

USING SOCIAL MEDIA TO **GROW YOUR REAL ESTATE BUSINESS**

A REAL ESTATE EBOOK FROM



INTRODUCTION

Maybe you're new to the concept of marketing with social media, or maybe you're already a seasoned Facebook pro. No matter your level of social media savviness, we'll have something in this guide that'll help your business stand out from the pack.

Though social media started as a way for college kids to stay in touch, it has grown into an essential part of marketing. Businesses big and small rely on social media to gain a following, advertise their products and services, and become a part of the ongoing conversation online.

As a real estate agent, you're part of an industry that relies on up-to-date information, where business success depends on personal connections. Staying in front of your clients and prospects is more important than ever. The real-time aspect of social media has allowed brokers and agents to move faster than ever before, sharing live updates and connecting with their clients on a mass scale. Social media can feel intimidating, but don't worry: We've broken down the different platforms and compiled some of our favorite tips for each.

We encourage you to tweet, post, like, #hashtag, and share what you think about @theceshop. **If you don't know what any of that means, you're in the right place!**

SOCIAL MEDIA NETWORKS IN 2021



FACEBOOK



INSTAGRAM



TWITTER



LINKEDIN



YOUTUBE



TIKTOK



CLUBHOUSE



REDDIT



VIMEO

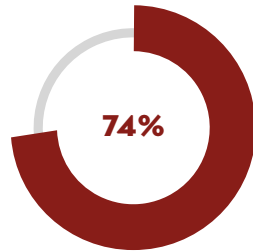


PINTEREST



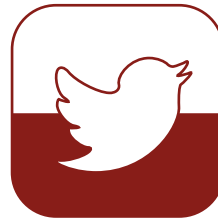
SNAPCHAT

SOCIAL STATS



74% of U.S. adults visit Facebook at least once a day.

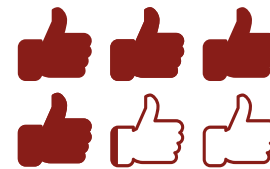
PEWRESEARCH.ORG



500 MILLION

Half a billion tweets are sent out each day.

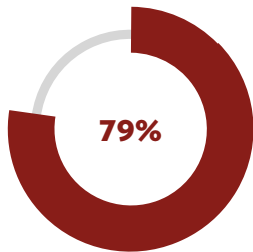
OBERLO.COM



4.2 BILLION

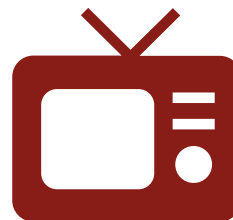
There are 4.2 billion “likes” per day on Instagram.

WIRED.COM



79% of Americans have a social media profile.

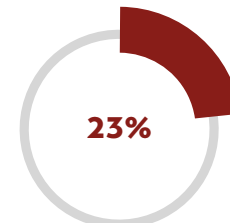
STATISTA.COM



1 BILLION

1 billion videos are watched every day on YouTube.

OMNICOREAGENCY.COM



23% of U.S. internet users have seen videos on or used TikTok.

STATISTA.COM

WHAT'S THE DIFFERENCE?

It's important to know how the top social networks differ.



FACEBOOK

- Great platform to stay connected with friends, family, and brands
- Monthly, over 2.8 billion active users
- Highest traffic of all social media sites



INSTAGRAM

- Visual platform, great for sharing photos and videos
- Over one billion monthly users
- More than 100 million photos and videos being shared daily



TWITTER

- A platform for sharing quick updates as well as staying informed on current events
- 90% of all video plays on Twitter take place on mobile devices



LINKEDIN

- Professional networking site for connecting with clients, colleagues, and other businesses
- 310 million active monthly users



"SOCIAL MEDIA IS THE ULTIMATE EQUALIZER. IT GIVES A VOICE AND PLATFORM TO ANYONE WILLING TO ENGAGE."

Amy Jo Martin, author and founder/CEO of Digital Royalty

Image Source: AmyJoMartin.com



YOUTUBE

- Platform for sharing videos
- 70% of YouTube viewers watch videos for "getting help with a problem" they're having in their hobby, studies, or job



TIKTOK

- Currently the seventh most used social media platform in the world
- Focuses on short video content
- Monthly, over 800 million active users



SNAPCHAT

- Casual form of communicating where messages, videos, and photos delete themselves after they're opened
- Monthly, over 265 million active users



PINTEREST

- A virtual vision board for ideas and information that you can use for DIY projects, arts & crafts, fashion, and entertaining
- 97% of searches on this platform are unbranded

OVERALL BEST SOCIAL MEDIA MARKETING PRACTICES

1

The best times to post will depend on your audience.

Get to know your audience and what time they are using each platform. As a general rule, post during lunch hours (12 PM - 1 PM) and at the end of the workday (5 PM - 6 PM).

2

Use ads to increase your post's reach and engagement.

Social media spaces have changed quite a bit; the old days of posting only organic content are dead and gone. These days, you have to pay to play.

3

Listen to your audience and give them the posts that they enjoy the most so your engagement is meaningful.

Exposure is part of the goal, but ultimately you want your audience to engage with and share your posts.

4

Be authentic and post about what you love.

People want to get to know you, your interests, and your specialties. Trying to be something you're not will only hurt you in the long run.

5

Engage and interact with your audience.

Social media is a two-way street, and you should aim to have conversations with your followers.

6

Incorporate videos into your social media content plan.

Videos are easily digested and garner more attention than traditional text or image posts.

**"SOCIAL MEDIA IS YOUR OPPORTUNITY
TO REACH A MASSIVE NUMBER OF
PEOPLE WITH TRANSPARENCY,
HONESTY, AND INTEGRITY."**

Brian E. Boyd Sr., author and CEO of Media Connect Partners, LLC.

Image Source: GoodReads.com



WHAT TO POST

There's a ton of content available to consumers today, so it's more important than ever to make your content unique and personal. Need a few ideas?

Check out these potential subjects:



Information About Your Listings: Make sure to get a seller's permission before posting photos of their home online. Learn more with our Marketing, Advertising, and Social Media Compliance course.



Neighborhood Events, News, and Happenings: Position yourself as a community expert. Consumers are always hungry for accurate, up-to-date local information.



Tips on Buying and Selling a Home: Buying or selling real estate is often the largest financial transaction people undertake in their lives. Share your industry knowledge and build your reputation as a real estate guru.



Current Industry Info: How are the markets in your area doing, and what's happening in particular neighborhoods? Note: Make sure not to share information that could be discriminatory or violate the Fair Housing Act.



Ask Questions: Engage your audience by taking polls and asking questions that prompt responses. Social media is a digital arena for conversations - so don't be afraid to open things up with a question.



Behind-The-Scenes Authenticity: People want to get to know the real you, so deliver! Share who you are and what you value to build deeper connections with your audience.

IF YOU'RE STILL FEELING UNSURE OF WHAT TO POST, CHECK OUT THESE FREE RESOURCES:



BLOG

A Real Estate Agent's Guide to Creating Marketable Content

Want to create content but don't know where to start? This comprehensive guide breaks down everything you need to get started.

[READ MORE »](#)



EBOOK

The Real Estate Agent's Guide to Uncovering New Business on Social Media

We gathered some of our favorite tips and tricks to supplement our online courses and set you on the path to becoming a social media master.

[READ MORE »](#)



BLOG

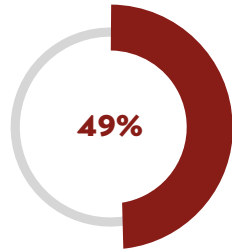
Content Inspiration for Real Estate Agents Looking to Create

Every agent needs to have some sort of branding and the best way to create this marketing is to produce work that engages your audience.

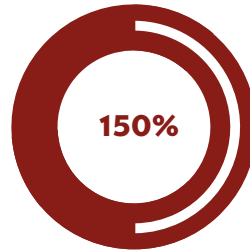
[READ MORE »](#)

PHOTOS

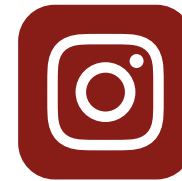
One of the easiest ways to increase your engagement across all platforms is to add photos. Lucky you! We bet by the nature of what you do, you have plenty of options here.



49% of marketers rate visual marketing as very important to their marketing strategy.



Tweets with photos get 150% more retweets than those without pics.



50 BILLION

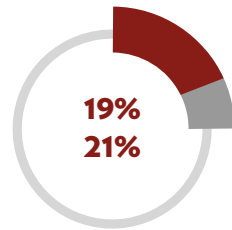
More than 50 billion photos have been shared on Instagram.

TAKE CARE WITH THE PICTURES YOU POST BY FOLLOWING THESE POINTERS BELOW:

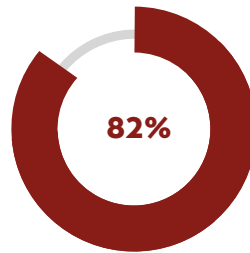
- Use natural lighting when possible.
- Think about the rooms that are most important to buyers - a great kitchen photo beats an empty bedroom any day.
- Take photos from different angles so you have editing options.
- Don't stand in front of a mirror...yes, we can see you!
- Never include homeowners or their pets in your photos.
- Try to take your shots from the doorway looking into the room.

VIDEOS

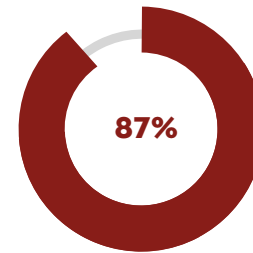
Video is the most engaging form of content you can post on social media. Tell your story!



Videos get **21% more interactions** than images and **19% more interactions** than carousels.



Cisco projects that global internet traffic from videos will make up **82% of all consumer internet traffic by the end of 2021.**



In a 2021 HubSpot survey, **87% of video marketers reported that video gives them a positive ROI** — a world away from the lowly 33% who felt that way in 2015.

FOLLOW THESE STEPS TO MAKE SURE YOUR VIDEOS ARE READY TO POST:

- Use a stabilizer to ensure that your videos aren't shaky.
- Pay attention to lighting.
- Create a unique thumbnail that is eye-catching.
- Use closed captions in your videos so everyone can enjoy them.

HASHTAGS

Hashtags allow users to tag their content, identifying it as belonging to a specific topic of conversation. They are a great way to increase your exposure via search and stay up to date with trending topics. Hashtags are most popularly used on Instagram, Twitter, YouTube, and TikTok.

HOW TO USE HASHTAGS

- Use the hashtag symbol (#) before your words and don't include any spaces.
- Clicking on a hashtagged word in a message will show you other posts that use the same hashtag.
- You can use hashtags anywhere in a post, but know that if you start your tweet with an @ to tag another account, only you, the account you mentioned, and people who follow both accounts will see it. (See example)

POPULAR REAL ESTATE HASHTAG CATEGORIES INCLUDE:



Geographic tags:

#DENVER



Listing details:

#DENVER



Image and feature tags:

#DENVER

FOR EXAMPLE, if Ken posted:



@theceshop

#fistbump Continuing Education.

ONLY KEN, THE CE SHOP, AND PEOPLE WHO FOLLOW BOTH OF THEM WILL SEE IT.

FACEBOOK



Facebook is an easy way to stay in touch with friends, family, and clients. Here are a few things you need to do to set up your Facebook page for success:

- **Create a business page** - don't mix your personal Facebook page with your professional posts.
- **Choose a great cover photo**, make it engaging, and update it as appropriate.
- **Include photos in your posts** - photos of homes, neighborhoods, or whatever else is important to your business.
- **Use videos to garner your audience's attention** and help them better digest your content.
- If you're promoting something, **make sure to include a strong call-to-action**.
- **Always reply** to comments.
- **Use Facebook Insights to track your analytics and adjust your strategy** as needed based on your findings.





INSTAGRAM



Instagram is a community built on the power of visual storytelling. Share your content in the form of photos, videos, or story updates. User Tips:

- **Create a business profile on Instagram** to have access to rich analytics for your profile and posts.
- **Offer a unique take on your job**, your listings, or your everyday life.
- **Show the behind-the-scenes work you put in every day.** Let your audience see all facets of your job, from showing open houses to cashing checks. Using an Instagram Story is the perfect way to share this part of your business.
- **Tagging people, using geographic hashtags and reaching out** to other agents and associations can go a long way toward increasing your interactions.

PRO TIP: Use the \$1.80 Rule as coined by Gary Vaynerchuk: "What I like to call the \$1.80 Instagram strategy translates to leaving your personal two cents on the top nine trending Instagram posts for 10 different hashtags that are relevant to your brand or business every single day. By the end, you haven't just left your two cents, but a full \$1.80 of thoughts online in the specific category, niche, or industry you want to become a part of."

TWITTER



Twitter is a powerhouse for current events and short-form content. Do you tweet? Tweet like this:

- **Personalize your cover image** and use a great profile photo.
- **Find keywords** related to real estate and use them in your tweets. Make sure to use hashtags, too!
- **Know which hashtags are trending** and try to incorporate them into your tweets.
- **Use a maximum** of two hashtags per tweet.
- **Follow other real estate professionals, associations, and anyone else** who you want to follow you.
- **Use associated Twitter tools** such as Buffer.com and Bit.ly to maximize your Twitter presence.
- **Only include shortened URLs** (hint: Bit.ly can help with this!).
- **Engage** with your followers.
- **Retweet** interesting tweets.
- Remember, unless it's amazing, **don't post what you had for breakfast.**
- **Stay positive!**

"#TWITTER: PROUDLY PROMOTING GHASTLY GRAMMAR AND SILLY MISSPELLING SINCE 2006."

E.A. Bucchianeri, author

LINKEDIN



LinkedIn is built for the professional audience. Key features of LinkedIn include resumés, job searches, groups, and industry info. Are you curious about getting linked up through LinkedIn? Follow our pointers below.

USER TIPS:

- **Join relevant groups** and participate in conversations.
- **Complete your profile** with your work experience, work samples, and related activities.
- **Ask for endorsements and recommendations** from previous co-workers and clients.
- **Add your resume** to feature your past experience and skills.
- **Add a recent professional profile picture.**
- **Double check your privacy settings** and turn off activity broadcasts.

BUSINESS TIPS:

- **Create a company page** to highlight your business.
- **Participate in LinkedIn Answers** to share your expertise.
- **Add publications** such as reports, white papers, or books that you've written.
- **Explore LinkedIn plugins** that allow you to link back to your site.

YOUTUBE



YouTube is a video-sharing platform where users collectively watch a billion hours of video every day. Think of YouTube as a search engine for videos, and get started using the following advice:

- **Create a YouTube channel** for your brand or business.
- **Use keyword-rich captions and tags** to best describe your video to your audience. Bear in mind that YouTube is the second-largest search engine after Google.
- **Advertise your videos on YouTube** to increase your videos' reach and get more eyes on your posts.
- **Be genuine in your videos** to best connect with your audience. Users like authentic content, so be yourself and show your personality.





TIKTOK



TikTok is a new social media platform that features short-form videos. With 800 million monthly active users, what started out as a platform geared toward young people now has a significantly wider audience. Let's talk TikTok:

- **Have Fun With It:** TikTok isn't the place to tackle serious business. Users want easy-to-consume, entertaining content. Do a little dancy-dance, share memes, make funny videos or anything else you think your audience will enjoy.
- **Use Popular Songs:** TikTok users frequently reuse the same trending songs in their videos. Using a familiar song will garner the attention of more users. Plus, popular songs help your videos catch traction with the algorithm.
- **Don't Fake It:** TikTok is a place where you can be real with your audience. Don't try to be something you're not. Authenticity is key!
- **Interact With Others:** Duets are an interesting feature of TikTok that allow you to respond to a video with a video of your own. Interacting with other users like this or through comments is a great way to build your presence.

PINTEREST



Pinterest has evolved from a unique visual social network of pins and boards to a shopping network with users using the platform with the intent to purchase. It is still full of amazing ideas and lots of fun DIY projects. Here's how to get started:

USER TIPS:

- **Claim your website** to show Pinterest you are a legitimate user.
- **Enable rich pins.** This feature allows you to add more context to a pin.
- **There are four types of pins:** app, product, recipe, and article.
- **Follow other businesses.**
- **Make sure to engage** with your commenters.

SAMPLE REAL ESTATE BOARDS INCLUDE:

- Listings
- Neighborhood
- Home Style Tips
- Trends
- Inspirational Quotes



SNAPCHAT



Snapchat is an informal social media app that focuses on sharing photos and short videos with friends. Start making snappy connections today.

- **Storify Your Brand:** Snapchat popularized the Stories format of sharing, where you can post a series of pictures or videos that will be deleted after a day.
- **Embrace Informal Messaging:** What makes Snapchat unique is its messaging system. Every snap or message sent is set to self-delete soon after being opened.
- **Serve Your Millennial Audience:** It's unlikely you'll find your aunt or grandma with a Snapchat account. Younger generations make up the majority of users because of the self-destructing messaging system, which allows users to be less thoughtful before sharing - so cater to these users through your content to gain traction on this platform.



BLOG



Companies with blogs generate 55% more website visits than companies without blogs. Get started with the write stuff, as outlined by HubSpot:

- **Always include a Call-to-Action.**
- **Be consistent** with your messaging and your voice.
- **Share your knowledge openly** - you will be seen as an expert and sought after for advice.
- **Give it time** - a strong audience and recognition can take a long time to build.
- **Keep it short.** The average blog post should take one-to-two minutes to read (350-500 words).
- **Share what makes you special.**
- **Don't sweat the critics** - everyone has an opinion, but yours is the only one that matters.
- **Design matters.** Visitors will decide in seconds if they want to stay on your site and read on.
- **Be excited** - you are doing something incredible!



LET'S BE FRIENDS.

Find us on these four platforms and connect with everything you need for your online real estate education.



FACEBOOK

Facebook.com/TheCEShop



INSTAGRAM

Instagram.com/The.CE.Shop



TWITTER

Twitter.com/TheCEShop



LINKEDIN

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Our ever-expanding course catalog of Pre-Licensing, Exam Prep, Post-Licensing, and Continuing Education products are trusted throughout the industry and offer agents across the country the education they rely on.

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