

# BEST PRACTICES SOCIAL MEDIA





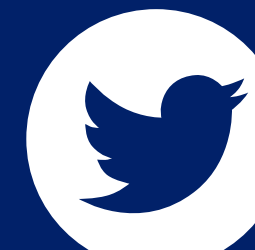
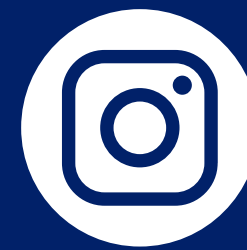
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# ORGANIC SOCIAL MEDIA

- Definition: All social media content published without paid promotion
- Why post organic content?
  - Stay top of mind
  - Keep in touch with your sphere
  - Expand your reach
- Step 1: Prepare your account!
  - Creator or Business Account
  - Make it make sense - everything needs to be real estate focused
- Step 2: Build up your content
  - Do first 9 posts or photo grid (Preview App) for brand vibes and new visitors
  - Ongoing Frequency: Minimum 3-5 posts per platform per week, ideal 1 Reel per day
  - Schedule it out and make a plan to keep doing so





# ORGANIC SOCIAL MEDIA WHAT TO POST?

## CONTENT IDEAS

market updates • real estate myths • defining real estate terms • listings • client testimonials • holidays • local restaurants • community events • volunteer work • neighborhood guide • hobbies • repurpose top posts • home staging tips • celebrate your milestones • what you're reading or listening to • family and pets • tips for homeowners • things to do in your area • open houses • home of the week • fun facts • quotes • team introduction • how to's/DIY projects • home decor trends

PRO TIP: PLAN YOUR CONTENT MONTHLY ACCORDING TO WHAT IS TRENDING



# ORGANIC SOCIAL MEDIA WHAT TO POST?

## FREE CONTENT GENERATOR SITES

[ContentRow.com](https://ContentRow.com)

[Title-Generator.com](https://Title-Generator.com)

## RESEARCH ON...

Pinterest

YouTube

TikTok

Reels tab

PRO TIP: FOLLOW YOUR COMPETITORS CONTENT! R&D! ENGAGE WITH THEM AND THEIR AUDIENCE!



# ORGANIC SOCIAL MEDIA COMPANY RESOURCES

- Content Calendar - commercial and residential options every weekday
- SocialBAY - content and scheduling tools
- Marketing Center - content available through CB Desk and CBC Desk
- Listing graphics & custom projects - available through the CB DP marketing team
- Resource library - on [changelivesacademy.com](https://www.changelivesacademy.com)
- Blog posts - Coldwell Banker Blue Matter Blog or Coldwell Banker Commercial Blog



# ORGANIC SOCIAL MEDIA VIDEO CONTENT

- Why post video content?
  - Half of social media users prefer video over other types of content
  - 85% of social media users want more videos from brands
  - People share video content with friends twice as much as other types of content
  - 91% of Instagram users watch videos weekly
- Where to start?
  - On average, Instagram Reels get a 22% higher engagement rate than other types of video content



# VIDEO CONTENT TIPS & TRICKS

- Create video content in batches
- Utilize the Content Calendar video scripts
- Answer questions commonly asked by clients
- Show your face
- Make the first few seconds stand out
- Keep videos short and sweet
- Be a storyteller
- Pay attention to lighting
- End with a call to action when relevant
- Add text or subtitles when possible
- When posting to Instagram:
  - Share videos to your stories and save to your highlights
  - Use geo tags and hashtags







# VIDEO CONTENT IDEAS

- What's involved in the appraisal process?
- What's involved in a home inspection? What if it says we need to make repairs?
- What does escrow mean?
- What are closing costs... and are they going to significantly impact the overall cost of my home?
- What's the best way to figure out how much house I can afford?
- What are the differences between various mortgage loan types – conventional, FHA, VA, etc.?
- What do I need to do to prepare to sell my house?
- Why should I hire a Realtor and pay commission when I could try to sell my home on my own?
- Will my house show better if I move out?
- What are the most cost-effective ways to increase my home's value?
- Will holding Open Houses help sell my home? How disruptive will they be to my normal routine?
- Is staging worth it? Do staged homes really sell for more money?
- What's the best strategy for deciding on my listing price?
- How are you going to market my home once it's listed for sale?
- Are the pricing estimates provided by online portals accurate?
- It seems like every day I see ads for new, easier ways to sell houses. Why should I sell my home the traditional way?
- Is there a certain time of year that's best to put my home on the market?
- Once I accept an offer for my home, how quickly will I get paid?
- What happens if our buyer gets cold feet and wants to back out?
- If the market is so hot and it's difficult to buy a home, why should I sell now? Where will I go?
- What's the key to winning a bidding war to buy a house in today's competitive market?
- How do agents get paid? Where does your commission come from?
- How much down payment do I need to buy a house?
- I keep hearing how it's such a seller's market. Why should I buy now?
- I've heard that the real estate "bubble" is going to burst. Is now really a good time to buy a house?
- Why are mortgage interest rates increasing and what's it mean for today's buyers? What's the first step in buying a home?
- I want to buy a house. What are the steps I should take to prepare?
- Should I be shopping for my new home before I sell my current property?
- Once I make an offer, am I locked in? What if I change my mind?



# VIDEO CONTENT IDEAS

1. Intro video / Meet local real estate professional [Your Name]
2. What does \$300,000 buy in [Your Market]?
3. What does \$600,000 buy in [Your Market]?
4. What does \$1 million buy in [Your Market]?
5. [X] things I've learned in [X] years in real estate
6. The funniest story from my real estate career
7. The most EMBARRASSING moment in my real estate career
8. The weirdest question I ever got in my real estate career
9. The single biggest mistake SELLERS make in [Your Market]
10. The most-costly mistake BUYERS make in [Your Market]
11. Welcome to [Your Market] / The Newcomer's Guide to [Your Market]
12. Your take on a recent real estate news article (the more local, the better)
13. Market update / This week in [Your Market] real estate
14. When is the best time to sell a home?
15. How to prepare to sell your home in [Your Market]
16. 3 things you should know before moving to [Your Market]
17. Pros & cons of buying vs. renting in [Your Market]
18. Should you stage your home before selling?
19. Spring real estate market forecast for [Your Market]
20. Summer real estate market forecast for [Your Market]
21. Fall real estate market forecast for [Your Market]
22. Winter real estate market forecast for [Your Market]
23. Top 5 outdoor activities to do in [Your Market]
24. Top 5 "can't miss" local attractions in [Your Market]
25. The 5 ABSOLUTE BEST parks in [Your Market]
26. 5 ways to increase your home value before selling
27. How much down payment you REALLY need to buy a home today
28. 3 affordable home renovation tips to rekindle your love for your home
29. BUYERS: How to win a bidding war in today's market
30. SELLERS: 3 pricing strategies to get the most for your home sale
31. Behind-the-scenes of your next team or office meeting
32. Behind-the-scenes of how you generated top dollar for a recent sale
33. How to choose the best real estate agent for your needs
34. Driving tours of various local communities
35. Interviews with local business owners and/or figureheads
36. Client testimonials supercut
37. 6 tips for real estate investors in [Your Market]
38. What's a 1031 Exchange?
39. What happens in a home appraisal?
40. What happens during the escrow process?
41. Why home prices are increasing
42. Here's the deal with home prices in [Your Market]
43. Exploring your home loan options
44. Debunking 10 of the biggest myths in [Your Market] real estate
45. What I love about living in [Your Market]
46. Answering the 10 most-asked questions about buying a home in [Your Market]
47. Answering the 10 most-asked questions about selling a home in [Your Market]
48. Is now a good time to buy a house?
49. 3 trends I'm seeing in today's housing market
50. 5 ways to make your home STAND OUT in a crowded market



# VIDEO CONTENT IDEAS

- Property walkthroughs
- Q&A sessions with industry experts
- Testimonials from satisfied clients
- Highlighting local amenities and attractions
- Demystifying complex industry jargon
- Discussing market trends and predictions
- Explaining the buying or leasing process
- Client success stories
- Sharing your professional background and experience
- Showcasing your portfolio of properties
- Offering tips for successful negotiations
- Addressing common misconceptions about the industry
- Creating virtual tours of properties
- Sharing news and updates about the industry
- Giving a behind-the-scenes look at your workday
- Providing tips for property maintenance and management
- Sharing insights about the impact of technology on real estate
- Offering advice for first-time buyers or renters
- Discussing the benefits of investing in commercial real estate
- Hosting a live webinar on industry topics
- Collaborating with local businesses to showcase the community
- Sharing your perspective on industry challenges and opportunities
- Giving a sneak peek of upcoming properties
- Offering advice for sellers looking to maximize their ROI
- Discussing the importance of location in real estate
- Providing a timeline of the real estate process
- Offering tips for staging properties for showings
- Talking about the benefits of leasing vs. buying
- Sharing your thoughts on sustainable real estate practices
- Highlighting unique properties and their features
- Offering tips for marketing properties effectively
- Addressing the impact of the pandemic on real estate
- Sharing your tips for creating successful partnerships in real estate
- Talking about how you stay up-to-date on industry news and trends
- Offering insights on how to navigate real estate in a competitive market
- Showcasing properties with special features like pools, gyms, and more
- Highlighting the benefits of commercial real estate for small businesses
- Offering advice for international buyers or renters
- Sharing your favorite real estate investment strategies
- Providing tips for property inspections
- Discussing the impact of real estate on the economy
- Offering insights on financing options for commercial real estate
- Sharing tips for successful property management
- Highlighting the benefits of being a commercial real estate agent
- Discussing the impact of zoning laws on real estate
- Offering insights on the future of real estate technology
- Providing advice for negotiating lease terms
- Sharing your tips for building long-term client relationships
- Offering advice for overcoming common real estate challenges
- Sharing your favorite properties and why you love them



# VIDEO & CONTENT RESOURCES

- Tom Ferry's This Week in Marketing YouTube Playlist
- Jason Pantana YouTube Channel
- Modern Millie YouTube Channel
- Instagram Reels workshops
- Resource library - on [changelivesacademy.com](https://www.changelivesacademy.com)





# INSTAGRAM BEST PRACTICES



- Post to the newsfeed 1-2 times a day MAX.
  - Use IG stories to post more often + topical updates.
- Try Instagram Stories as a way to give BTS look at the homes for sale, what goes selling, staging, prepping a home etc.
  - Play around with stickers, gifs, polls, + link out to listing pages.
- Always use high quality content!
  - Blurry, low-res, sub quality content will not perform well.
- Content should keep homes front and center.
  - Do not post text heavy imagery.
- Experiment with different post types for the platform.
  - Carousel | Vertical photos | Boomerangs | Time lapses
- Use the location feature on featured properties.
- Learn more: <https://business.instagram.com/blog/>



# PAID SOCIAL MEDIA ADVERTISING

- Why advertise on social media?
  - Generate leads
  - Expand your reach beyond your current following
- Types of social media ads
  - Boosted posts - easily run through SocialBAY
    - Access through CBIQ
    - Average results for a \$50 listing ad
      - 3,200 impressions
      - 240 engagements
  - Facebook Ads - easily run through Boost
    - Access through mycbdesk.com
    - Average results for a \$159 lead gen campaign:
      - 5,600 impressions
      - 275 engagements
      - 18 leads





# BEST PRACTICES LEAD GENERATION

- Include CTAs (calls to action)
  - Free home valuations, buyer/seller guides, newsletter sign-up, appointment scheduling, call, direct message
  - Use SocialBAY landing pages
- Encourage engagement
  - Ask questions in your captions, ask people to share or tag their friends if they found a video helpful
- Make sure your contact information is updated and easy to find
  - Review your bios and profiles
- Use social media features that encourage interaction
  - Instagram stories stickers, polls
- Build your network on LinkedIn
- Join (and add value to) groups on Facebook and LinkedIn





# IN SUMMARY...

- Organic content keeps you top of mind
  - Post 3-5X per platform per week, and don't forget personal content
- Engagement is key
  - Focus on the type of posts that people engage with most. Reels are a great place to start
- Don't just post
  - Spend a few minutes each day interacting with other peoples' content - past clients, family, friends, local community groups and businesses
- Paid advertising is a great way to expand your reach and generate leads
  - Contact the marketing team for more on getting started

