

A woman with long brown hair, wearing a blue blazer over a black button-down shirt, is sitting in the driver's seat of a car. She is looking down at her smartphone, which she is holding in her left hand. Her right hand is touching the screen. The background is a blurred cityscape with warm, golden light, suggesting a sunset or sunrise. A large blue speech bubble is overlaid on the right side of the image, containing the title text.

# Using Social Media to Work by Referral

When you Work by Referral, social media is a great tool. Develop a strategy that uses your social platforms to strengthen your brand, support your relationships and provide more value to your connections.

# Why We're on Social Media

In the past decade, social media has exploded in popularity. While it should not be your primary source of lead generation, you can use its powers for good. Your clients are already there — just look at the numbers!

Active Monthly Users

Instagram:  
**1 billion**

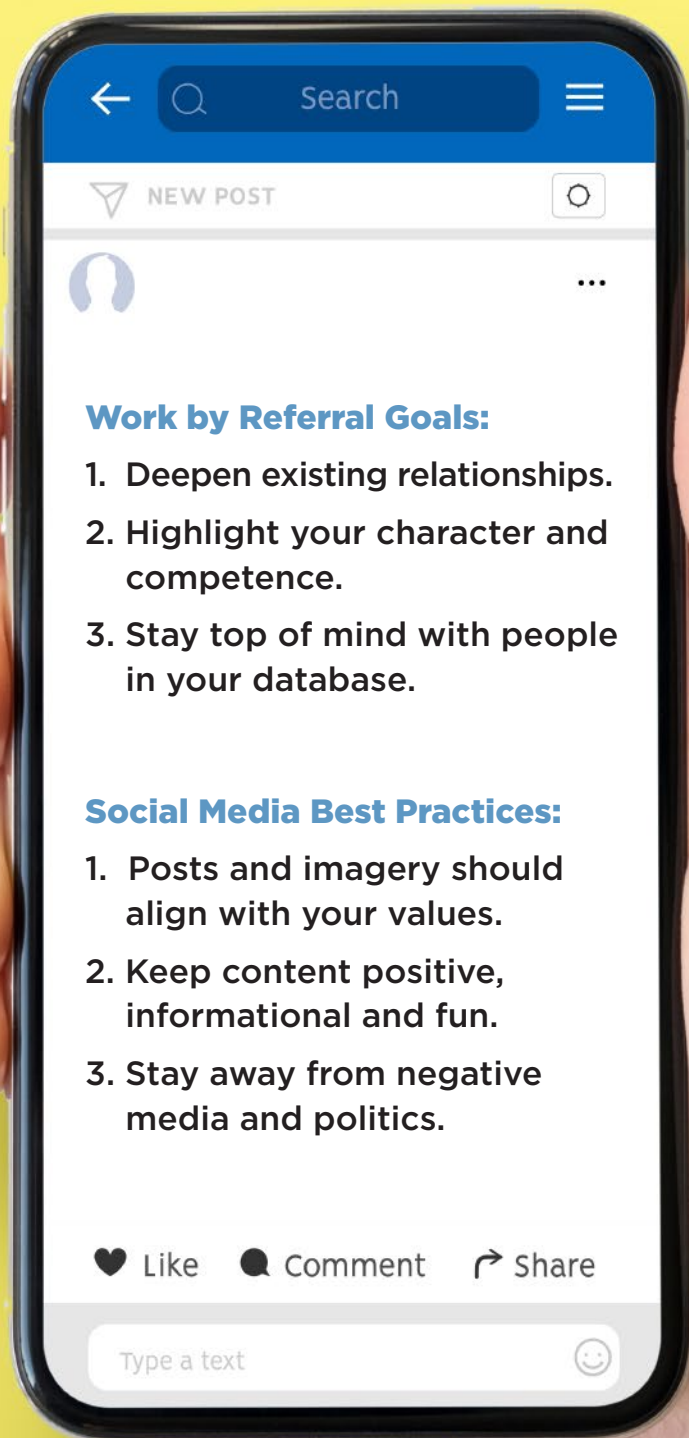
Facebook:  
**2.5 million**

Twitter:  
**330 million**

People are twice as likely to pay attention to posts from family and friends with recommendations.



When you engage your clients on social media, you're increasing your chances of getting referrals!



# Strengthen Relationships, Create Advocates

## Work by Referral Goals:

1. Deepen existing relationships.
2. Highlight your character and competence.
3. Stay top of mind with people in your database.

## Social Media Best Practices:

1. Posts and imagery should align with your values.
2. Keep content positive, informational and fun.
3. Stay away from negative media and politics.

When working by referral, the goal of social media is to strengthen relationships and create raving fans for your business. These fans are created offline by your exceptional skills and service, but you can use your social media to encourage your biggest advocates to share the love online.

# Build Your Social Media Plan

Once you know what you want to accomplish, it's time to build a solid content plan that lets you put posting on autopilot while still accomplishing the goals of Working by Referral.

Create a content schedule that includes the type of content and platform to post it to.

Day	Post Content	Type of Post	Platform
<b>Monday</b>	#MotivationMonday	Image	Instagram, Facebook, Twitter
<b>Tuesday</b>	Real estate blog	Link	Facebook, LinkedIn
<b>Wednesday</b>	Real estate tip	Video	Instagram, Facebook, Twitter

**PRO-TIP:** Block off one to two hours weekly to schedule your posts. Try **Hootsuite**, **Buffer** or **Sprout Social** to organize your posts for little-to-no cost depending on your plan.

# Go From Comments to Coffee

As you nurture client relationships online, look for ways to take the conversation into the real world. Here's how to go above and beyond to turn that comment into coffee or like into a lunch so you can get face-to-face and generate referrals.

**Pay Attention! Social media posts can give you something to talk about in calls and notes.**



- 👍 Call your clients on birthdays and pop-by with (or mail) a gift.
- 👍 Has your client posted about being sick? Pop by with a flu survival kit.
- 👍 For anniversaries of any kind (job, wedding, home purchase), send a personal note.

# Network with Other Agents

Use social media to build relationships with other real estate agents across the country so you can exchange referrals within a broader network.

GET INTO BUSINESS NETWORKING GROUPS ON FACEBOOK.

## Buffini & Company Members

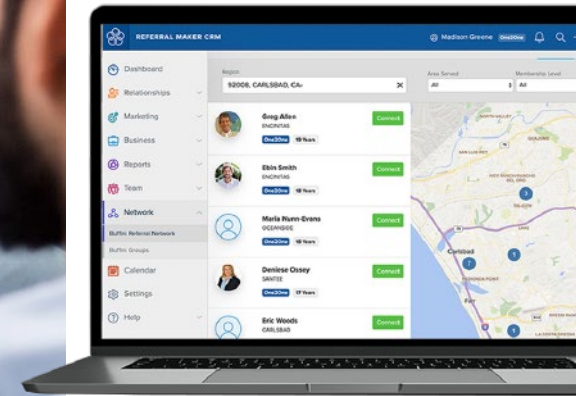
**Facebook Group** — available to those in Referral Maker CRM, Referral Maker PRO and Buffini & Company Coaching.

**Connect with other businesses and professionals on LinkedIn.**

**Attend real estate events, then link up with those folks on social after to stay in touch.**

Take those connections further by arranging video chat meetings and calls if they're in other cities!

## Take advantage of the Buffini Referral Network!



- Exchange referrals with Buffini Members across North America.
- Connect clients with other agents who Work by Referral and prioritize great service.

**Available exclusively for Buffini & Company Members.**



# Get Started Today!

Buffini & Company has several tools to help you leverage the power of social media to Work by Referral. Join our network of more than 20,000 Members who are using coaching and productivity tools, training programs and events to strengthen their relationships.

## One2One COACHING™

### One2One Coaching™

Buffini & Company Coaching Members get accountability and guidance to help them stay on task and provide an overall exceptional experience for clients. This also includes our Referral Maker PRO marketing kit, which offers personal notes, Pop-By tags and Items of Value to give you and your clients something to get social about.



### The Pathway to Mastery—Essentials™

Learn the basics of Working by Referral along with the fundamental business principles you need to know before building out your social media strategy in this real estate training program.



### Buffini & Company Master Class™

Build your professional network and your skills at this one-and-a-half-day real estate event. Meet hundreds of like minded agents to expand your referral opportunities and your social media presence! Coming to a city near you.

Learn more at  
[buffiniandcompany.com/grow2020](https://buffiniandcompany.com/grow2020)