



FACEBOOK BEST PRACTICES

Learn how to amplify your business on Facebook with these best practices.



Share Valuable Content

Share content that people will find useful with links to blogs, news, videos and photos. Every post helps establish your reputation as a trusted source for real estate information.

Be yourself

Let your personality shine across your social media platforms. Whether that be through captions, photos or dialogue. Use social media as a way for your audience to get to know you.

Get on schedule

Create a content calendar, modeled after your business calendar, that helps you plan what to post. Include your activities, local market insights, community events and seasonal concepts or holidays.

Do it daily

Try to post content to one of your social networking sites every day, including a weekly or monthly update on market conditions. Mix personal promotion with other content.

Be consistent

Consistency is important when posting on social media. If you can't post every day, then spread out your content to ensure consistency. You don't want to post every day one week, and not have anything to post the following.

Show you care

Show your clients you care by creating content to congratulate new homebuyers on closing day.

Utilize Facebook live

- Host virtual home tours.
- Interview clients, colleagues, and local influencers with large networks.
- Offer a behind the scenes look at your office and staff at your office (if you aren't remote.)
- Host a recurring series of videos at the same time every week.
- Capture footage of the community.

Use Facebook Ads

Facebook Ads allows you to directly amplify your message to users who have shown specific interest in buying property in your area. Although you must set a budget for this feature, it can be very beneficial for gaining leads.

