

AN AGENT'S GUIDE TO
Social Media

LET'S TALK ABOUT THE ALGORITHM

"Algorithm" is a HUGE buzz word in the social media world. What even is an algorithm and why is everyone trying to beat it? Understanding how each platform's algorithm works becomes very overwhelming very quickly. Let's break it down.

A platform's algorithm decides which posts get seen and what is old news. If your posts are low in the algorithm, your followers won't see your posts. This means you are not gaining followers or boosting your interactions, which in turn, places you even lower on the algorithm. This is why there is such a big push for "beating the algorithm" and why platforms change them constantly.

On average, only 6.4% of a profile's followers see individual posts. Those 6.4% can change post to post, but that's a critically low number if you are trying to grow your business.

I know you're asking, "so, how do I beat the algorithm?" While there is not a set-in-stone answer, my goal is to set you up for as much success as possible by sharing my research on Facebook, Instagram, LinkedIn, TikTok, and YouTube. These five platforms are the most likely places for you to share your content while growing your business.

GENERAL ADVICE

Know what your goal is on your profiles. Are you trying to grow your follower count? Are you trying to have more interaction? Are you trying to drive people to a certain website?

The more engagement your account receives, the higher you rank in the algorithm. Ask your friends and family to share every post from your account to draw in traffic.

Everyone's audiences are different. Post at different times each day to see when your audience is most active. Once you know that, save your biggest messages for the most active time slots.

Mix up your style of posts. Break up real estate posts with personal posts. Do not post just to post. Always bring a value-add.

Recency is a top factor in algorithm ranking, so post 1-2 times a day to stay top of mind without being flagged as "spam-y". Most people check each newsfeed multiple times a day. Social media platforms do not show the same post twice to the same person. Multiple posts a day allows you to be seen twice instead of once.

Use high-quality photos, videos, infographics, and reports. NEVER post a blurry photo.

Use your professional profile to interact with other professional profiles. Comment and like posts from other agents, inspectors, title companies, and lenders. Not only does it help other businesses in the algorithm, but it also gets your user name in front of their audience.

Check in on the competition. What are their top performing posts? When are they posting? What does their feed look like? Figure out why people like their profiles.

Never post without a photo or video. Viewers scroll over all-text posts, so always include some type of media.

MULTIPLE PROFILES

Should you separate your business and personal profiles? While there are huge perks to both, there are also pretty sizeable downsides. At the end of the day, it's up to you to decide what best fits your commitment level and your audience.

Business Profile AND Personal Profile

Pros

- Separate work and personal posts
- Schedule posts ahead of time
- Create a new audience specifically for real estate related content
- See reports on audience activity

Cons

- Start over from scratch for followers
- Post consistently or algorithm will suppress your profile
- Two accounts = twice the work

Personal Profile Only

Pros

- Easier to manage and keep up
- Direct contact to your sphere with little work
- Better chances of knowing your audience's tendencies right off the bat
- More personal interactions with audience

Cons

- Maintaining work/life posting balance
- Cannot schedule posts in advance
- No reports on audience activity

Whatever option you go with, stay consistent, honest, and pay attention to your audience!

LET'S TALK ABOUT FACEBOOK

TIPS AND TRICKS

- Set up your personal profile under your name, make it public, and clean it up
- Post daily and orient your posting towards an older crowd
- Mix up your posting between work and personal life
- Make every post tell a story
- Tell your friends and family to share and comment on every one of your posts
- Do not use a ton of emojis in your captions and remember to be concise in captioning your posts

74% of Facebook users check their feed at least once a day. 51% check more than twice a day. The average Facebook user scrolls for 34 minutes a day. This means Facebook users are taking in a ton of information, photos, and videos every day. How are you adjusting your strategy to make your profile stand out?

Facebook is the most-used social media platform, but it is not the most used in every age group. Compared to other platforms, Facebook users are usually older than 26 years old. This is the same age group as many first-time homebuyers. If your target audience is people of a "normal" homebuying age, Facebook is a great place to be.

Another note worthy tidbit about Facebook is its use as a search engine. Many users go to Facebook to search people, sometimes even before Google. How does your profile look to someone who searches your name? Are you easily searchable?

The Facebook algorithm can sometimes suppress small businesses, so it's important for you to utilize every tool in your tool box. Call on help from fellow teammates and friends to bring your interactions up, but always return the favor. Post high-quality information and content so your audience knows to look for your posts when they have a question.

LET'S TALK ABOUT INSTAGRAM

TIPS AND TRICKS

- Use a mix of related and trending hashtags on every post to enhance your chances of being seen by someone who doesn't already follow you
- Always have a story posted and share others' posts there
- Spend 30 minutes daily interacting with other posts
- Have your friends share posts to their stories
- Utilize Reels (see TikTok on page 8)

63% of Instagram users check their feed at least once a day and 42% check their feed two or more times. An average user spends six and a half minutes scrolling. There is not a lot of time to get in front of your audience before they are on to the next thing.

Even though both Facebook and Instagram are owned by Meta, they are incredibly different. Instagram is like Facebook's little sister; it's marketed to a younger crowd and the most "Insta-famous" people are on the younger (and more famous) side, too.

Because of this, your audiences on Facebook and Instagram may be completely different. If that's the case, then what you're posting on Instagram should be a little different than what's going on your Facebook. If you're just starting out, don't worry about this too much. But, you'll want to dial it in a bit more as you grow.

One of the big factors of Instagram is your grid. This is what people see when they click on your profile and shows your nine most recent posts. Your grid is important because it is what keeps people on your profile. You want your images/graphics/videos to be captivating enough to draw people in with a simple glance. This, matched with your bio, will let people know whether they should follow you in under five seconds. We all know how important first impressions are, and this is critical to your success on Instagram.

Instagram is also all about aesthetics, so you should have some consistency in your appearance. This can be accomplished through color and font choices on your graphics (your branding) and a general mood of your images and graphics (light and bright, dark and moody). Consistency makes your brand look expensive and well-thought out, and it shows attention to detail.

LET'S TALK ABOUT LINKEDIN

TIPS AND TRICKS

- Remember you are posting to other professionals- PROOFREAD
- Be honest and uplifting
- Interact daily with new posts of both big names and people in your sphere
- Congratulate people's accomplishments publicly

LinkedIn, or "professional Facebook," can be a really great tool for recruiting and gaining new leads. Many people will tell you LinkedIn is only used by those looking for a new job. But, this can often mean those same folks are looking at moving to a new city, which can be an in for a real estate agent. Show your best moments and avoid sounding sales-y on this platform.

I know you're thinking, "I haven't logged onto LinkedIn in years. I don't even know my password" and that's exactly why you should get back in. Does your professional sphere know you're an agent? Do they know you can provide an incredible level of customer service? Do they know you were in the top 1% of real estate agents in the country last year? All of these things create leads or referrals for you. Maybe not tomorrow, but this is a marathon, not a sprint.

All of the top LinkedIn influencers are unashamed of their "lesson learned" posts. In a world of highlight reels and a high level focus on success, this is one of the major things that sets LinkedIn apart from other platforms. It shows you are human and every professional has made mistakes along the way and they get it, which helps your post and your brand perform at a higher level when you share those posts.

A great place to start on LinkedIn is to post at least once a week. Your first couple posts should be introducing who you are as a professional. Then, follow those up with a few wins and a lesson learned.

Diversify your posting on this platform between being super good at your job, motivational posts, announcements, and a few mistakes here and there.

Another way LinkedIn can be used is for recruiting. Are you looking for an agent to join the team? Do you recognize those in your sphere that haven't been posting as much real estate content? Those are the ones that you should talk to, and LinkedIn is a fantastic place to do that because it is expected and doesn't feel as sales-oriented.

LET'S TALK ABOUT TIKTOK AND INSTAGRAM REELS

TIPS AND TRICKS

- Use trending hashtags only
- Short captions on your videos
- Encourage friends to follow and like all your videos
- Spend 30 minutes daily interacting with other posts
- It's okay to be silly and make mistakes; this platform LOVES that

Whether you joined because of boredom or peer pressure, everyone loves TikTok. It beat out Facebook for the platform with the most users in 2021 and shows no signs of slowing down any time soon. TikTok has become the #1 platform for small business owners to share their craft and drum up business, so why should you be any different? There are agents who bring in 10 leads a month through TikTok alone, but it takes a lot of work.

The biggest thing to note with TikTok is trends. They change daily, they're all over the board, and sometimes, they're just weird. The best way to jump on a trend is to spend time on the app. If you notice there is a particular sound you're hearing over and over again, it's likely trending. Same goes for dances and other videos. These are the things you want to use to get started.

Once you feel comfortable making TikToks, move into sharing market knowledge and day-in-the-life videos. People on TikTok absolutely love to take in information they think they can't get anywhere else and they love to watch how other people live. Both types of videos are super easy to make and have a decent chance of going viral.

One of the best ways to think of content for TikTok is to follow other agents who are doing well and borrow their ideas. Ask your teammates who they follow and steal ideas from. Just avoid doing that with other agents in the same market.

LET'S TALK ABOUT YOUTUBE

TIPS AND TRICKS

- Use trending and related tags - not hashtags
- Create good-looking thumbnails
- Have someone watch each video before posting to make sure it is engaging
- Invest in production equipment
- Share to all social platforms and have a link to your channel on every profile

Good ol' trusty YouTube. We all know the importance of YouTube in people's everyday lives. It has become more of a search engine than a video-hosting platform. Viewers go to Youtube to gain information or get the inside scoop. You can give them both.

There are a ton of agents who absolutely kill it on YouTube and they all do it in different ways. One way is to be very informational. Sharing "how-to" videos and market updates specific to your market can be incredibly beneficial. But it has to be in a way that will catch your audience's attention. Everyone else is sharing similar information, so how will your videos stand out? Will you be a little silly, have an interesting backdrop, crack jokes? That's all up to you.

Another common way agents become YouTubers is through vlogging. This type of video has been around for a while, but has gained a ton of traction through the pandemic. Humans are so interested to see how others live and work. Real estate agents have a reputation of being super wealthy, so people love to see what a day looks like in an agent's life. If you choose to do videos this way, invest in a vlogging camera so the videos are high-quality.

Everyone loves a good listing video. If you're able to put out a listing video weekly, people will start to notice. These should be high-quality and if there is a person in them, that person should be mic-ed. If you are doing a walk-through video at a listing that is not yours, make sure you get written permission from the listing agent and mention them at the end of your video.

The biggest caveat with YouTube is that if the videos are low-quality, no one will watch them. Invest in a camera, lighting, a microphone, etc. to bring your quality up to where viewers expect it to be. Do not put out content that is low quality.

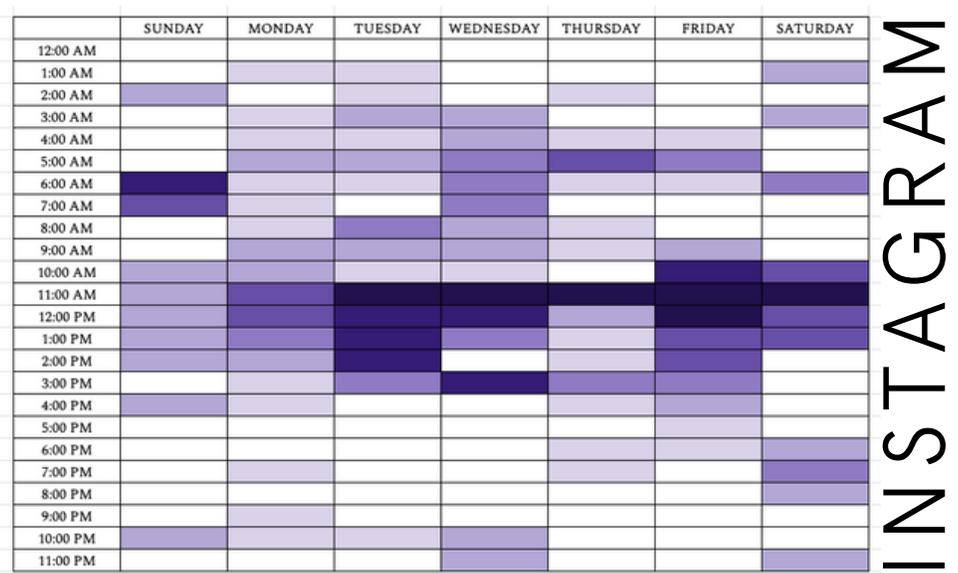
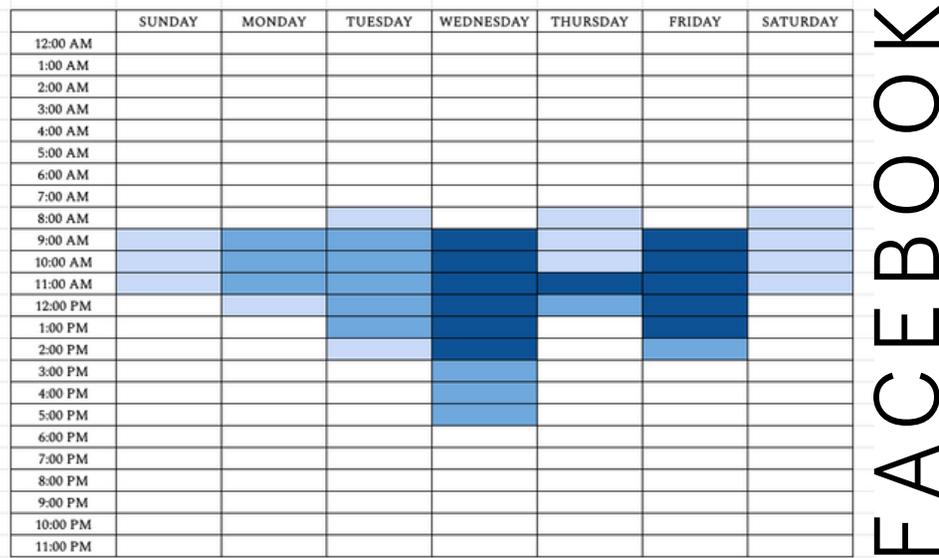
CONTENT CREATION

The most overwhelming thing about owning a successful social media account is constantly creating content. While this may seem like a daunting task, there are a few ways to make this part significantly easier for you.

1. Set aside time daily, weekly, and monthly to create content and see how it is performing. Put time on your calendar and do not let yourself slip. This way you have content ready to go when you're in the middle of your crazy schedule.
2. Create a social media calendar. Track what you're posting about, what type of post, to what platform, and whether or not it's scheduled. Post the caption in the event details so it's ready to go, leaving you no excuses for not posting.
3. Bulk record videos. If you are on TikTok, Reels, or YouTube, take a few hours and record multiple videos so you aren't scrambling the day of posting. Allow yourself time to change between videos as well.
4. Don't reinvent the wheel. Follow agents outside of the Twin Cities market and borrow their ideas. No one will know except for you.
5. Collaborate with vendors, lenders, inspectors, and other agents. People love a good recommendation, so showing who you work with will help them trust you and help your partner as well.

WHEN TO POST

Now you have the information about the platforms, but how do you put it into motion? Well, start by experimenting with posting times. The best thing you can do for your social media profiles is to post when your audience is online. If you're just starting to dive into social media, then you may not know when your audience is most active. Don't worry, there is a TON of research done on this and a lot of it is compiled below. The darker the color, the more active the global audience is. Some platforms, like Facebook and Instagram, have an overwhelming amount of research around them. Others, not so much. But, this is a good place to start to know when to post.



WHEN TO POST

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
12:00 AM							
1:00 AM							
2:00 AM							
3:00 AM							
4:00 AM							
5:00 AM							
6:00 AM							
7:00 AM							
8:00 AM							
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11:00 PM							

LINKEDIN

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
12:00 AM							
1:00 AM							
2:00 AM							
3:00 AM							
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TIKTOK

	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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YOUTUBE

CONTENT IDEAS

Stuck on what to post about? Here are some general ideas and talking points.

Personal Posts

Intro post

- Introduce your family
- Three fun facts
- What should everyone know about you?
- Why are you an agent?

What keeps you grounded

- Person, place, podcast, activity

What are you focused on

- Where are you putting your energy and why?

Goal Check-In

- Where are you at with your goals?
- Be vulnerable
- Don't list specific goals unless you've reached them

DIY Projects

- What projects have you done on your house/currently doing?
- Share some failures and tips

Flashback Friday

- Funny photo
- First sale
- Support system
- Tell the story (emotion)

Family Recipes

- You don't have to be a cook to do this
- Ask your mom/dad/friends for an easy recipe
- Take a photo of you cooking or the food
- Post the recipe

What you love most

- Hobby or real estate related
- Use this to break up real estate related posts

Funny Story

- Kids, pets, friends, etc.

What does success mean to you

- Be honest
- Do not mention money if you can avoid it

Review of a local spot

- NO CHAINS
- Record a video/TikTok in the spot
- Write a review for them on Google/Yelp using your name

Family Appreciation Post

- Thank your support system
- Share photos/memories
- Share a behind the scenes story of a funny photo

Community Highlight

- Why you love where you live
- Organizations in the community
- Community events going on

National Days

- Post about national days you care about
- Be clever!

Favorite Memories/Places

- Traveling, celebration, just hanging out, etc.

CONTENT IDEAS

Professional Posts

Funny Story

- Kids, pets, friends, etc.

Market Review

- Once a month
- How buyers navigate
- How sellers navigate
- Specific to your IDEAL market

Dream House Inspo

- Find a photo that you love
- Tag the original design profile
- Talk about why you love it and the trends in it

Review Post

- Post a graphic with a customer review
- Film your clients on video giving you a review
- Talk about how much your clients mean to you

Closing day

- Post a photo of you and your clients with a sold sign
- Talk about ways to celebrate
- Share what a closing day looks like with some tips and tricks

Real Estate Terms/FAQs

- Weekly series idea
- What are you getting questions on all the time?
- Appraisal, inspection, escrow, closing costs, etc.

Featured Listing

- Take any team listing and post about it
- Share open houses

This or That

- Design trends, sports teams, restaurants, etc.
- Ask your followers to vote

To-do List

- Make it silly or a full day of real estate
- It's okay to make it up

Why you became an agent

- What moment did you know it was the right move?
- How did you find real estate?
- Do you regret it?

What are you focused on

- Where are you putting your energy and why?

Review of a local spot

- NO CHAINS
- Record a video/TikTok in the spot
- Write a review for them on Google/Yelp using your name

Motivational

- What are you struggling with? Write a short note to yourself
- What are you hearing others struggling with?
- Keep it on the short side

Design Trends

- Link in an article if needed
- Talk about what you're seeing when you tour homes
- What are your clients looking for?

Lesson Learned

- Talk about a failure you've experienced
- Make it into a story
- Always have a happy ending- what did you learn, how did it make you grow?
- Allow yourself to be a little vulnerable

Real Estate Tips and Tricks

- Moving, organizing, finding the right house, finding the right agent, etc.

More than Moving Post

- Buyer/seller story that sticks out in your mind
- Pull on emotion

Partnership Highlight

- Lender, inspector, closer, etc.
- Film an interview with them