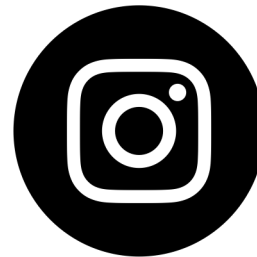


8 Social Media Secrets For Every Real Estate Agent

Stay Active On The Major Platforms

Facebook, Instagram, and LinkedIn are *musts* when it comes to your social media presence. Stay active on these platforms by consistently posting content and engaging with your followers.

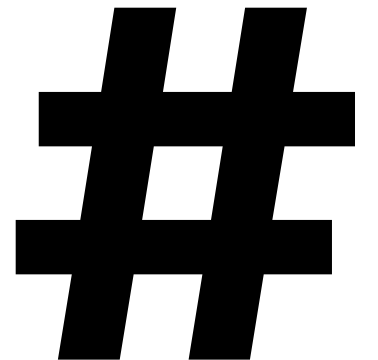




Tip #2

Optimize Your Content

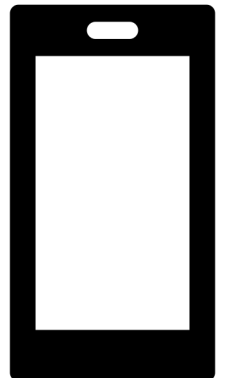
Optimize your content using strategic hashtags that apply to the content your posting. This will boost engagement and help potential customers discover your real estate brand.



Tip #3

Automate Your Social Media Posts

A strong social media presence begins with consistently posting content. Use free online tools to automate your post schedule and save yourself time that can be spent on other tasks.



Tip #4

Share Your Success Stories

Posting content from successful client experiences you've had is a great way of building trust and confidence in your brand. Share testimonials from past clientele and photos of your happy clients in their new homes.



Tip #5

Include Videos In Your Content

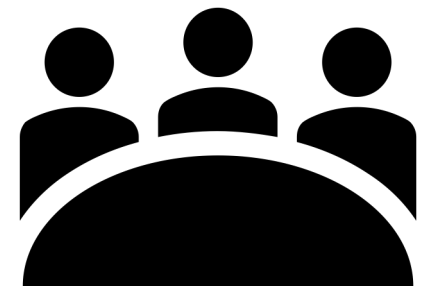
Whether it is videos of your listings or you actually in front of the camera, video is a great way of making your social media content dynamic and engaging. Create videos that cover relevant topics that bring value to your audience.



Tip #6

Collaborate With Local Businesses

Partnering with local businesses enables both parties to connect with your community and increase local brand awareness. Share each other's content and even work on creating content together.



Post Your Listings

Every real estate agent is posting their listings so it is important to employ strategies that make your listings stand out. Try these tricks:

- ✓ Brand your listing posts to match your firm and your own personal brand.
- ✓ Include interesting facts about the listing, as well as the neighborhood.
- ✓ Ask your audience questions about the listing to boost engagement.





Make Use Of Paid Advertisements

Many real estate agents have not yet tapped into the gold mine of social media advertising, making it an extremely valuable tool. Research content online to help you build your advertising strategy and allocate a monthly budget towards it.

