

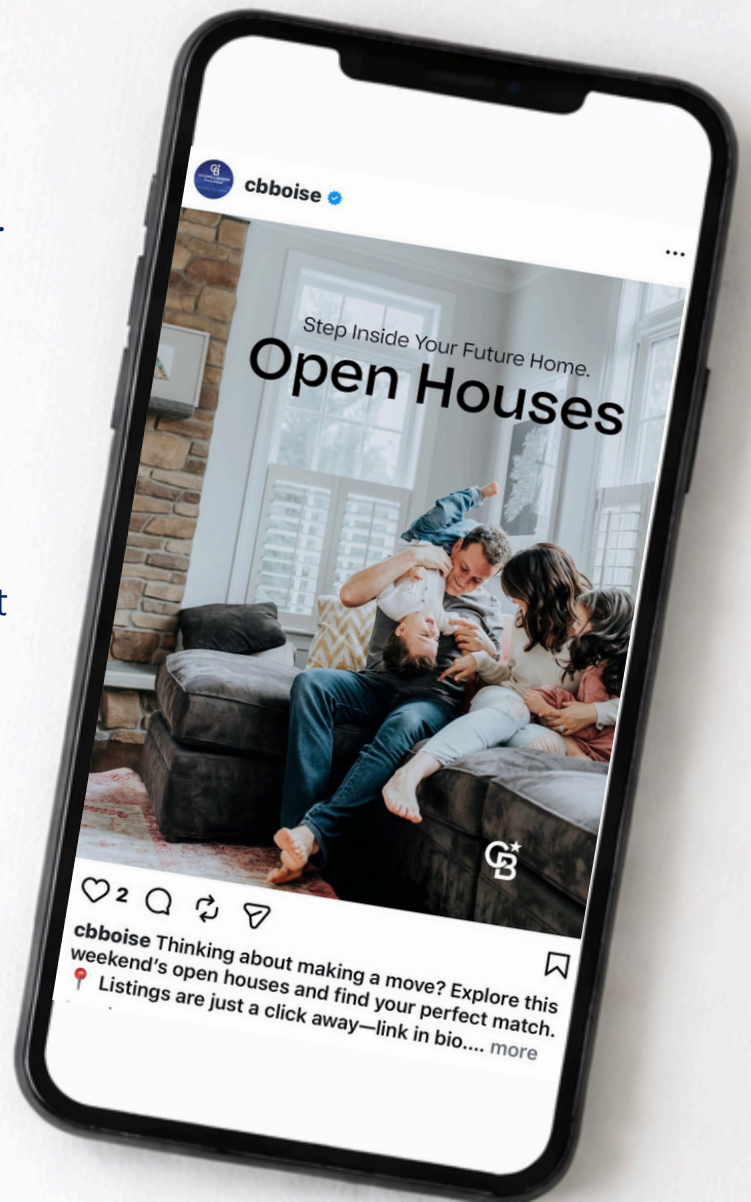


# SOCIAL MEDIA 101

Want to reach more people, generate referrals, and grow your real estate business? Social media is one of the most powerful tools agents have today. It helps you showcase your expertise, build trust, and stay connected with your community.

Platforms like Instagram, Facebook, LinkedIn, TikTok, and YouTube allow you to share listings, local insights, and your personal brand while engaging with potential buyers and sellers.

Knowing what to post and how to connect with your audience can turn social media into a valuable tool for growing your real estate business. This guide will help you get started.



**COLDWELL BANKER**  
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# Building Your Social Media Foundation

## Show Up, Provide Value, and Build Trust

Social media is where people connect, learn, and build trust. While buyers and sellers may not always search for homes directly on social platforms, they do use them to find knowledgeable professionals they feel confident working with.

Showing up consistently helps you build your personal brand and stay top-of-mind in your community. Share content that provides value—such as market updates, local insights, real estate trends, neighborhood highlights, and helpful tips for buyers and sellers.

It's also important to be personable. Let people see who you are beyond real estate by sharing moments from your daily life, your community involvement, or behind-the-scenes looks at your work. When you combine valuable information with authenticity, you position yourself as a trusted voice and thought leader in your local real estate market.

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## Engage With Your Community

Social media isn't just about posting—it's about building relationships. Take time to like, comment, and interact with posts from followers, past clients, and local businesses.

You can also share local events, repost businesses to your stories, and highlight your community. And when people comment or send a DM, make sure to respond.

The more you engage with others, the more people will engage with you.

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## Invest in Your Social Presence

Like any part of your business, social media works best when you invest in it. Building a strong presence takes time, consistency, and creativity.

Sharing helpful insights, local market knowledge, and engaging content helps you stay top-of-mind with your audience. The more consistently you show up and provide value, the more trust you build—and that trust often turns into future clients and referrals.



**71%**

of buyers say they are more likely to work with an agent who has a strong social media presence.

Source: [Resimpli](#) 2025

# Content Planning & Ideas

## Create a Content Plan

Consistency is key on social media, and having a plan makes it easier to stay active. Creating a simple content calendar helps you organize what to post each week and keep your content balanced.

Mix in posts like market updates, local highlights, real estate tips, listings, and personal insights. You can also collaborate with industry professionals—such as lenders, inspectors, or builders—through quick interviews, joint posts, or by resharing their content to your stories.

Scheduling tools like Later or Meta Business Suite can help you plan content ahead of time so your posts go live automatically, making it easier to stay consistent.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
<b>Real Estate Tip</b>	<b>Local Highlight</b>	<b>About Me</b>	<b>Why Use a Realtor</b>	<b>Weekend Events</b>
Share a quick tip about buying, selling, or homeownership.	Feature a favorite local business or spot in your community.	Introduce yourself and share a few personal facts.	Explain how a real estate agent helps guide the process.	Highlight fun events happening around town this weekend.

## Evergreen Content

- Listing Walkthroughs
- New Listings
- Just Sold / Under Contract
- Client Testimonials
- Buyer Success Stories
- Seller Success Stories
- Neighborhood Spotlights
- Local Business Highlights
- Real Estate Tips
- Home Buying Tips
- Home Selling Tips
- Market Updates
- Open House Announcements
- Open House Recaps
- Behind the Scenes of a Realtor
- Day in the Life of an Agent
- Home Maintenance Tips
- Moving Tips
- Frequently Asked Real Estate Questions
- Before & After Staging
- Favorite Home Features
- About the Agent
- Why Use a Realtor
- Community Events
- Interviews with Lenders, Builders, Inspectors, etc.

**PRO TIP:** Creating content doesn't have to be complicated. Look for moments already happening in your day—showing a home, visiting a local business, or attending an event—and turn them into quick photos or videos to share.

# Creating Content & Finding Inspiration

Coming up with content ideas can feel overwhelming, but some of the best posts come from your everyday work as a real estate agent. Think about the moments already happening throughout your week and turn them into simple posts.

**Topics could include:**

**Your daily real estate activities** – Showing homes, preparing for an open house, or working with clients.

**Local businesses and community spots** – Coffee shops, parks, restaurants, or events in your area.

**Common client questions** – Answer questions you hear often about buying, selling, or the market.

**Behind-the-scenes moments** – A day in the life, staging a home, or preparing for a listing.



## Tools to Help With Content Creation

Creating content doesn't require a full production setup. A few simple tools can make it easier to capture clear, professional-looking photos and videos for social media.

**Tools that can help include:**

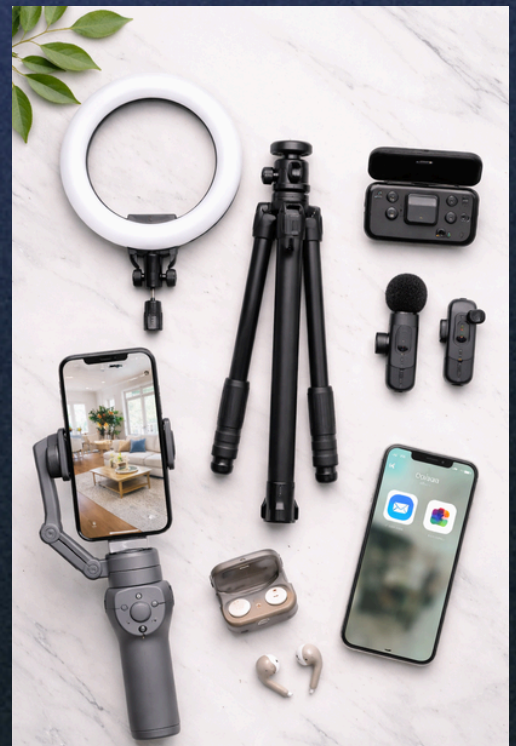
**Tripod** – Keeps your phone steady for videos, walkthroughs, and talking posts.

**Ring Light** – Improves lighting for indoor videos or darker spaces.

**Wireless Microphone** – Helps your voice sound clear when recording videos or reels.

**Phone Stabilizer (Gimbal)** – Creates smoother video when walking through a home.

**Simple Editing Apps** – Apps like Canva or CapCut can help quickly edit photos and videos.



# Optimizing Your Social Media Profile

Your social profiles often act as a first impression for potential clients, so keeping them updated and organized helps people quickly understand who you are and how you can help them.

## Your Bio / Profile Description

Your bio is a quick introduction to your business and should clearly explain what you do and where you work.

Your bio could include:

- Your name and brokerage
- The area you serve
- A short description of your services
- A link to your website or listings

**Instagram:** Keep it short and clear with a link in your bio.

**Facebook:** Use the About section to include more details about your services and contact info.

**LinkedIn:** Treat your headline and summary as your professional introduction.

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## Pinned Posts

Pinned posts help highlight the most important information about you and your business.

Good options for pinned posts include:

- An About Me introduction
- A recent listing or listing walkthrough
- A testimonial or client success story

**Instagram:** Pin up to 3 posts at the top of your profile to highlight important content.

**Facebook:** Pin one post to the top of your page to keep important updates visible.

**LinkedIn:** Use the Featured section to showcase posts, listings, or testimonials.



# What to Post on Each Platform

Not every social media platform is used the same way. Tailoring your content to each platform can help you reach the right audience and get better engagement.

## Instagram & Facebook

Best for visual content, community connection, and staying top-of-mind.

### Examples of content to post:

- New listings
- Listing walkthroughs and home tours
- Open house promotions
- Local business spotlights
- Client testimonials
- Behind-the-scenes moments
- Community events
- Personal moments that show your personality

These platforms are great for consistent, relationship-based content and keeping your audience engaged with your day-to-day real estate activity.

## TikTok

Best for short-form video and discoverability.

### Examples of content to post:

- Quick home tours
- Real estate tips and myths
- Day-in-the-life of an agent
- Before-and-after home transformations
- Neighborhood highlights
- Real estate humor or relatable moments
- Behind-the-scenes content

TikTok allows you to reach new audiences quickly and showcase your personality in a more casual way.

## LinkedIn

Best for professional networking and industry expertise.

### Examples of content to post:

- Market updates and real estate insights
- Industry trends and professional advice
- Educational home buying or selling tips
- Career updates and achievements
- Networking and community involvement

LinkedIn is a great place to position yourself as a trusted professional and real estate expert.



# Social Content Examples



## About Me Post

Introduce yourself and share a few personal facts. It can be a fun graphic, or talking in a video!



## Agent Value

Show the expertise and behind-the-scenes work that helps clients navigate buying and selling with confidence.



## Holiday Graphic

Wish your clients a happy holiday with a fun holiday post. A lot are already available for you in the Hub.



## Open Houses

Posting about open houses keeps your audience informed about opportunities to tour homes in your market.



## Local Spotlight

Showcase your favorite local businesses and spots around town to connect with your community.



## New Listing

Highlight new listings to keep your audience updated on homes for sale.



# Social Media Safety & Professionalism

## The Internet Is Forever

Everything you post online contributes to your personal brand and professional reputation. Before sharing, consider how a post might be viewed by clients, colleagues, or potential leads. Even deleted posts can live on through screenshots or reposts. Keep your business accounts professional and avoid divisive or controversial topics.

## Share Personal Moments Thoughtfully

People like working with someone they can relate to, so sharing small pieces of your life can help build connection and trust. A photo from a community event, volunteering, or a vacation after you return can show the human side of your brand while still staying professional.

## Be Mindful of Safety

Real estate often involves meeting new people and visiting properties. When posting about showings, open houses, or listings, avoid sharing details that reveal you may be alone at a property in real time. Always prioritize your safety.

## Separate Personal and Professional Accounts

Keeping personal and business accounts separate helps control what different audiences see. Your business pages should highlight your work and expertise, while personal profiles can remain private and limited to people you know.

## Be Aware of Who You Connect With

Many online connections may be people you don't know personally. Use good judgment when accepting requests, responding to messages, or sharing personal information.

## Do Your Research

Just as clients may look you up online, it's okay to do the same. Reviewing a potential client's online presence can help you better understand who you are working with.



# Helpful Tips & Resources

Creating content doesn't have to be complicated. There are many tools, resources, and industry professionals you can follow to help inspire ideas, improve your marketing, and stay up to date with trends.

## Helpful Tools

These tools can make creating and sharing content easier.

**Canva** – Create graphics, reels covers, and marketing materials

**CapCut** – Edit short-form videos for Reels or TikTok

**Instagram Insights** – Track what content performs best

**Later / Meta Business Suite** – Schedule posts and plan content ahead of time

**Google Trends** – See what topics are currently trending

## Who To Follow



@agenttoolkit @tomferry @coffeecontracts  
@ericarichmondrealtor @stevie\_\_rutherford



Pages: @rismedia @realtors @realestatetrends  
@kcmcrew, @coldwellbanker  
Groups: National Association of Realtors® Secrets  
of Top Selling Agents Real Estate Success Principles



@glennadabaker @tomferry @ryanserhant  
@navarealtygroup @tatlondono



People: Bill Gassett, Christophe Choo, Chris Linsell  
Groups: Real Estate Professionals Group



## Tip

You don't always need to reinvent the wheel. If you see a post you like, think about how you can recreate it in your own style for your audience and market.