



COLDWELL BANKER | TOMLINSON

SOCIAL MEDIA BEST PRACTICES



CONTENT THAT CONVERTS

CREATE CONTENT WITH A PURPOSE

Using one of these four content strategy pillars will ensure you are posting content that provides value to your followers. Your content should provide a healthy mix of these four things:

CONTENT TYPE	GOALS	EXAMPLES
Educational	<ul style="list-style-type: none">• Define audience• Convey valuable info• Addresses relevant industry topics• Become a reliable source	<ul style="list-style-type: none">• Market updates• Summary of current industry news• Professional Advice
Entertaining	<ul style="list-style-type: none">• Evoke emotion• Stop the scroll• Engage with audience	<ul style="list-style-type: none">• Stories & Experiences• Trending Audio• Vlogs• Inspiration
Promotional	<ul style="list-style-type: none">• Brand Awareness• Inform the audience of the services you provide	<ul style="list-style-type: none">• Listing Updates• Testimonials• Featured Properties
Connect	<ul style="list-style-type: none">• Develop relationships• Demonstrate your values• Builds connection with others	<ul style="list-style-type: none">• Engage with other's content• Reply to comments and messages• Share personal updates

TOOLS TO OPTIMIZE YOUR CONTENT

APPS & WEBSITES (NOT CB TOOLS)

Listed below are some of our favorite social media tools that we recommend to help with your content creation process:

CANVA

Canva is a well-known app/website for graphic design, and it offers many templates for social media. You can create digital content for Facebook or Instagram, email headers, or get creative with video/audio editing features. www.canva.com

ALL HASHTAG

All Hashtag's Hashtag Generator gives you the top 30 and more hashtags based on your keyword selection. The hashtag generator suggests related hashtags based on a keyword. You have three filter options to find the hashtags you need – top, random, or live. When ready, you can copy the generated hashtags with the copying button. www.all-hashtag.com

COPY.AI

Copy.ai is an AI-powered content creation platform that uses natural language processing and deep learning to help you automate your content workflow. You can use this tool to automate and create compelling captions or video scripts for your social media content. www.copy.ai

CAPTIONS.AI

Take your videos to another level with the Captions AI app. Captions are proven to increase engagement on your videos - with this app, you'll get access to automatic transcriptions and customizable text options that will have your videos standing out. Note: This is only available in the App Store. www.captions.ai

BEING SOCIAL ON SOCIAL MEDIA

DRIVE INTENTIONAL CONNECTION

1

BE HUMAN

Whether you're sharing real estate statistics or your latest closings, be genuine and keep it real. And don't forget to include a little about you in your profiles! Sharing your likes, loves, what motivates you and keeps you going humanizes your content, encourages conversation and creates connection. Consider sharing content that's 75% real estate, 25% personal.

2

RELATIONSHIPS > FOLLOWERS

Higher follower counts don't always drive business. 200 locally engaged followers will likely have a bigger impact vs. 2,000 followers who don't know you and aren't invested in your content. Nurture your existing audience, get to know them, and form genuine connections with quality content.

3

HELPING OVER SELLING

No one wants to feel like they're being advertised to. Focus on providing value and offer your expertise and knowledge. Join forums and answer questions. Position yourself as the ultimate real estate resource with humility and thoughtfulness.

4

NETWORK DIGITALLY

Social media isn't just about creating a page where people can find your contact information or website: It's connection and relationships. Join groups on Facebook and LinkedIn. Drive conversations and handshakes online. Stay engaged with your sphere of influence.

CREATE A BRAND KIT

CONSISTENCY IS KEY

A brand kit is a short, easily digestible guide to your brand's visual identity. It's a quick reference to understanding the logos, colors, fonts, and messaging that represent your brand.

Think of it like this - if you were to able to print copies of your website, social media graphics, flyers, and signage, and lay it out on a table, would it all have the same look and feel? Would an outside consumer be able to easily identify that it all comes from the same business? Setting a solid foundation for your visual identity with a brand kit is key for staying consistent and on brand.

KEY ELEMENTS

LOGO

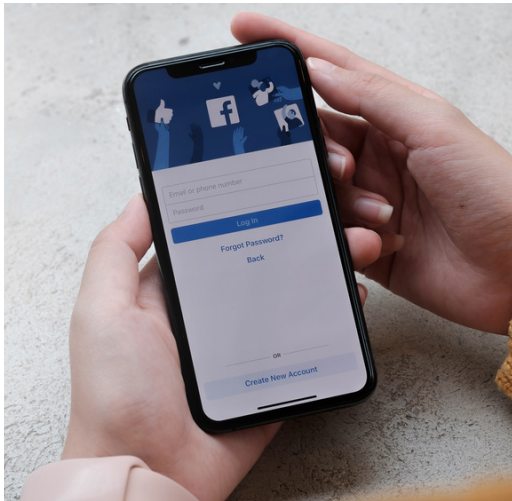
COLOR PALETTE

TYPOGRAPHY (FONTS)



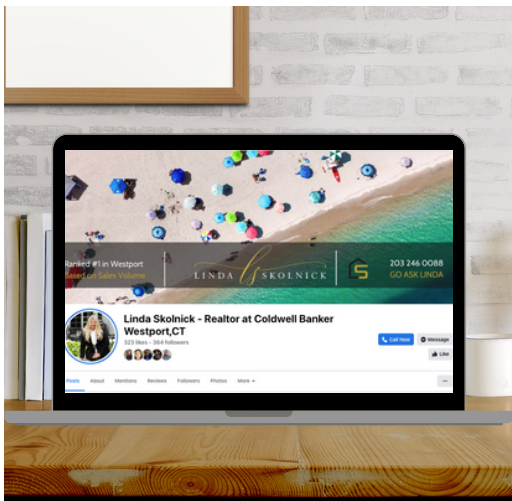
FACEBOOK BUSINESS PAGE

BUILD YOUR BRAND PRESENCE



PAGE NAME AND CATEGORY

- Make sure when creating your page you select "Real Estate" as your category to help optimize searchability and advertising compliance.
- When creating a name for the business page, you want to make sure it is distinguishable from a personal page.
- Use your real estate business name, your personal name, or a play on both followed by "Realtor" so page visitors are aware of your profession and help to establish it as a business page.



BRANDING

- Profile Image: Use your most up-to-date headshot.
- Cover Image: We recommend a well-designed banner to represent your brand messaging that is 820 pixels wide by 312 pixels tall.
- About Section: Include your business description, expertise, and offered services. Add your contact information like your affiliated office address, hours, phone number, email, and website so prospective clients have a way of reaching you.

Facebook is the largest social networking site, with nearly 3 billion people using it monthly. That means approximately 37% of the world's population are Facebook users. You can also optimize paid advertising, including the Coldwell Banker Boost tool.*

FACEBOOK BEST PRACTICES

HOW TO BE SUCCESSFUL ON FACEBOOK

DIVERSIFY CONTENT

Facebook allows you to post all of the different content types: photo, video, written, and live streaming. You should provide a healthy mix of these different content types in order to reach new audiences and engage your current ones.

ALGORITHM

You have to make the algorithm work for you. Along with diversifying content, make sure you are posting when you know your audience is online. You can pull your own analytics to determine what works best for your audience. Actively reply to all of your comments and messages.

LEVERAGE ADVERTISING

Paid promotion still dominates the platform. Take advantage of tools like CB Boost to drive awareness of your business.

META BUSINESS SUITE

Now that Facebook also owns Instagram and the company has rebranded to Meta, there are tons of integrations between the two platforms to help make managing them easier. The three tools in Meta Business Suite you should get familiar with are Planner, Inbox, and Insights.

PERSONAL NETWORKING

Don't forget about your personal page. Leverage it by joining groups and jumping on forums to help promote yourself and your expertise.

GO LIVE

Facebook rewards business pages that go live, helping them to know there is a person behind the business that is authentic. This helps your content in the algorithm.



PERSONAL PROFILE VS. BUSINESS PAGE

UNDERSTANDING THE DIFFERENCES

FACEBOOK PERSONAL PROFILE

Your Personal Profile is designed to be a connection between friends and family as well as a place to share personal photos and status updates with people who are close to you. The people who can see and engage with your Facebook Profile content are the ones whom you have accepted a friend request from. Your Facebook profile has the ability to be set to private and the audience size is capped at 5,000 friends.

FACEBOOK BUSINESS PAGE

Your Facebook Business Page is separate from your Personal Profile and the content here should be about the services your business/brand provides. Other than inviting friends and family, you should also invite past and potential clients to 'like' your Business Page. Only when someone 'likes' or 'follows' a Page on Facebook, they can start seeing updates and engage with content from that page. Your Facebook Business Page is public, so it is viewable on search engine results which helps with SEO (Search Engine Optimization). Unlike your Facebook Profile, a Facebook Business Page has an unlimited audience size.

In order to grow your Facebook Business Page audience outside of just your friends/family and clients, it is recommended to run ads or boost a post. By doing so, your content will start being seen by people beyond just your page 'likes/follows' and can be targeted to a set demographic based on location and interests.

WHAT DOES THIS MEAN FOR YOU?

Having a strategy for both your personal and business page on Facebook is vital for growing your sphere of influence. Without running a paid strategy, you will find that it is hard to engage with an audience on a business page. Sharing updates about real estate to your personal page sphere will allow you to stay in front of your close connections and drive more awareness of your business. You can also join local Facebook groups to network in and share your expertise.



INSTAGRAM PROFILE

MUST HAVES ON YOUR INSTAGRAM PROFILE PAGE



No. 01 — **USERNAME**

Keep your username consistent across your social media profiles, including Instagram. Make it concise!



No. 02 — **PROFILE PICTURE**

Ensure your profile photo is clear and professional. Keep your headshot consistent across all platforms.



No. 03 — **WRITTEN BIO**

Include your name, location, brokerage, team information, areas you are licensed in, and any information you want a client to know first.



No. 04 — **WEBSITE AND EMAIL**

Include your website and email to offer clients an easier way to connect with you offline.



No. 05 — **HIGHLIGHTS AND COVERS**

Save your favorite stories to your profile to be easily accessible by your followers. Edit the Highlight covers to incorporate your personal brand.

INSTAGRAM BEST PRACTICES

HOW TO BE SUCCESSFUL ON INSTAGRAM

SHOW YOUR FACE

Instagram wants you to show who you are! Use photos, videos, and more to connect with your followers.

USE ALL FEATURES

The more you use the different features of Instagram, the more they will push your content to followers and non-followers. Use stories, reels, live streaming, and photo to maximize your reach.

ENGAGE

Ensure to respond to all comments, comment on others' posts, share others' posts to your story, and be social!

BE A RESOURCE

Provide educational tips on real estate, and always ensure to give definitions to basic terminology- assume the audience does not know about RE!

SHOW YOUR PERSONALITY

Do not be afraid to show your fun side! Consider what else outside of real estate you are willing to share on social to further drive consumer connection.

HASHTAGS

Instagram allows up to 30 hashtags, but 3-5 are best to optimize the platform. Use relevant hashtags to the content you are posting.

REELS

Aim to post 60% video and 40% photos based on the Instagram algorithm. However, the more video the better!

AUTO-REPLIES

Use auto-replies to set messages when you are away from the app and receive inquiries from potential clients.

INSTAGRAM FEED

Add your Instagram feed to your website and your handle to your email signature so people know how to connect with you on the app.

PAID ADS

Do you have a piece of content that is performing well? Boost your content to have it seen by more people in the target areas you need to reach.



LINKEDIN PROFILE

STAND OUT AS AN EXPERT IN THE INDUSTRY



No. 01 — **VISIBILITY**

Searchable, public profiles on LinkedIn get far more views. Make sure your profile is public and easy to find with a custom URL.



No. 02 — **PROFESSIONAL PHOTOS**

Think of how you dress and act when you meet a client in real life. Your profile photo should be representative of the way you'd appear in a face-to-face sales meeting. The same applies to your background image, we recommend a beautiful photo of the area you service.



No. 03 — **COMPELLING HEADLINE**

A well-crafted headline works with your profile picture and background image to capture attention – and it's often the difference between a prospect staying to find out more or clicking away. Imagine telling a potential client how you can provide value for them, and write from there.



No. 04 — **WORK EXPERIENCE**

Use this section to demonstrate what you can do for customers. Remember, this isn't a resume for an employer. Keep your work history relevant to potential clients. Include details to help distinguish you from other sales professionals.



No. 05 — **ENDORSEMENTS & RECOMMENDATIONS**

Adding specific skills on your Profile is a great way to showcase your abilities to potential buyers. Those skills can be validated by skill assessments, and by 1st-degree connections with "recommendations". LinkedIn recommendations and endorsements from satisfied clients can give you immediate credibility.



No. 06 — **FEATURED**

Add your best posts, documents, media, and websites by clicking "Add Profile Section" and selecting what you would like to feature.

LINKEDIN BEST PRACTICES

HOW TO BE SUCCESSFUL ON LINKEDIN



WHEN TO POST

- Post 1-2 times per week
- Tuesday through Thursday around 11am
- Share long-form content



ENGAGE

- Like, comment and share other's posts
- Reply to comments on your posts
- Endorse other's skills
- Join relevant, local real estate groups



CONNECT

- Direct message people who view your profile and potential new connections
- Invite past clients to connect with you
- Follow Coldwell Banker Realty to stay up-to-date with the latest news

Getting your LinkedIn profile working harder for you doesn't have to take up hours of your time. Try working through these ideas, building from one to the other – and you'll find that you can make progress quickly, even if you're just able to set aside a few minutes over a lunch break or in the evenings. Once you're flexing the full advantages of your LinkedIn profile you'll be amazed what a difference it can make to both you and your business.

TIKTOK PROFILE

HOW TO STAND OUT ON TIK TOK



No. 01 — **USERNAME**

Include your subject matter in your username. For example, (firstnamelastnamerealestate)



No. 02 — **PROFILE PICTURE**

Tik Tok profile pictures should be close up and show off your personality. Close shots perform best with the layout of the app



No. 03 — **WRITTEN BIO**

Tik Tok has a limited section for the bio (only 80 characters), so words matter! Only include the most important information for potential clients



No. 04 — **LINK**

Use this section to demonstrate what you can do for customers. Remember, this isn't a resume for an employer. Keep your work history relevant to potential clients. Include details to help distinguish you from other sales professionals.



No. 05 — **CALL TO ACTION**

Explain what you want a potential client to do with your link. For ex. "Click below to find your dream home"

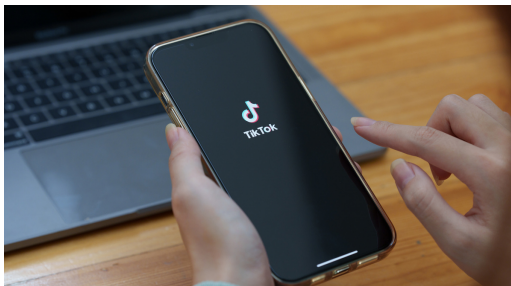
TIKTOK BEST PRACTICES

HOW TO BE SUCCESSFUL ON TIKTOK



WHEN TO POST

- TikTok encourages you to post 3-5 times a day
- Goal: Post 4-5 times a week



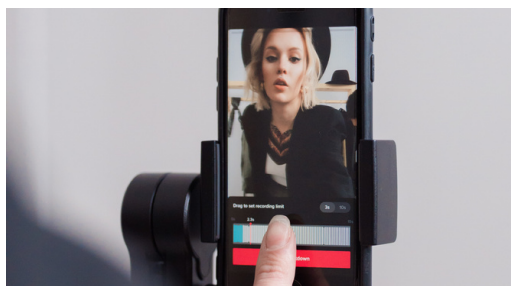
CONTENT TOPICS

- TikTok users love niche topics.
- Ensure that real estate is the focus of your business platform
- Video tours are a great way to show off your listings and open houses



PERSONALITY & AUTHENTICITY

- This app encourages users to be authentic, showing that nearly anyone can go viral
- Share what makes you unique and share relatable experiences



HASHTAG STRATEGY

- Hashtags tell the TikTok algorithm what your content is about so your video can be shown to people interested in relevant topics
- To find popular TikTok hashtags, go to the “Discover” page within the app and search for real estate-related topics

YOUTUBE PROFILE

OPTIMIZE YOUR CHANNEL



No. 01 — CHANNEL NAME

Make sure your name is consistent with all other social media accounts.



No. 02 — CHANNEL ICON

Use an up-to-date, professional headshot as your channel icon. If your business has a custom logo, use that instead.



No. 03 — CHANNEL DESCRIPTION

This should provide information on what type of video content you share. Make sure to use lots of real estate keywords for search engine optimization.



No. 04 — CHANNEL TRAILER

Add a 30-60 second video that is pinned to the top of your channel, focusing on showing visitors what your channel is about and what they can expect to see in your videos.



No. 05 — CHANNEL LINKS

Provide links to all your other social media accounts and relevant websites to the “About” section of your channel so that clients have a way to connect or learn more about you.

YOUTUBE SHORTS

YouTube Shorts is a new upload option where users can shoot, share and view vertical short-form video content, like Reels or TikTok.

YouTube Shorts are a great way to find new audiences for your content and drive traffic to an established YouTube channel. With 30 billion views a day, it's imperative to add to your 2023 YouTube strategy.



YOUTUBE BEST PRACTICES

BOOST YOUR SEO RANKING

YouTube is the second largest search engine next to Google with 2 billion unique users to the site per month. It's easier to rank higher on YouTube search than on Google search but also helps with rankings on overall searches. To help your rankings in the YouTube search results, make sure that you're optimizing the metadata for each individual video on your channel with relevant keywords.

TITLE

(60 CHARACTERS)

Entice searchers to view your video with a straight-to-the-point title that makes it obvious what your video will cover.

DESCRIPTION

(100 CHARACTERS VISIBLE)

Include important links and CTAs at the beginning of your description and always add your video transcript.

POSTING FREQUENCY

YouTube values consistency. Whether you post once a week or once a month, keep a consistent schedule.

TAGS

Highlight the most relevant keywords in your tags.

CATEGORY

Categorize your video with the option that is most aligned with it.

THUMBNAILS

Pick a still picture that best represents your video and has a consistent format to use for all your videos. Make sure to verify your account to upload custom thumbnails.

