with social media, where you'd like to be, and how you can get there.

Let's do social!

EVALUATING

HOW I'M USING SOCIAL MEDIA RIGHT NOW?

A great place to start growing is to evaluate how you're currently using social media. Let's take a look at your [social media activities](#) so you can have a clear picture of your strengths and opportunities for improvement.

What social media channels do I use?	How often do you post per week?				What kind of posts do I share?
Facebook	1-3	4-6	7-9	10+	
Twitter	1-3	4-6	7-9	10+	
Instagram	1-3	4-6	7-9	10+	
Pinterest	1-3	4-6	7-9	10+	
LinkedIn	1-3	4-6	7-9	10+	
	1-3	4-6	7-9	10+	
	1-3	4-6	7-9	10+	

Next, use the [analytics features](#) for each of the social media platforms you use to find two of your best performing posts, and two of your worst performing posts. Then fill in the chart below.

Post	Your take?	How many people saw the post? (reach)	Number of likes, comments & shares?	What results did I get from this post?
Listing post collage.	The photos were beautiful. I also included helpful info about the home.	123	3 likes 1 comment	One person contacted me for a showing.

Tip: Need help finding analytics for your platform? Here are some resources that should help:

- [Facebook](#)
- [Twitter](#)
- [Instagram](#)
- [Pinterest](#)
- [LinkedIn](#)

Now you should have a better picture of your strengths and opportunities for improvement. Use the space below and use this info to create **better-performing** posts in the future?

Everybody has a hero! It's great to get some inspiration from others who are doing well on social media. Who do you look up to? What kinds of posts do you admire?

Posts I admire.	Why do I admire it?	Did it perform well?

Tip: Sometimes we have to take a hard look at why we admire something. *Remember to keep your business goals in mind when analyzing the performance of social media posts!*

SETTING GOALS

WHAT I'D LIKE TO GET FROM MARKETING ON SOCIAL MEDIA

Now that you have a better idea of your current social media activities, it's time to dream a little and set some goals.

First, knowing who you're trying to reach and where they hang out online is fundamental to reaching them with your message.

We're going to help you get the ball rolling by helping you define your audience. Let's make sure we're clear on who your clients, leads, and referral sources are. A **client** is someone you've done business with, a **lead** is someone you'd like to do business with, and a **referral source** is someone who could potentially send leads your way.




























WE HAVE GREAT NEWS!

It's now easier than ever to promote your listing and Reach Social content on Instagram. Paradym members can have their content and details delivered

"Insta-ready" to their smartphone for easy sharing to the Instagram mobile app. We've done all the heavy lifting so you can build your brand on Instagram.

LET'S CHAT

Who are your typical clients? Do some research and fill in this organizer:

Type	Age	Gender	Location	Social Media (circle all that apply)
Client Lead Referral Source				    
Client Lead Referral Source				    
Client Lead Referral Source				    
Client Lead Referral Source				    
Client Lead Referral Source				    

WANT HELP CREATING & SHARING YOUR STORIES ON SOCIAL?



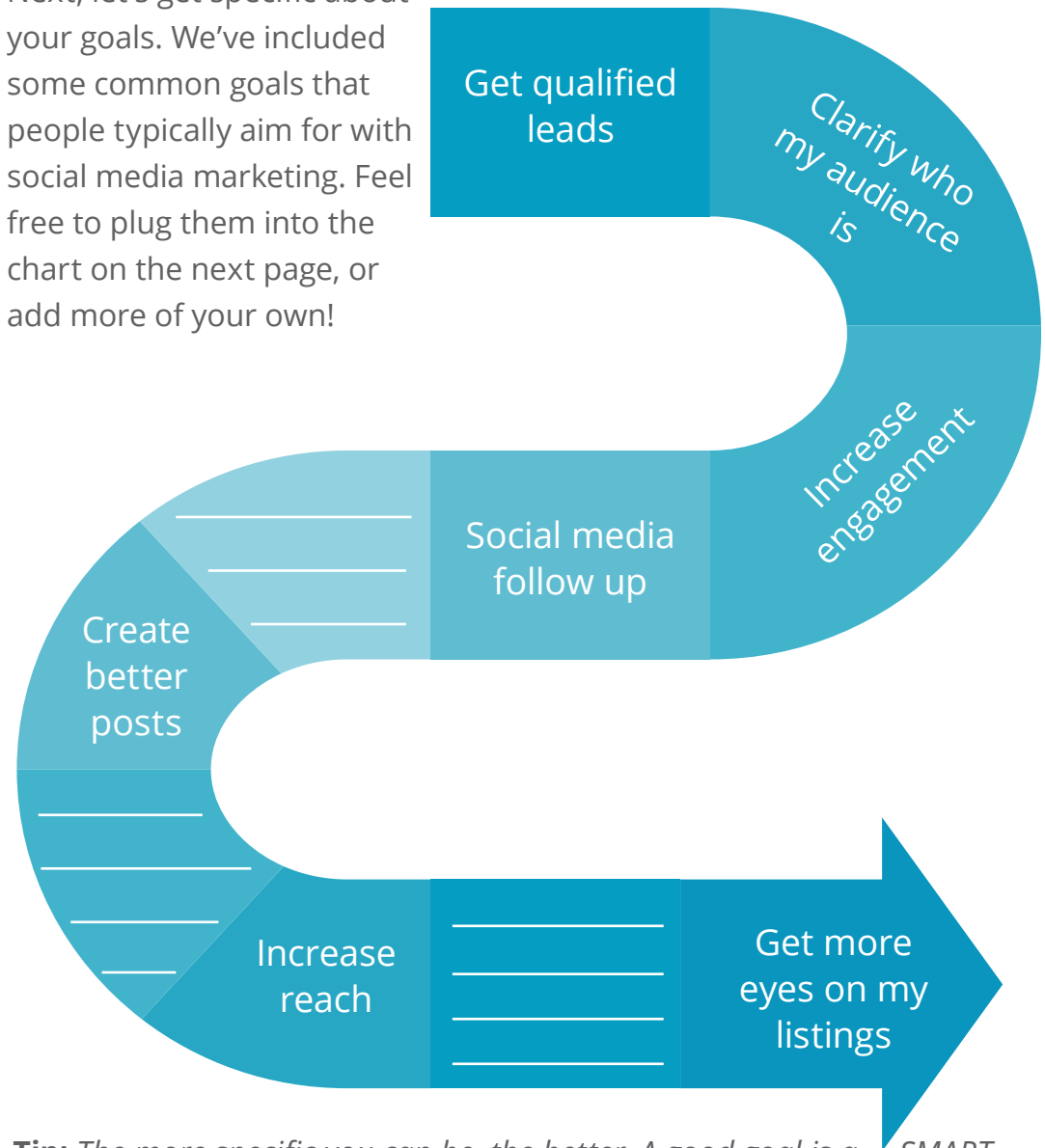
PARADYM CAN HELP!

We're a technology and coaching company that makes it easy for real estate professionals to create and share stories about properties, places, and people so they can win more listings and grow their online sphere.

LET'S CHAT

SOCIAL MEDIA GOALS

Next, let's get specific about your goals. We've included some common goals that people typically aim for with social media marketing. Feel free to plug them into the chart on the next page, or add more of your own!



Tip: *The more specific you can be, the better. A good goal is a SMART goal: it's specific, measurable, attainable, results-driven, and time-bound.*

MY SOCIAL MEDIA GOALS

Social media platform	Goal	What to do	How to measure
Facebook	Get more eyes on my listings	Try using a video of my latest listings instead of photos	Track likes, comments, and shares.
Facebook			
Twitter			
Instagram			
Pinterest			
LinkedIn			

SOCIAL MEDIA ACTION PLANNER

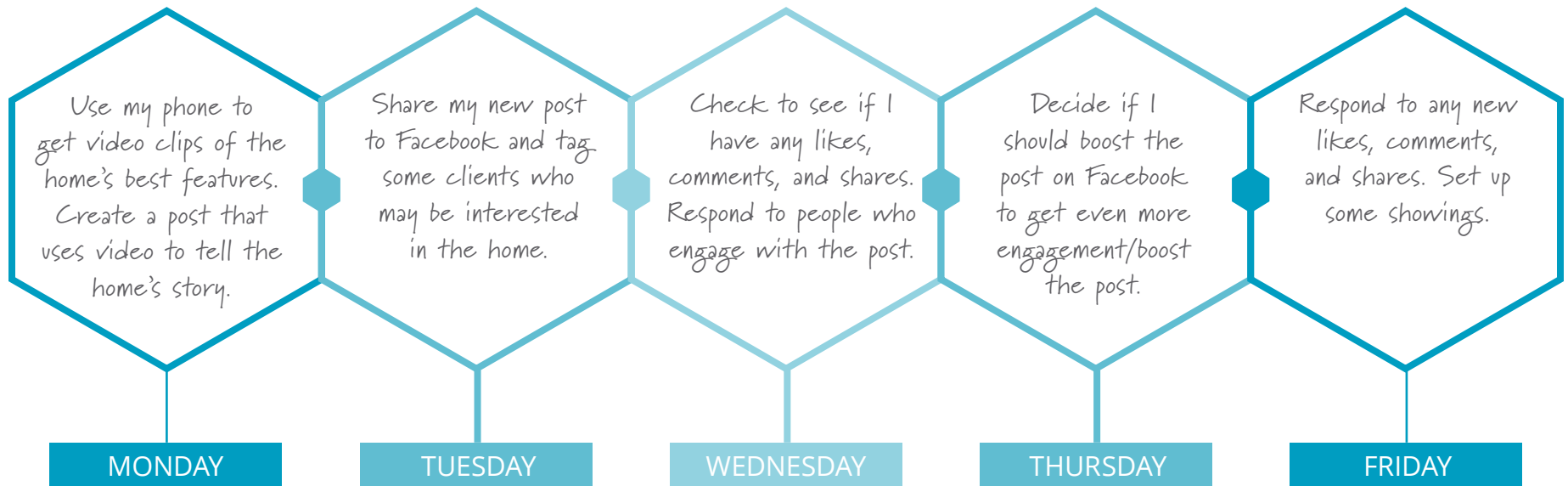
WHAT I'M GOING TO DO TO REACH MY GOALS?

Let's wrap up with a practical planning activity designed to keep you moving forward with social.

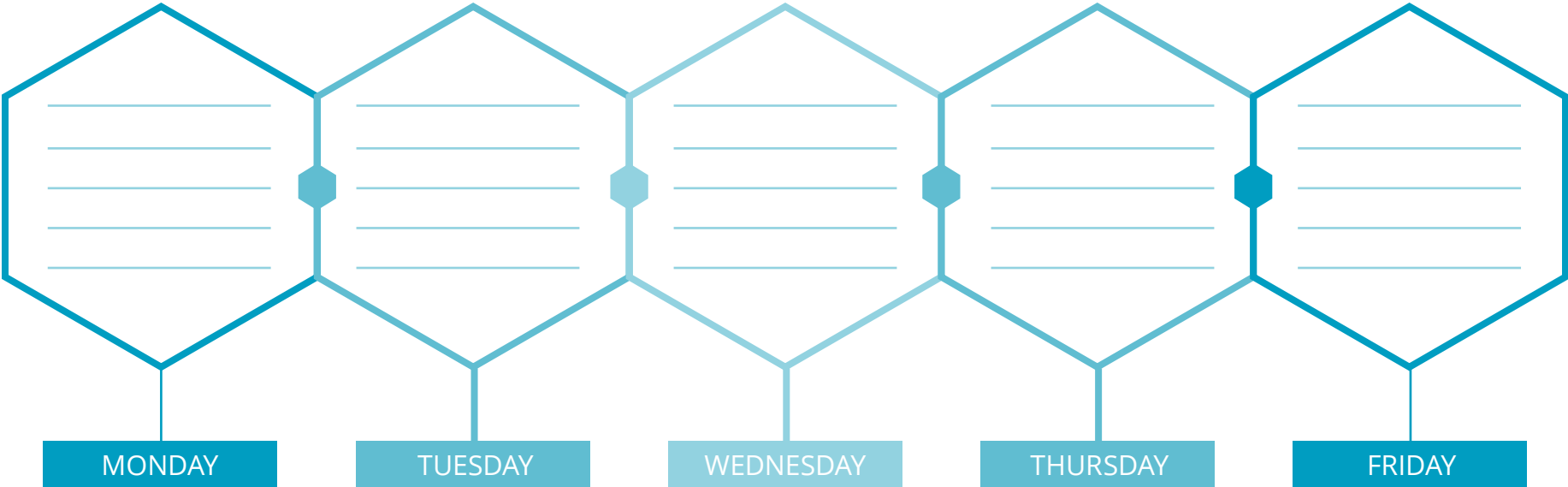
Check out the example below to see how one simple social media goal can have a big impact on your business! Then create your own one-week plan using the chart on the next page.

GOAL

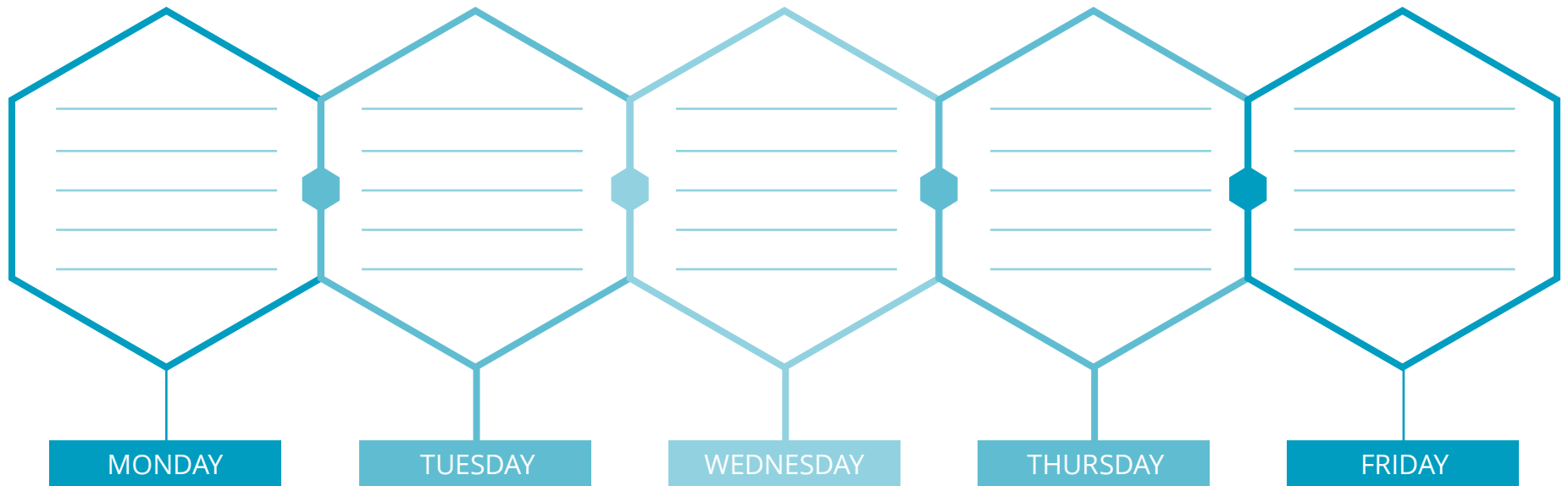
Get more engagement with my listings posts on Facebook



WEEK ONE GOAL



WEEK TWO GOAL



WEEK THREE GOAL

