

# SOCIAL MEDIA 5 quick & easy steps to ignite your business for REAL ESTATE

## STEP 1 Establish Goals

Ask yourself, "What do I want to get out of my social media efforts?"



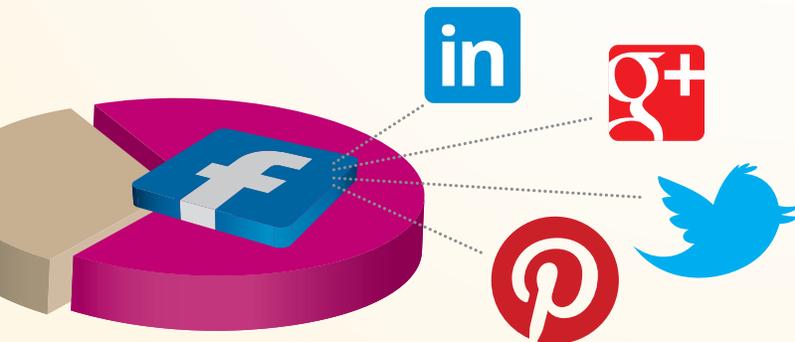
Deepen my existing relationships

Highlight my character & competence

Stay top of mind with the people in my database

## STEP 2 Narrow Your Focus

Which platforms should you use? If you're just getting started pick one social media platform to master.



**67%** of online adults say they use Facebook!

**A Facebook Business Page is a good place to start.**

Then test out some other options such as LinkedIn, Twitter, Google+ and Pinterest.

## STEP 3 Develop a Content Plan

Create a repository of content you can post that...



Maintaining regular contact with your friends and clients through social media creates an opportunity to articulate how you work, become a trusted advisor for your community and demonstrate you care about their needs.

## STEP 4 Schedule, Interact, Monitor

Schedule your posts in advance



Sign up for a free [Hootsuite](#) account and set 1-2 hours aside to schedule all your updates for the week!



**Get social** To build trust and deepen relationships with your community you need to interact with it! Retweet, Comment, Like, Share, etc. posts by others. Also, don't forget to show gratitude to those who return the favor and socialize with you.

**Time block**

Set aside 10 minutes in the AM and 10 minutes in the PM each day to check your accounts and respond.

## STEP 5 Track & Measure Your Success



You can't improve what you don't measure! Make sure you take some time each month to look at the best times to post and which types of posts (quotes, photos, videos) generate the most reach/engagement.