SOCIAL MEDIA BEST PRACTICES

A Beginner's Guide to Building Your Real Estate Presence Online



Social media is one of the most valuable tools you have to stay connected, build trust, showcase your expertise, and keep your business top of mind. For real estate agents, it provides an opportunity to stay in front of past clients, connect with potential buyers and sellers, highlight your local knowledge, and show people what it's actually like to work with you.

You don't need to be on every platform or post every day to be successful. Focus on showing up consistently, sharing content that provides value, and allowing your personality to come through along the way. A strong social media presence isn't about creating perfect content. It's about building familiarity and relationships over time so when someone is ready to make a move, you're someone they already know and trust.

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GETTING STARTED WITH SOCIAL MEDIA

Social Media Is About Building Relationships



Social media gives you an opportunity to stay connected with your sphere, introduce yourself to new people, demonstrate your knowledge, and remain visible long before someone is ready to buy or sell a home.

But successful social media is about more than simply posting listings.
Think of your social media presence as an extension of the relationships you build in real life. Your goal is to create content that helps people know you, trust you, and remember you when a real estate need arises.

You do not need to be on every platform, post every day, or become an influencer. Start with one or two platforms you are comfortable using and focus on showing up consistently.

Start With These Four Principles

BE HELPFUL
Answer questions, explain the real estate process, share local knowledge, and provide information your audience can actually use.

BE HUMAN
People want to work with people. Let your personality, interests, community involvement, and everyday life occasionally appear alongside your real estate content.

BE CONSISTENT
You do not have to post constantly. A realistic schedule you can maintain is much more valuable than posting every day for two weeks and then disappearing.

BE SOCIAL
Social media is a conversation, not a billboard. Respond to comments, answer messages, interact with other accounts, and participate in your online community.

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BUILDING YOUR BRAND

Make Your Social Media Recognizable

Your social media should feel connected to your professional brand.

That doesn't mean every post needs to look exactly the same. Instead, aim for a consistent overall appearance and voice.

Your Basic Brand Kit

Keep these elements consistent:

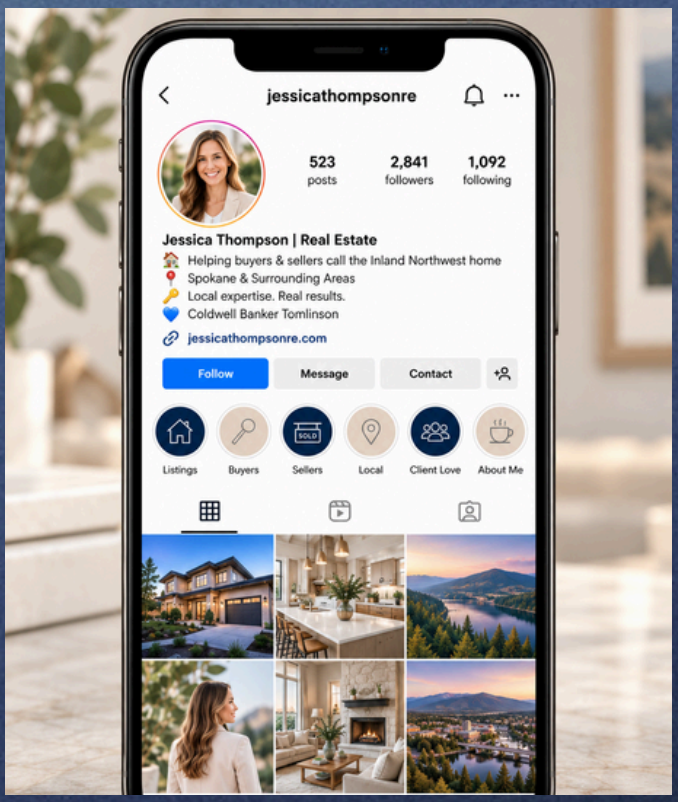
Logo
Use approved brokerage and personal branding correctly.

Colors
Choose a small group of colors you use regularly.

Fonts
Select easy-to-read fonts and use them consistently.

Photography
Use clear, high-quality photos and video whenever possible.

Voice
Decide how you want your content to sound. Professional? Conversational? Educational? Local? Your captions should still sound like you.



QUICK TIP

Your brand is more than your logo. It's the combination of your visuals, voice, messaging, and the experience people have with your content. Consistency helps your audience recognize you before they even see your name.

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WHAT SHOULD I POST?

Create Content With a Purpose

Not every post needs to sell something. A strong social media presence includes a mix of content that educates, connects, promotes, and entertains. Use these four categories whenever you need inspiration.



Educate

Build trust by making real estate easier to understand.

- Answer a frequently asked question
- Explain a real estate term
- Share a buyer or seller tip
- Break down the buying process
- Create a home maintenance checklist
- Explain a market statistic
- Bust a common real estate myth
- Share "3 things to know before..." content

Go Local

Your knowledge of the community is part of your value.

- Neighborhood spotlight
- Favorite local business
- Things to do this weekend
- Local event
- Area tour
- Favorite coffee or lunch spot
- "What it's like to live here"
- Share "3 things to know before..." content

Showcase Real Estate

Show people what you do without making every post feel like an advertisement.

- New listing
- Property tour
- Open house
- Favorite features of a home
- Just sold or pending
- Before-and-after
- Behind the scenes of a showing
- Client testimonial or success story

Show Your Personality

Give people an opportunity to know the person behind the business.

- Day in the life
- Why you became an agent
- Meet the agent
- Behind the scenes
- Professional milestone
- Community involvement
- A personal interest or hobby you're comfortable sharing

One Idea = Multiple Posts

Don't assume every idea should only be used once.
For example, a new listing could become:
Property Photos → Reel Tour → Stories → Feature Spotlight → Neighborhood Post → Open House Post

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CREATE CONTENT PEOPLE WANT TO READ

Captions Made Simple

You don't need to write an essay every time you post. When you're not sure where to start, use this simple formula:

HOOK → VALUE → CALL TO ACTION

Hook
Give someone a reason to stop and keep reading.
"Thinking about buying your first home? Start here."

Value
Deliver the helpful information, story, insight, or takeaway you promised.

Call To Action
Give your audience a natural next step.
"Save this for later."
"Which would you choose?"
"Have questions about buying? Send me a message."
"Want to see this home in person? Let's connect."

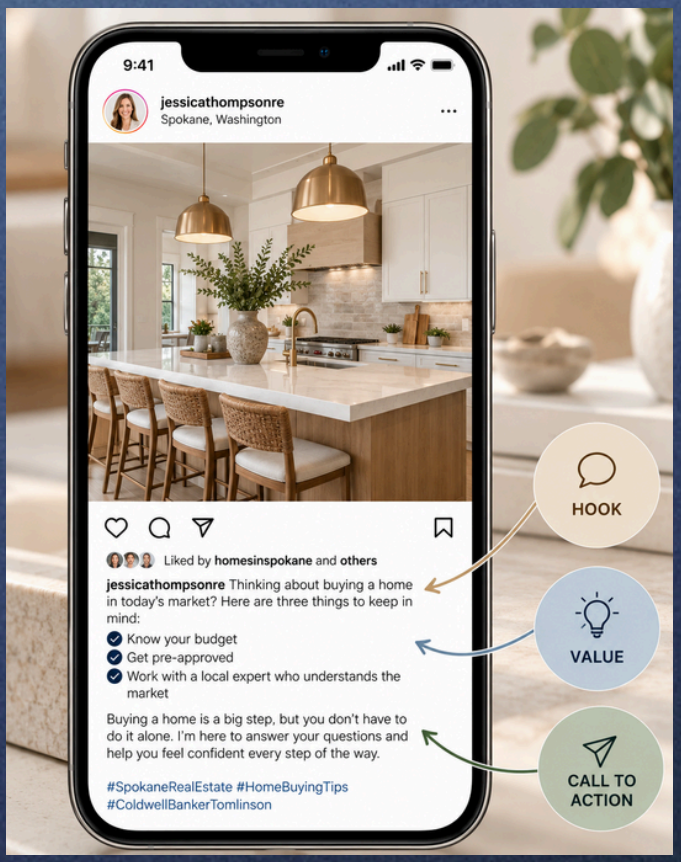
Before Posting, Ask:

Does this provide value?
Give someone a reason to stop scrolling.

Is it easy to understand?
Avoid unnecessary real estate jargon. If you use industry terminology, explain it.

Is there a clear focal point?
Don't overload graphics with information.

Would I stop for this?
Think like the consumer rather than the person creating the post.



QUICK REMINDER

Not every caption needs a sales pitch. Sometimes the best call to action is simply inviting your audience to comment, save, share, or join the conversation.

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FACEBOOK PAGE SET UP

Set Up Your Facebook Presence

Facebook is a valuable place to stay connected with your sphere, participate in your local community, and keep your real estate business visible. A complete, professional profile makes it easier for people to understand what you do and contact you.

Personal Profile vs. Business Page

Personal Profile
Your personal profile is where you connect with friends, family, clients, and your existing sphere. It can be a great place to occasionally share real estate updates, engage in local conversations, and remind people what you do.

Business Page
Your business page creates a dedicated professional presence for your real estate business. It also provides access to business tools, advertising options, analytics, scheduling, and other features.
You don't necessarily have to choose one or the other. Your personal profile can help you nurture relationships, while your business page serves as your professional home on Facebook.

Business Page Checklist

Make sure your page includes:

- A clear, current professional headshot
- A recognizable business or professional name
- An appropriate real estate category
- A professional cover image
- A short description of what you do
- Your market or service area
- Brokerage information
- Phone number and email
- Website or relevant link
- An easy way for visitors to contact you



QUICK TIP

Look at your page through the eyes of someone who has never met you. Can they tell who you are, what you do, where you work, and how to contact you within a few seconds?

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FACEBOOK BEST PRACTICES

Mix Up Your Content

Facebook supports many types of content, so don't rely on one format.

Try sharing:

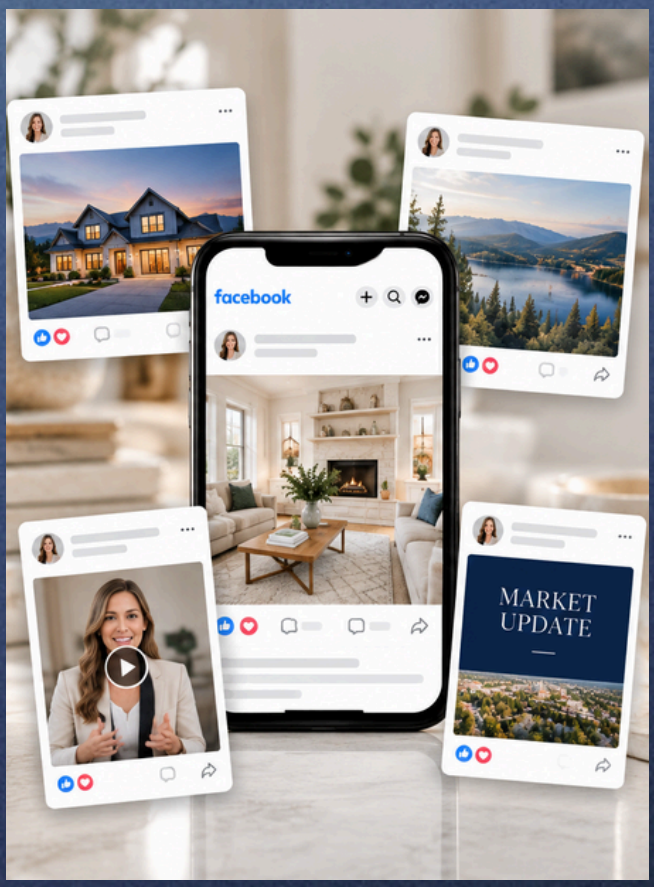
Listings & Open Houses
Showcase your business and current inventory.
Educational Content
Answer buyer and seller questions or explain part of the real estate process.

Local Content
Highlight businesses, events, neighborhoods, and community information.
Personal & Behind the Scenes
Give your audience an appropriate glimpse into the person behind the business.

Video
Property tours, quick tips, market updates, and informal videos can make your content feel more personal.

Be Social
Don't just post and disappear. Respond to comments and messages, engage with other people's content, and participate in relevant community conversations.

Use Facebook Groups Thoughtfully
Local groups can be valuable for meeting people and demonstrating your knowledge. Focus on being helpful first rather than treating every conversation as an opportunity to advertise.



REMEMBER:
Facebook is about relationships. Give people a reason to follow you even when they aren't currently buying or selling.

Get Comfortable With Meta Business Suite
Meta Business Suite can help you manage Facebook and Instagram in one place.

Get familiar with tools for:
Scheduling | Messages | Notifications | Insights

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INSTAGRAM PAGE SET UP

Build a Strong Instagram Profile

Think of your Instagram profile as a quick introduction to your business. Someone visiting for the first time should immediately understand who you are, what you do, where you work, and how they can connect with you.

Your Instagram Profile Checklist

Username
Keep it simple, professional, and easy to remember. When possible, use a username that is consistent with your other social accounts.

Profile Photo
Use a clear, current professional headshot. Keeping the same photo across platforms can also make you easier to recognize.

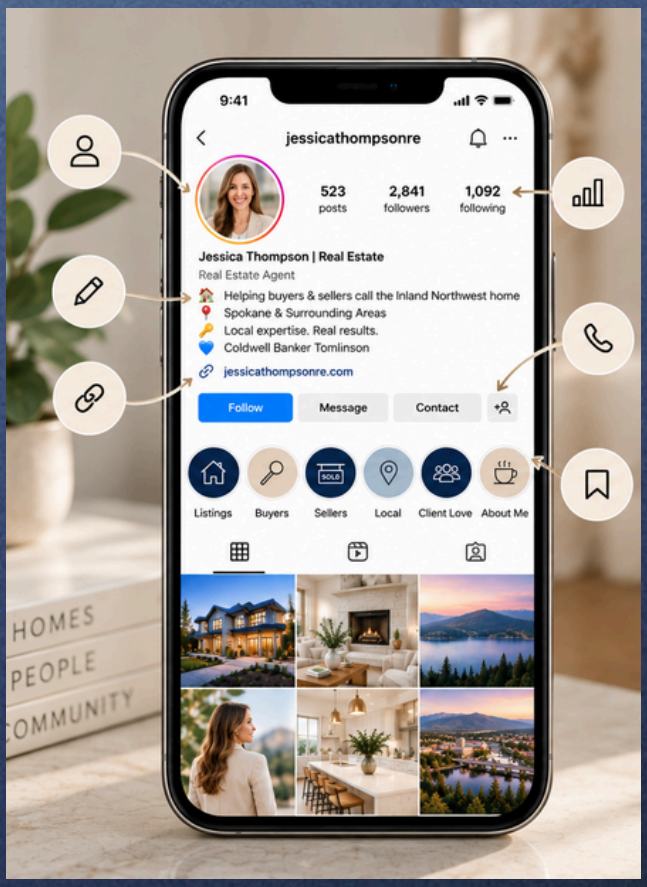
Name Field
Include your name and relevant real estate information.

Bio
Briefly explain who you help, where you work, and what you offer. Keep it easy to scan.

Link
Direct visitors to the most useful next step, such as your website, listings, or another relevant destination.

Contact Information
Make it easy for a potential client to reach you.

Highlights
Save useful Stories so new visitors can learn more about you and your business.



QUICK TIP

Your Instagram bio doesn't need to tell your entire story. Its job is to give someone enough information to understand your business and know what to do next.

Highlight Ideas

Listings | About Me | Local | Reviews

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INSTAGRAM BEST PRACTICES

Use Different Content Formats

Reels
Use short-form video for property tours, tips, neighborhood content, FAQs, trends, and talking-to-camera videos.

Feed Posts
Share property photography, carousels, educational graphics, testimonials, market information, and stories from your business.

Stories
Use Stories for more frequent and casual content: behind-the-scenes moments, polls, questions, new listings, community happenings, and reposting your feed content.

Show Your Face
People aren't only choosing a brokerage or a house. They're choosing someone to guide them through a major decision. Letting your audience see and hear from you helps make your content more personal.

Be a Resource
Explain concepts in simple language and don't assume your followers understand real estate terminology.

Engage
Respond to comments and messages. Comment thoughtfully on other accounts. Support local businesses. Share relevant content to your Stories.

Use Hashtags With Purpose
Choose hashtags that actually relate to the post, location, audience, or topic rather than adding unrelated hashtags simply for reach.



REMEMBER:
Your feed can show people what you do. Your Stories and videos can help them understand who you are.

Hashtag Ideas

Brand
#ColdwellBankerTomlinson
#ColdwellBanker
#LiveWellWithColdwell

Post Specific
#OpenHouse
#JustListed
#NewListing

Local
#SpokaneRealEstate
#CoeurDAleneRealEstate
#BoiseRealEstate
#IdahoRealEstate

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LINKEDIN BEST PRACTICE

Build Your Professional Presence

LinkedIn gives you an opportunity to position yourself professionally, build referral relationships, and stay connected with clients, colleagues, and members of your community.



Optimize Your Profile

Profile Photo & Header
Choose a current, professional headshot that reflects how you would present yourself when meeting a client.U se professional branding or an image that represents the area you serve.

Headline
Don't stop at your job title. Use your headline to tell people what you do and whom you serve.

About Section
Give visitors a concise introduction to your experience, expertise, market, and approach to real estate.

Experience
Think about this section from a client's perspective. Highlight experience and information that helps someone understand how you can help them.

Recommendations
Recommendations from clients and professional connections can add credibility and context to your profile.

Feautured Content
Highlight strong posts, articles, videos, media, websites, or other content you want visitors to see.

What Should You Post?

Market Insight & Educational Content
Share useful observations and explain what they could mean for consumers. Answer common real estate questions and share your expertise.

Professional Updates
Celebrate milestones, accomplishments, events, and career developments.

Community Involvement
Share organizations, events, causes, and professional activities you're involved with.

Industry Content
Share relevant real estate information and add your own context or takeaway.

Build Your Network
Connect with past clients, colleagues, local professionals, and people you meet through your business.

Engage With Others
Don't make your LinkedIn activity one-sided. Like, comment, share, reply to comments, and participate in relevant professional conversations.

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YOUTUBE PAGE SET UP

Build a Searchable Video Presence

YouTube gives you a place to create helpful video content that can continue being discovered long after you publish it. Use your channel to answer questions, showcase properties, highlight your community, and demonstrate your real estate expertise.



Set Up Your Channel

Channel Name
Keep your name recognizable and consistent with your other social media accounts.

Channel Photo
Use a current professional headshot or approved business branding.

Channel Description
Explain who you are, the market you serve, and what viewers can expect from your videos.

Channel Links
Give viewers an easy way to find your website and other relevant online profiles.

Channel Trailer
Consider creating a short introductory video that tells new visitors who you are and what they'll find on your channel.

YouTube Best Practices

Create Clear Titles
Tell viewers exactly what they'll learn or see. Think about the words a buyer or seller might actually search.

Write Useful Descriptions
Add context, relevant information, important links, and a clear next step.

Use Strong Thumbnails
Choose a clear, engaging image that accurately represents the video.

Organize Your Videos
Use playlists to group related content, such as Home Tours, Buying a Home, Selling a Home, or Neighborhood Guides.

Use YouTube Shorts
Short vertical videos are another way to share quick tips, property features, and local content.

Stay Consistent
You don't need to upload constantly. Choose a realistic schedule you can maintain.

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TIKTOK BEST PRACTICES

Keep It Short, Helpful & Authentic

TikTok is a short-form video platform that can help you reach new audiences through real estate education, property tours, local content, and personality. You don't need highly produced videos to get started. Focus on being helpful, authentic, and easy to watch.



Set Up Your Profile

Username
Keep it simple, professional, and recognizable. When possible, use a name consistent with your other social accounts.

Profile Photo
Use a clear, current headshot so viewers can easily recognize you.

Bio + Link
Keep your bio short and tell people who you are, what you do, and where you work. If available, add a link that directs visitors to your website or another useful next step.

What to Post

Talking To Camera
Answer a question, share a quick tip, or explain a real estate topic.

Property Tours
Walk viewers through a listing or highlight a few standout features.

Local Content
Show neighborhoods, businesses, activities, and what it's like to live in your market.

Educational Content
Turn complicated real estate topics into quick, easy-to-understand videos.

Behind the Scenes
Give viewers a glimpse into your everyday life as a real estate professional.

Keep It Short, Helpful & Authentic

Keep TikTok content short, natural, and engaging. Start with a strong hook, get to the point quickly, and use on-screen text or captions to make videos easy to follow. Focus on helpful, authentic content and maintain a posting schedule that works for you.

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READY TO GET SOCIAL?



Start Simple. Stay Consistent. Be Yourself.

Building a strong social media presence doesn't happen overnight, and it doesn't require you to master every platform at once. Start with the platforms that make the most sense for you, create content you're comfortable with, and build from there.

The most effective social media is helpful, consistent, and human. Share your expertise, show people what makes your market special, let your personality come through, and remember to engage with the people on the other side of the screen.

Keep These Five Things in Mind

SHOW UP
Consistency matters more than perfection.

PROVIDE VALUE
Teach, inform, inspire, or entertain.

BE YOURSELF
People want to connect with the person behind the business.

STAY SOCIAL
Respond, engage, and build genuine relationships.

KEEP LEARNING
Social media is always changing. Pay attention to what resonates with your audience and adjust as you go.

One Last Reminder

You don't need to do everything. You just need to start somewhere.

Choose a platform. Complete your profile. Create your first post. Start a conversation. Then keep going.

Your next client may already be following along.

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