

# Realtor<sup>®</sup> 007

## Social Media

NVAR

INTRODUCTION TO SOCIAL MEDIA



# facebook®

## Profiles vs Pages



### INTRODUCTION TO SOCIAL MEDIA



# facebook®

Public facing, Google searchable

Great for SEO

Facebook Insights (analytics)

Networking

## INTRODUCTION TO SOCIAL MEDIA



# facebook®

What makes good content? THE ENGAGING KIND

How? Where? Two Places!

## Personalized content

- Your Story
- Your Day
- Your Business
- Your Challenges
- Your Successes
- Your Humor

## News/Information

- NAR
- NVAR
- HousingWire
- Inman
- Local! Local! Local!

### INTRODUCTION TO SOCIAL MEDIA



The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

## Posting to Facebook

**Every post should have some form of multimedia or "action"** (link to click, call to action, etc.)

- Picture
- Video
- Link
- Event

More tips!

- Quality photos
- Ask questions
- Post frequently
- What's Trending?
- Stories & Live (Next slide)
- News & Perspective

## INTRODUCTION TO SOCIAL MEDIA



# Facebook Live



Engaging

Live feedback

Videos save to library

STOPworthy

# Facebook Stories

## Page Story



[View Story](#)

a few seconds ago

## Stories

[Archive](#) · [Settings](#)



**Add to Your Story**

Share a photo, video or write something



**Marki Lemons-Ryhal**

15 hours ago



**Fairfax County Police Department**

21 minutes ago



**Bill Bianchi**

about an hour ago

▼ [See More](#)

Stop fighting timelines!

Direct to your audience

24 hour content, quick and easy way to stay engaged.

Mix of content options

## INTRODUCTION TO SOCIAL MEDIA





# Instagram

High Quality Photos

Use several hashtags (#) for best visibility

Make use of Stories feature

Engage with comments

Bio keywords! (extra SEO)



## Post ideas

Showcase listings

Art styles

Where you are

Local scenic shots

Under construction/progress

Seasonal

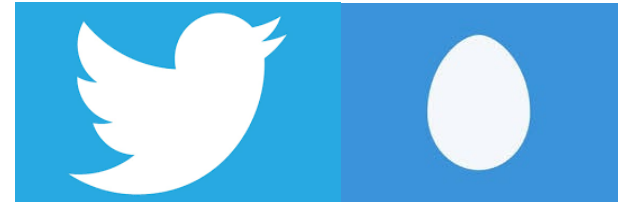
## INTRODUCTION TO SOCIAL MEDIA



# Other Social Media

- Twitter

- Get yourself an "egg"



- LinkedIn

- Your online resume and "security blanket"



- Pinterest

- Posting other people's pretty content!
- Great for SEO



## INTRODUCTION TO SOCIAL MEDIA

