

THE COMPREHENSIVE

SOCIAL MEDIA

guide



*FAMILY of
COMPANIES*

REAL ESTATE / MORTGAGE / INSURANCE
TITLE / RELOCATION / RENTAL MGMT



Fun Fact

There are more than 5.17 billion social media users worldwide. That's more than half of all the people on earth!

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Pro Tip

Before you start, take a few minutes to set some goals for your social media plan. Make sure they're specific, attainable and measurable.

Let's Get Social!

Are you wrapping your head around how to effectively use social media for your business? With more than 5.17 billion active social media users across the globe, we've created this Social Media Guide to help you get started!

In this guide you will find tips like:

- › Getting your business page/s started on social media platforms
- › Insider/Pro tips, and common mistakes to avoid.

Social media is a crucial part of your business marketing, but it doesn't have to be stressful to manage. Take the first step, create a profile, and start engaging with your customers.

My goals for social media:




Pro Tip

If you're new to social media marketing, focus on one platform at a time. Once you've mastered one, you can add in others to your marketing efforts.

Set up Your Business Page

Getting Started with Facebook

How to create a Page from your mobile device

1. Open the Facebook app.
2. Tap your profile picture with hamburger menu ( on bottom left in ios, top right on Android) to open Menu.
3. Tap Pages (You may need to click “see more”).
4. At the top left, tap Get Started.
5. Enter your Page name, and click Next.
 - › Page name should be your business name or the name people are likely to search for when trying to find your business
6. Search for a category or choose one of the Popular categories.
 - › We suggest real estate or real estate agent
7. Tap Create.
8. To Finish setting up your Page, enter your Bio, Contact information, Location, and Hours.
 - › The location should be your branch address
9. To Customize your Page, add a profile picture (headshot) and a cover photo that includes the brokerage logo.
 - › Cover photos are available on OurOnePlace.com Social Media Library and Canva templates
10. To Build your Page audience, tap Invite friends.
11. If you want to get notifications about your page, turn on Page notifications on your profile.
12. Tap Done.

How to create a Page from your computer

1. Log in to Facebook.
2. On the left side, click Pages.
3. Below Your Pages and profiles, click Create new Page (you may need to click See More).
4. Enter the Page name and Category.
 - › Page name should be your business name or the name people are likely to search for when trying to find your business
5. Click Create Page.
6. To Finish setting up your Page, enter your Bio, Contact information, Location, and Hours.
 - › The location should be your branch address
7. To Customize your Page, add a profile picture (headshot) and a cover photo that includes the brokerage logo.
 - › Cover photos are available on OurOnePlace.com Social Media Library and Canva templates

Facebook details

Username: _____

Password: _____

Common Mistakes to Avoid on Facebook

Not responding to negative comments

While it's tempting to ignore or even delete negative comments, doing so can cause more damage to your brand than any not-so-pleasant comment. The best way to address these comments is to respond to them in a timely and thoughtful manner.

Asking for likes and shares

Messaging other businesses and personal profiles asking for likes and shares is never okay. Instead, focus on creating content so compelling that people want to follow you and share your posts.

Saying too much

Facebook is evolving into an increasingly visual social networking platform. Keep posts short and sweet.

Posting from your personal profile

Thanks to Facebook's algorithm, only about 35% of your friends actually see what you post. Combine that with the 5,000-friend maximum and you're not reaching very many people. If that's not enough to convince you, this part should. Using your timeline for commercial gains is actually a violation of their terms and could result in repercussions to your account.

Insider Tips for Facebook

Post interesting visuals

Facebook posts that use photos and videos get the maximum amount of engagement. It seems that a photo is worth a thousand likes on Facebook.

Engage! Engage! Engage!

Don't just post and run away! Dedicate some time to scrolling through your newsfeed liking, sharing and commenting on other businesses' posts as your business page. Be social on social media!

Mix it up

It's easy to get stuck in a rut on Facebook. Sure, you want to show your listings, but your followers will get bored if you post only listings. Try photos of new homeowners, your favorite spots in the communities you serve, events, etc.

Don't get cut off!

Doublecheck your profile on your phone to ensure the Cover Image is not cut off.

Pay attention to others

Follow some of the top influencers in the industry and take notes. Are their posts engaging? What does their imagery look like? What kind of content are they posting?

Double up

Share posts you make on your business page to your personal page. Not only will this ensure you are adhering to Facebook business guidelines it will also increase your reach among your followers since you probably have more friends looking on your personal page rather than your business page. This also helps drive people to your business page and lessens the appearance of a sales pitch or spam.



Fun Fact

Engagement rates on Instagram are 23% higher than those on Facebook.

Getting Started with Instagram

1. Download the Instagram app for iOS, Android or Windows.
2. Open the app and tap *Sign up*.
3. Enter your email address.
 - › If you plan to connect your Instagram business account to your Facebook page, make sure to tap *Log in with Facebook*.
 - › If you log in with Facebook, you may be asked to sign in.
4. Choose your username and password and fill in your profile info.
5. Tap *Next*.

Instagram details

Username: _____

Password: _____

Optimizing Your Instagram Bio

Profile Picture:
What represents you and your business?

Username:
Your full name. If it's taken, add an industry term.

Name:
Include first name, last name, location, and industry term.


Bio:
What do you do?
Where do you do it?
How do your real estate skills help people?

Call to Action:
What do you want people who visit your profile to do?

Your Website Link

The diagram shows an Instagram profile for 'realtorgerald' with the following details:
- Profile picture: A man with glasses.
- Bio: Gerald Djajaputra | Ypsilanti & Metro Detroit Realtor, Real Estate Agent, Social Media Manager at @realestateone. Passionate about buying and selling homes. Aspiring #Pickleball Pro. Foodie. DM me to talk #realestate. Website: geraldjajaputra.realestateone.com and 1 more.
- Professional dashboard: 1K accounts reached in the last 30 days.
- Buttons: Edit profile, Share profile.

Convert Existing Page to a Professional/Business Account

1. From your profile, tap the hamburger menu () in the upper-right corner.
2. Tap Settings.
3. Go to For Professionals and select “account type” and tools for it.
4. Under account type, click “Switch to professional account.” Select “Business or Creator” for ios or “Creator tools and controls” for Android.
5. Follow the steps to fill in information.
6. Tap Done.

Common Mistakes to Avoid on Instagram

Using poor quality images

Instagram is a visual medium. So if you're going to post something, it should be beautiful—or at least interesting!—to look at.

Inconsistent branding

Your Instagram account is just one part of a whole brand ecosystem. Every element should share a similar visual style and editorial tone.

Sharing links

Instagram doesn't hyperlink URLs in comments and captions, so posting a link is useless. Plus, let's get real: no one is going to type that into their browser. Put the link in your bio or if you have multiple links use sites like [Campsite](#) or [Linktree](#) for all your topical links.

Insider Tips for Instagram

Show what you do in a creative way

Focus on the solutions you provide, not the products you sell. On Instagram, it's essential to add value to your customers and look pretty while you do it.

Expand your reach with #hashtags

Use hashtags to expand your reach. These can be campaign specific or general - all that's important is that they're relevant. (30 maximum)

Collaborate and @mention others

When you mention another profile in your copy or tag them in your photo they immediately get a notification. Tagging and mentioning will help you get noticed by other businesses and profiles.

Post stories!

Walk through your new listing or open house, add music and the address to showcase your listing! BONUS! Post a story from your Facebook-linked Instagram account to post on both platforms!



Fun Fact

LinkedIn Users are 20x more likely to share a video than any other type of post.

Getting Started with LinkedIn

Setting up your company page

1. Log on using your personal account
2. Click *Interest* on the navigation bar and then *Companies*
3. Select *Create* from the right-hand corner of the page and fill out company information
4. Complete the Company Page overview (this includes information about your company type, size, industry, operating status, and your website URL)
5. Add a company description, logo and image,
6. Hit *Publish*. Voila! All done.

Adding pictures/media

- > Logo should be 100 x 60
- > Cover photo should be 646 x 220 and include your brokerage logo

LinkedIn details

Username: _____

Password: _____

Common Mistakes to Avoid on LinkedIn

Skipping a call to action in your updates

According to LinkedIn, updates with calls to action are twice as likely to drive engagement.

Not monitoring analytics

By not monitoring analytics, you miss out on uncovering insights that can help you reach new people and also deepen your engagement with existing followers.

Not interacting with others

By not interacting with others, you lose the opportunity to be seen on the platform and remain top-of-mind when your customers make a purchase decision. Join industry-related groups or start your own group to build credibility for yourself and your business.

Insider Tips for LinkedIn

Add visual appeal

Adding an interesting graphic to your update is a must to getting noticed within a user's feed.

Optimize headlines

Use headlines that are catchy and concise. They're more likely to catch a user's attention and encourage engagement.

Ask questions

Get LinkedIn members to engage with you by asking them for their opinions on a matter.

Know your audience

Cater to your audience's pain points, business needs and content preferences, and you'll see engagement in the form of likes, shares, and comments.



Pro Tip

Get the most out of your posts by tagging businesses using @. That way it reaches your followers and theirs, too. Maximize your efforts by #hashtagging. Anybody following that hashtag will see you on their feed as well.

Growing Your Business Presence

Step One: Follow Other Businesses

Find and follow other businesses on social media. They'll more than likely find and follow you back, increasing your reach.

- Local businesses
- Chamber of Commerce
City page
- Real Estate One
- Max Broock
- Reinhart
- Remerica
- MBA Realty
- Real Estate One
Charitable Foundation
- REO Family office
branches (including
your own!)
- Fellow agents
- John Adams Mortgage
- Total Home Lending
- Capital Title
- Michigan Title
- Insurance One
- Relocation America
- Rental Management One
- LeadingRE
- Luxury Portfolio
- NAR
- HomeSuite

Growing Your Business Presence

Step Two: Create Content

Social Media Library

A branded library on OurOnePlace.com where you can choose from a variety of community-focused to industry-related posts to share on your social media platforms.

Agent Icon

For personalized posts, use our branded social media apps – SocialOne, SocialMAX, Social Pref. There are a variety of templates from listings to community-focused, where you can take photos around town to promote your area.

Ready, Set, Share

Watch for a weekly email with ready-to-share posts and suggested copy focused on buying, selling and a trending topic.

Canva templates

A variety of customizable social posts from listings to community-focused. Access on OurOnePlace.com.

OnePlace Connect

Create social posts for listings, open houses and solds.

Posting on your Social Media

All Facebook and Instagram accounts have access to Meta Business Suite, a one-stop-shop for managing both accounts. You can find it in your page settings under Publishing Tools. Explore the interface and click “Create New” and follow the instructions to begin creating and scheduling all of the social media posts you just created. Use the optimal post times below to get maximum results.

Ideal Times for Posting



9am-noon



10 am-4 pm



10am-noon

#Hashtags!

Attach hashtags to your posts. Use hashtags answering 5 questions:

Who are you/What industry do you occupy?

Who is your audience?

What is your audience looking for?

What is your post about?

Where are you?

Growing Your Business Presence

Step Three: Engage! Engage! Engage!

You can grow your followers by engaging with your customers. Being active on your social media pages will show that your page is worth following. Take time to comment on posts from your customers or local businesses. Share content from experts you think your customers would like to see and react to posts you find relevant and appealing. Get the most out of your posts by tagging businesses using @. That way it reaches your followers and theirs, too.

Remember! It's NOT about “doing” social media, it's about “being” social!

Brainstorm Your Content Calendar

It's easiest to plan your content ahead of time so you can set it up on Meta Business Suite and forget about it. While social media is a great way to showcase listings, we recommend only posting 3-5 per week to keep your content fresh.

Here's some sample themes to get you started. Start with 3-5 and go from there. Try making your own!

Day	Theme
_____	Feature a fun local hotspot
_____	Post a helpful real estate tip
_____	Post something about your community
_____	Post something personal
_____	Post a list of fun upcoming events
_____	Promote your business, listing, open house, etc.
_____	_____
_____	_____
_____	_____

Digital Listing Strategy

More ways to promote your listing digitally

Syndication

Our large internet presence makes the difference in the time it takes to sell and the amount you net. Any sales associate can search the MLS and show the same homes, but our extensive online network will ensure your home has maximum marketing exposure. Your client's listing will appear on nearly 50 other websites, not just your brokerage.

Facebook groups

Joining Facebook groups can be a great way to market your listings. When you share your listing in a Facebook group you're sharing it with a very specific group of people, who are engaged, interested, and most importantly invested in you and what you have to offer. Look for local, statewide and national groups to join.

Benefits to joining Facebook Groups include:

- › Reaching a more specific clientele or target audience
- › Allows for personal engagement rather than just being a business page
- › Community/Business networking
- › Search for Groups by property type, location, etc. (ie: Michigan waterfront)

RealForce Facebook Ads

RealForce is a digital advertising company that uses artificial intelligence to target buyers/sellers with Facebook ads that generate high-quality traffic and leads for properties. RealForce creates targeted audiences by looking at a combination of demographics who visit the Real Estate One Family of Companies websites and who are currently looking at real estate online. Based on that information they push out your property ad to people looking at similar properties to yours, also with a geographical radius. Access on OurOnePlace.com.

What are the benefits?

- › **More viewings:** 37% more viewings than traditional social media ads
- › **Faster Sale:** Active buyers + qualified interest + a faster sale
- › **High Quality Inquiries:** Smart targeting and filtering delivers interested buyers
- › **You're in the Loop:** You can see how many people view your property ad and how many inquiries are made.

Hashtags

Hashtags (#) increase engagement and reach. They help buyers discover listings and lead your listings to target audiences interested in your type of property. Examples include (format must start with # and have no spaces):

#propertytype #location #homestyle #brokerage #realestate

Konverse Family Room

Family Room, available via the Web or as an app, is our company communication platform that allows you to connect with the rest of the company plus our over 2000 agents. All new listings are automatically posted in this system for all to see.

Property Video Slideshow

Year-after-year video has been the undisputed winner among all content forms that engage the internet audience. Visually showcase your listing and expand your digital reach with a personalized listing video you can create on OnePlace Connect and download as a MP4 for sharing on social.

Emails

OnePlace Connect offers a variety of email templates to market your listing to your sphere as well as internally (Sneak Preview) and to Realtors from other brokerages with listings similar to yours (Agent2Agent).

Luxury Portfolio (LPI) & LeadingRE

Leading Real Estate Companies of the World (LeadingRE) offers a 6-month Featured Property Program with featured listing status on LeadingRE.com, WSJ online, guided tour video and advertising discounts. If your property is over \$800,000, you have access to additional discounted digital advertising with LPI for more digital exposure. Access both on OurOnePlace.com.

Social Media Image Sizes

2024 sizing, measured in pixels

Graphic	Instagram	Facebook	LinkedIN
Profile photo	320 x 320px	170 x 170	400 x 400
Landscape	1080 x 566	1200 x 630	1200 x 627
Portrait	1080 x 1350	630 x 1200	627 x 1200
Square	1080 x 1080	1200 x 1200	1080 x 1080
Stories	1080 x 1920	1080 x 1920	N/A
Cover photo	N/A	851 x 315	1128 x 191

Social Media Guidelines

Taken from National Association
of REALTORS®

We understand there are hundreds of providers of social media services in which real estate agents may participate. The purpose of these guidelines is intended to provide both agents and the brokerage with legal liability risk management and to protect the brokerage's reputation and good will in the community. Please use these policies as they relate to the use of social media in connection with the real estate business.

Please familiarize yourself with the policies and requirements of any site on which you participate and comply with the requirements of that site. Pay special attention to privacy practices and policies of the sites. Be aware that items posted on social media sites may be forwarded or used for purposes other than originally intended. Agents should be aware of this when making decisions as to what to include on their social media sites.

Posting of Professional Contacts/Qualifications

1. Agent is responsible for assuring that any listing of qualifications, credentials or training contained on the site is current, accurate and not misleading. Any changes to the foregoing shall be promptly revised on the site.
2. Agent shall not falsely claim association with any person or group.
3. Notwithstanding any provision herein, Agent remains responsible for complying with the license laws and regulations governing the conduct of licensees and all applicable local, state and federal laws.
4. Agent is responsible for assuring that the content conforms to the standards established in the Code of Ethics.

Posting of text

1. All text shall be the Agent's own and not plagiarized or copied from another party without that party's permission. This shall not prohibit the use of reasonable quotations from the writings of others or writing for which the Agent has received permission to use or using writings consistent with the practices of the site (e.g., retweeting). No content which infringes the rights of any third party may be used.
2. Agent may/may not write regarding the listings of other licensees within the brokerage.
3. Agent may /may not write regarding the listings of other brokerages.
4. Agent shall assure that writings do not contain unauthorized disclosures of confidential information of clients, customers or REALTOR®.
5. Agent is responsible for assuring that the use of the site is consistent with the Code of Ethics, local, state and federal laws and all applicable real estate license laws and regulations, including where necessary identifying Agent.

Posting of comments to social media pages of others

1. Any statement regarding the brokerage shall clearly disclose the Agent's relationship to the brokerage.
2. The Agent shall disclose his/her status as a real estate professional as a part of any real estate related statement.
3. Agent may/may not accept compensation for placing a comment on a site.
4. Agent is responsible for assuring that the use of the site is consistent with the Code of Ethics, local, state and federal laws and all applicable real estate license laws and regulations, including where necessary identifying Agent.

Posting of photos

1. Agent is responsible for assuring that that Agent is authorized to use any photo posted to the site (to avoid copyright issues).
2. Agent shall secure permission to post for marketing purposes the image of another person on the site.
3. If an image has been materially altered in any way by Agent, the fact that the image is altered shall be disclosed.
4. Agent is responsible for assuring that the use of the site is consistent with the Code of Ethics, local, state and federal laws and all applicable real estate license laws and regulations, including where necessary identifying Agent.

Posting of audio/video

1. Agent is responsible for assuring that that Agent is authorized to use any audio/video posted to the site (to avoid copyright issues).
2. Agent shall secure permission to post for marketing purposes the image of another person on the site.
3. If an image has been altered in any way by Agent, the fact that the image is altered shall be disclosed.
4. Agent is responsible for assuring that the use of the site is consistent with the Code of Ethics and all applicable real estate license laws and regulations, including where necessary identifying Agent.



MKTG

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