



FACEBOOK BUSINESS PAGES

A business page on Facebook gives you a way to communicate directly with your target audience, much like an ongoing focus group. Your fans are there because they are aware of your company and want to learn more.

While your Facebook page may represent your company, it also allows you to show the human side

of your business through one-on-one conversations, personal tidbits, and nonbusiness interaction.

Facebook Insights provide useful information about what your fans want through their interaction, comments, and feedback. **Here are some ideas on how to use your Facebook business page to increase visibility and followers.**



HOW TO USE

Facebook Business Pages vs. Personal Profiles

Before creating your first Facebook Business Page, it's important to note these two very important differences. Two terms that will be used in this tutorial are "Personal Profile" and "Business Page." You will NEED a personal profile to make a business page.

Personal Profile

- Must have a personal profile to create a business page.
- You "request" to be friends with others
- Can join groups and post in groups that you do not own.
- Meant for personal posts (although you can occasionally post about business).
- Not meant for businesses, can be shut down if you post too much business content.
- Many privacy options – you can block people or put them on several types of lists.

If you don't have a personal profile yet, go to www.facebook.com and sign up for an account.

Business Page

- Like a mini "website."
- Must have a business page to run any type of advertising or get visitor stats.
- Use the same login as your personal page.
- You can add other people to your page to help you manage your business. (They will post AS your page).
- You can "invite" existing friends to like your page.
- Little-to-no privacy options, although you can block people if they are causing issues.
- People can leave reviews of your business.

STRATEGY FIRST ESTABLISH YOURSELF AS A PROFESSIONAL

If you are invested in accelerating your business, you must use a Facebook Business Page to conduct your real estate activities. Here's why:

- A Business Page helps assert you as a professional. Just as you conduct yourself differently in front of buyers at a showing versus out with your friends on Saturday night, you would do so on a Business Page versus your personal profile.
- Business Pages come with great tools to help market your business, such as lead-generation tools, readily-available contact info, insights on your visitor demographics and frequency, and the ability to advertise.
- If you want your content to be shared by your brokerage on their official channels, you must have a Business Page.
- Facebook does not allow business activities to be conducted from a personal profile.
- Set yourself apart from your competition - many agents are still not even using social media for business.

7 TIPS FOR SUCCESS

1 START WITH STRATEGY

Think about what you want to get out of Facebook. Do you want more followers, or more genuine relationships, or to check in with existing clients? Create a goal, then a plan to attain it.

2 MAKE IT EASY

Once you've determined your goals, create a weekly content calendar to support them. For example, you might recognize clients on Mondays, post about the community on Wednesdays, and promote your listings on Fridays. Calendar it out and dedicate time once a week to schedule your posts for the entire week. That way you can set it and forget it.

3 BE GENUINE

Social media is just that – social. Present your personality, respond to comments, and try to genuinely engage whenever you can. A great way to put your toes in the water and stay in flow with your sphere is to like and comment on other people's posts.

4 BE CONSISTENT

Remember to try to post every day. Facebook will start showing your content to more people the more consistent you are.

5 PROVIDE VALUE

It may be difficult to create content, but if you try to EDUCATE, INSPIRE, or ENTERTAIN with each of your posts, you will be providing value to your followers.

6 ENGAGE YOUR BROKERAGE

Tag or @mention (this allows you to “tag” a page – type “@” then the page name, clicking the page to select it when typing out your post copy) your brokerage's page when relevant. This allows them to see that you've created content and will be likely to share it. They will not share content created from a personal profile.

7 ENJOY THE EXPERIENCE

And most of all – remember to have fun! Social media shouldn't be difficult! Take the pressure off and just be yourself.

YOUR FOLLOWERS WANT TO RELATE TO YOU. PRESENT WHO YOU ARE, RESPOND TO COMMENTS, AND ENGAGE OFTEN.

REMEMBER TO: Educate, inspire or entertain with your posts.



Be genuine and remember to enjoy the experience!!

POSTING IDEAS

HERE ARE JUST A FEW IDEAS...

Get users to interact on your page

- Use polls and quizzes to learn about your audience
- Run contests on your real estate Facebook page
- Organize regular giveaways
- Post about customer success stories
- Share a video walk-through of an open house.

Post a weekly or recurring series

Successful social media management requires you to post regularly — at least once a day on Facebook. An active account shows your audience that you're engaged and encourages them to keep coming back to see what's new. Starting a regular series, like a featured home will give you an endless stream of content ideas, helps you showcase homes you need to sell fast, and keeps your audience coming back.

Promote local events you're hosting or attending

Promote events that you'll be attending like a home-and-garden show for customers or events happening within the city. These events don't have to be related to your business, but simply give your audience ideas of events happening in and around their neighborhood.

 **SHOW FOLLOWERS
YOUR SUCCESSES**
AND YOUR CLIENT
SUCCESSES

Post about client success stories

When a new customer buys a house, take a picture of them in front of their new home and post it to your page. Tell people a story about who these customers are, what city they bought in, and a little bit about their journey to becoming homeowners.

Another option is to post images of all the homes you've sold in the last month to show potential customers your success rate.



Post pictures of neighborhood features

Do the neighborhoods your properties are listed in have amenities that appeal to your target audience? Taking photos of the great local eateries and parks is important information to accompany a listing.

Highlight your success rate with infographics or charts

If you've sold a lot of homes or helped a record number of customers, show this information in the form of a simple graph. For example, show year-over-year growth to demonstrate the difference so that users see how good a job you've been doing at selling homes.