

Template Bundle

Social Media Strategies to Become #1 Team in
Your Brokerage

The Fool-Proof Formula to Strong Social Posts

- ✓ Make sure the word count isn't going over the platform's limit
- ✓ Shape the content to match the tone and culture of the platform
- ✓ Incorporate emojis 😊👨👩👧👦🏠
- ✓ Google your #hashtags in advance to find the ones that are used and searched the most
- ✓ Include a call to action at the closing
- ✓ Add a picture or video



Social Media Posting Calendar

	Mon	Tues	Wed	Thur	Fri	Sat	Sun
Week 1	IG/FB/TW	TW	TW/LI	TW/FB	TW/FB/IG	TW	IG/FB
Week 2	TW	TW/LI	TW/FB	TW/IG	TW/FB	TW/IG	
Week 3	TW/FB/LI	TW	TW/IG	TW	TW/FB	TW	IG
Week 4	TW/LI	TW	TW/FB	TW	TW/FB/IG	TW	FB



Social Posting Rule

Category	Monthly Cadence	Percentage
Curated	6 posts/month	50%
Created	3-4 posts/month	30%
Culture	1 post/month	20%



Checklist For Consistent and Complete Profiles

- ✓ Create a strong and engaging bio message that can be retrofitted to each platform
- ✓ Add your contact information, including email, phone, and office address
- ✓ Link your website
- ✓ Keep language and graphic style consistent across profiles
- ✓ Check for spelling/grammar errors
- ✓ Choose a good profile picture
- ✓ Make sure no links are broken
- ✓ Ensure the branding/message is consistent across each platform



How to Set Up Automatic Responses on Facebook

- 1** Log into Facebook
- 2** Click on **'Settings'** at the top of your page
- 3** In the left column, click **'Messages'**
- 4** Click **'Yes'** below **'Send Instant Replies to Anyone Who Messages Your Page'**
- 5** Click **'Change'** to edit your instant reply message
- 6** Click **'Save'** to activate



Facebook Automatic Response Example

Hi [NAME]!

Thanks so much for reaching out to our real estate team. We've received your message and will be getting back to you as soon as possible. In the meantime, feel free to visit our website at website.com, or give us a call at (000) 000-0000.



Checklist for Distribution

- ✔ Generate traffic by sharing, liking, commenting & responding to other profile's posts
- ✔ On Twitter, be lighthearted with emojis, memes, and hashtags
- ✔ Post stories regularly on Instagram
- ✔ Look up agent-focused hashtags with great traffic (#realtorproblems #justrealtorthings) and jump in the conversation
- ✔ Use other general hashtags that are trending (#riseandgrind #thursdaythoughts #motivationmonday)
- ✔ Highlight local vendors, restaurants, shops, etc. to spread awareness of your team with their spheres
- ✔ Be sure your social handles are on your website
- ✔ Follow accounts in your industry
- ✔ Find your clients on social media
- ✔ Invite friends to follow/like your profiles
- ✔ Write posts that always include CTA's
- ✔ Share industry, local, and market news

