

Social Media - Best Practices Guide

Steps to check your social media profiles and posts:

- Check your bios and links in all social profiles.
- Works at: links to something where you want people to go or LinkTree or landing page/bio.
- Follow and engage with other agents, teams, and brokerage doing interesting stuff on social for ideas.
- Be sure to ENGAGE when people engage with your posts, answer questions, reply to comments, ask questions.

[LinkTree](#) - For a link you can put in bio with various buttons/links/social links

[Carrd.co](#) - An easy, free brochure site you can link your bio to.

Ideas for Post types:

- Video of property
- Video tips - selfie
- Photos of property - Your listings or others (get permission where needed)
- Tips/Quotes
- Tag other local business or community
- Personal activities - in community or otherwise
- You should also post fun stuff that you do or pictures of something NOT real estate

Use relevant hashtags:

- Area - city, province, location
- Type of consumer - buyer, first time buyer, seller
- Type of profession

CTAs - A good Call to Action is the difference between getting business and not.

Facebook:

- Click to learn more
- Call/Text me at _____
- DM (direct message) me for info
- Stop by (Open house/office/coffee shop)
- Tag a friend
- Ask a clear question; Which do you like better? Would you live here? Etc.
- Goal is to start engagement with people while tastefully reminding them you sell real estate

Instagram:

Link in bio - Consider using LinkTree or page on your site to have a link to multiple links Links in Stories

YouTube:

Please Like and Subscribe (or turn on notifications)

Social Media - Planning Guide

What is your unique value proposition?

What is your ideal client persona?

Topics that you like or know

Real Estate Topics

1. _____
2. _____
3. _____
4. _____
5. _____

Non Real Estate Topics

1. _____
2. _____
3. _____
4. _____
5. _____

Examples of posts you can create:

Any specific days to post (w/ specific topics possibly):

Examples of Calls to Action (CTAs) you can use:
(think specifics such as: click the link for more info, tag a friend, etc.)

Check out our FREE Social Media Course at: [Amplified Solutions University](https://university.amplifiedsolutions.com)