

THE SOCIAL MEDIA SURVIVAL GUIDE

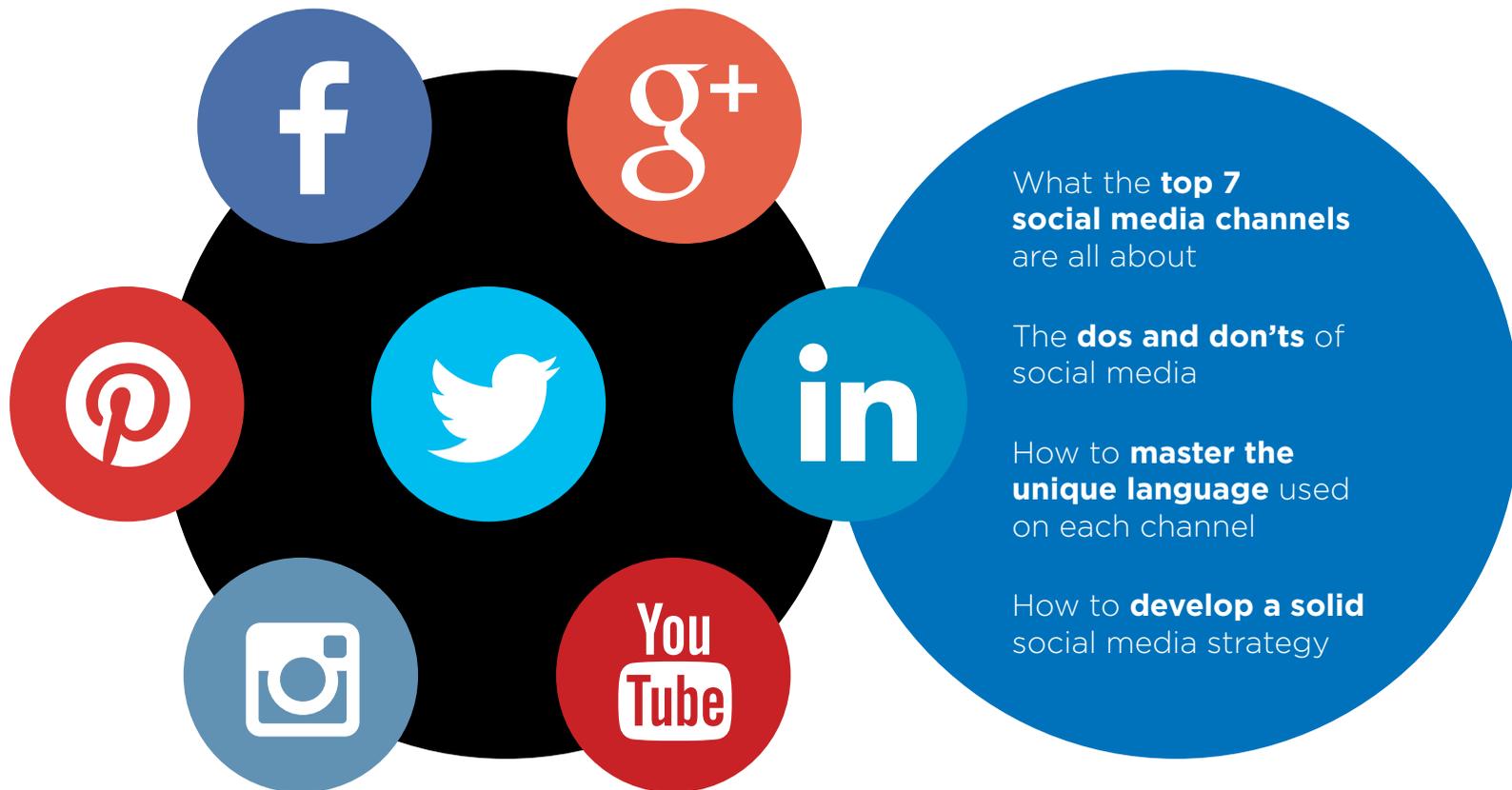


Everything You
Need to Start
Growing Your
Business with
Social Media



WHAT YOU'LL LEARN

Welcome to your social media survival guide! Whether you're a seasoned pro or just jumping on, **Buffini & Company** wants to help you navigate the different channels and get a plan in place so you can rock the social space. In this e-book you'll learn...



Ready to dive in?



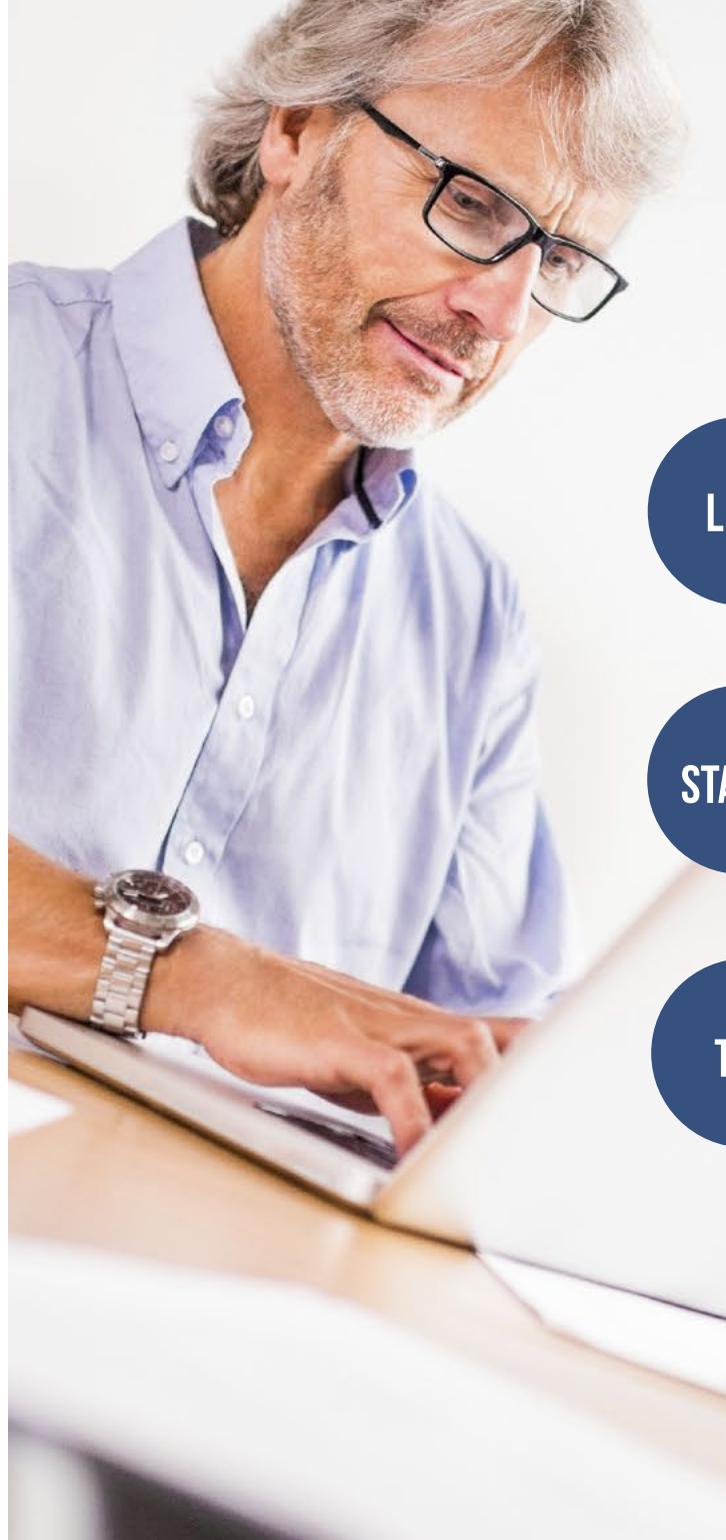
The largest social sharing site with over 1.35 billion users. Your biggest opportunity to build relationships.

DOs

- 😊 Post a mix of appropriate personal and professional updates 4-7 times a week
- 😊 Provide value with images, video, articles and infographics
- 😊 Engage with followers (like, comment, message, tag followers and share their posts)

DON'Ts

- 😞 Rant or be negative
- 😞 Overshare personal information
- 😞 Ignore comments and likes
- 😞 Use bad grammar



LIKE

This allows other users to know you enjoyed their content

STATUS

A microblogging feature that allows you to post updates

TAG

Identifies and notifies a person in a photo, status update or video.



Short and sweet updates limited to 140 characters.

DOs

- 😊 Post frequently up to 10 times a day
- 😊 Status updates should be to the point and informative
- 😊 Make tweets stand out with images
- 😊 Engage with others by retweeting, mentioning, following and using hashtags

DON'Ts

- 😞 Use hashtags that don't make sense
- 😞 Always sell
- 😞 Ignore mentions and retweets
- 😞 Send automatic direct messages to new followers



LEARN THE LINGO

@REPLY

Use this to reply publicly to a twitter user

RETWEET
(RT)

This indicates you are posting a tweet from another user

DIRECT
MESSAGE
(DM)

You can send private messages to someone who is following you

#HASHTAG

Used to categorize and group tweets. Use them to search topics and participate in conversations



Your business's video hub! YouTube content ranks well in Google search.

DOs

- 😊 Create video content on a regular basis (once a week)
- 😊 Optimize videos for search using keyword phrases in the title, descriptions and tags
- 😊 Organize related videos into playlists and display popular playlists on your channel
- 😊 Grow your YouTube subscriber list by adding a subscribe button to your videos and website

DON'Ts

- 😞 Ignore comments
- 😞 Forget to add tags and keywords to your videos
- 😞 Use boring, non-descriptive titles
- 😞 Forget to add links in your video descriptions



LEARN THE LINGO

UPLOAD

How you add videos to your YouTube Channel

MY SUBSCRIPTIONS

Specific channels you have liked. You will receive updates whenever they upload new videos

SUBSCRIBERS

People who are following your channel

PLAYLIST

A way to categorize and group videos

FEATURED VIDEO

The video non-subscribers see first when they visit your channel



Where professionals go to network and connect.

DOs

- 😊 Join relevant groups and participate in discussions
- 😊 Use their blogging platform to publish content
- 😊 Don't be afraid to be all business here! Share valuable information about your local market, the real estate industry and trends

DON'Ts

- 😞 Use an unprofessional picture
- 😞 Send spammy direct messages
- 😞 Post your listings in groups
- 😞 Forget to endorse other people



LEARN THE LINGO

INVITATION

Invite people who have worked with you and sent you referrals to connect

CONNECTION

A LinkedIn Member who has accepted an invitation to connect with you

ENDORSE

Certify your connections have experience in the skills they have listed and they will likely do the same for you

POSTS

Create blog posts within LinkedIn to share with connections



Social site that is all about discovery
Predominantly female (83% of users are female).

DOs

- 😊 Post hot topics on Pinterest: crafts, food, quotes, health, fitness, home décor, DIY
- 😊 Great for driving website traffic if pins link back to your website
- 😊 Create a variety of boards and pin new things often (several times a day)

DON'Ts

- 😞 Create only a few boards (you want a lot!)
- 😞 Forget to use hashtags
- 😞 Forget to link back to your website
- 😞 Keep it all business (add some fun boards)



LEARN THE LINGO

BOARD

Think of boards as a digital bulletin board where you can group similar content (fitness, home décor, DIY tips, etc.)

PIN

A pin is an image that you have captured and added to a board.

REPIN

The act of sharing someone's pin to one of your boards

LIKE & COMMENT

Similar to Facebook, you can like someone's pin or leave a comment on the pin

PIN BUTTON

This can be added to your web browser allowing you to easily pin anything you want to share online

INSTAGRAM

Social sharing site that's all about pictures and short videos.

DOs

-  Participate in conversations and get new followers by using a lot of hashtags
-  Post at least once a day
-  Share iconic images of your town, video tours of your listings, pictures of happy clients, DIY and home renovation ideas.

DON'Ts

-  Post poor quality photos
-  Use every filter (you want to establish a consistent look)
-  Overdo selfies
-  Post the same thing every day



LEARN THE LINGO

POST

Simply refers to an image uploaded to Instagram

@HANDLE

A method of notifying and including another instagrammer in your comments

FILTERS

Edit your photos and add effects using filters

#HASHTAG

Used to categorize and group images. Use them to search images and users you are interested in

EXPLORE

This tab allows you to search and discover

TRENDING HASHTAGS

Popular hashtags you might want to search and use



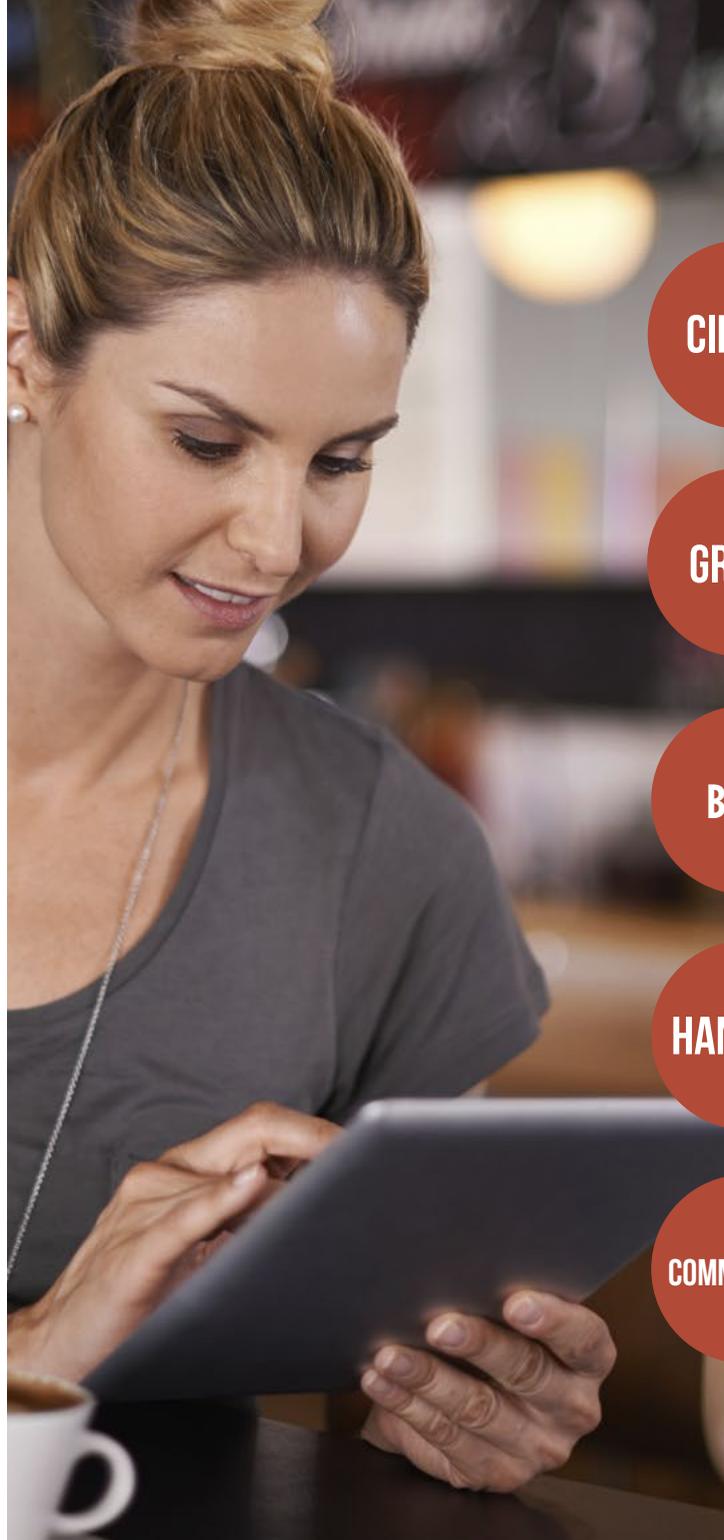
Social network built by Google that's great for SEO. Not as many people active on Google+ as Facebook, so less competition for followers.

DOs

- 😊 Create a Google+ community to connect with people and keep them coming back
- 😊 Join business communities and share valuable content to grow your following
- 😊 Post valuable content 4-7 times a week and use images and hashtags

DON'Ts

- 😞 Forget to join communities
- 😞 Forget to use Circles
- 😞 Use a bad cover image
- 😞 Leave sections of your profile blank



LEARN THE LINGO

CIRCLE

How you categorize your friends and followers

GREEN

A post marked green is public

BLUE

A post marked blue is only shown to your circles

HANGOUT

A group video chat feature for users in your circles

COMMUNITIES

A way to interact and connect with people who are interested in a particular topic

DEVELOP YOUR SOCIAL MEDIA STRATEGY

STEP 1

Establish Goals

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

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 I use? If you are just getting started, pick 1-2 social media platforms to master.



67% of online adults say they use Facebook

STEP 3

Develop a Content Plan

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



Provides value



Encourages engagement



Builds trust

STEP 4

Schedule, Interact, Monitor

Get Social! To deepen your relationships with your community, retweet, comment, like, share, etc.

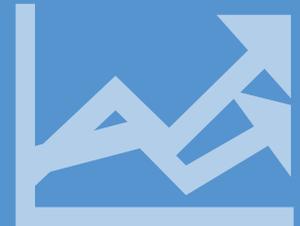
Time block: set aside 10 minutes every morning and afternoon to check your accounts and respond.

Set a goal: engage with at least one person each day!

STEP 5

Track & Measure Your Success

You can't improve what you don't track. Make sure you take some each month to look at your reach, engagement and growth on social media.



ABOUT BUFFINI & COMPANY

Real Estate Coaching, Training, Events, Marketing Systems, CRM

Headquartered in Carlsbad, CA, Buffini & Company is the largest real estate coaching and training company in North America. Founded by real estate expert and master motivator Brian Buffini, the company provides a unique and highly-effective lead generation system and comprehensive business coaching and training programs which have helped entrepreneurs in 37 countries improve their business, increase net profit and enhance their quality of life. Since its founding in 1995, Buffini & Company has impacted and improved the lives of thousands of small business owners with strongly balanced work-life strategies.

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