

12 SOCIAL MEDIA TIPS

FOR REAL ESTATE

1. Tell the story behind the house.
2. Get raving vendors to post testimonials and tag you
3. Simplify. Use one platform. I recommend Facebook
4. Persistence, don’t care that you’re talking to yourself
5. Engagement is key (SHARE, LIKES, COMMENTS)
6. Encourage vendors to post any gifts you have provided them
7. Run competitions (Guess how much this will sell for)
8. Share a piece of yourself daily. Show you’re human
9. Be positive people love that
10. It’s never private, don’t post any content you don’t want your grandma to see
11. Monthly social media audit sneaky apps, sometimes post on your behalf
12. Outsource to your PA, send on social media training course