



**Colibri  
Real Estate**



# **Social Media Toolkit for Real Estate Agents**

**Colibri Real Estate**

# Introduction

Let's face it. Whether you are a fan of social media or not, social media has become an integral part of how our society transmits information. Brands such as Amazon, Taco Bell, and The Wall Street Journal are masters of using social media to connect with their audience and stay top-of-mind.

But you don't have to be a billion-dollar brand to use social media effectively. With a simple understanding of social media best practices and a little effort, you can stand out from the crowd and be the real estate agent in your market that everyone wants to follow.

This guide is your toolkit to help you make the most of the time and energy you spend on social media—and ensure that you see a return on your time investment.

## Pro Tip:

What are some of your favorite brands? Do some research on what they post to social media to get a sense of how often they post and the type of content they use.

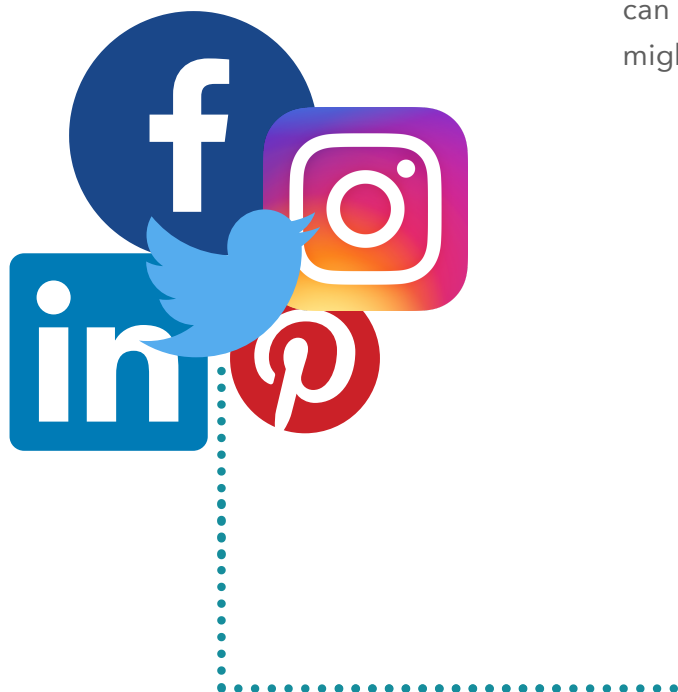
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## Chapter One:

# Choosing Your Platform

Social media is constantly evolving, with new platforms arriving on the scene each year. However, there are some tried-and-true platforms that have stood the test of time. Facebook, Instagram, and LinkedIn are just some of the most popular channels across a wide range of age groups. In fact, it's probably safe to say that you have one or more of these accounts.



However, it's important to separate your personal accounts from your business accounts. You don't want potential clients to be turned off by any political or religious views that you post about on your personal accounts. In fact, if you don't have your Facebook and Instagram accounts set to [private](#), it's a good idea to do so right away.

Once you've cleaned up your social media profiles, it's time to double check that your efforts have been thorough. Websites like [BrandYourself.com](#) allow you to audit all of the information available about you online so that you can see if there are any gaps that you might have missed.

**Pro Tip:**

Start small. Don't create a bunch of different accounts all at once. Choose one social media platform that you are familiar with and know your audience will be on (like Facebook). Once you have that down, add another one, and another one until you've mastered them all.

# Facebook

The average American spends 43 minutes per day on Facebook\*, making it the most active social platform by a landslide—unfortunately, most real estate agents don't take advantage of this opportunity to connect with an enormous prospect and referral base.



Follow these Facebook must-dos:

- **Pick an audience.** As a real estate agent, you want to reach people who are potential home buyers and sellers. Many agents fall into the trap of also sharing content that is relevant to only real estate professionals. Save that content for LinkedIn, which is more of a networking platform, and stick to content potential buyers and sellers want to read.
- **Take advantage of all the sections of the page.** Offer a thorough description in the "About" portion, including the neighborhoods you know well, the niches you serve, your credentials, or any other information that sets you apart from other agents. Include featured listings, agent profiles, and more. If there is space to sell your business, use it!
- **Use the same headshot or profile photo that you have everywhere else.** Your face will become recognizable to your followers.
- **Don't just post about properties.** Not everyone is looking to buy or sell right now, but you still want those people to follow you and engage with your content. Along with property postings, mix in other content. For example, share interior design or home maintenance articles, congratulate a family that closed on a house (with their permission), or even post relevant motivational quotes.
- **Be consistent.** You're busy, but if you want any of your social media efforts to be successful, you must post consistently and frequently. Plan to post every day at least once, but more if possible.
- **Share high-quality images.** Pictures are more likely to grab people's attention than text, so share lots of them. Don't limit yourself to photos of houses either. You can share a nature photo you took near a property or pictures of beautiful architecture in your town.
- **Interact with followers.** When followers comment on your posts, respond with a note of appreciation, and especially answer questions.
- **Be personal and relatable.** Social media is all about personality. Write posts in your voice, as if the person you were speaking to was right in front of you.
- **Show that you are grounded in the community.** Volunteer, attend town meetings and celebrations and shop and eat at local businesses. Then share updates, reviews, and images as you do. Additionally, share information about your town or city, for example, highlight a new business opening or comment on the completion of a road repaving. Those kinds of posts show that you are part of the community, that you know it well, and that you care about what happens there.

\*Source: TechJury.net



# Twitter

As with Facebook, Twitter's a great way to connect with prospects and nurture relationships. As a real estate agent, it's critical to determine who your audience is and what content they're most likely to enjoy. As a general rule, your Twitter posts should be:

- 20% links to your blog or website
- 20% links to other people's content
- 20% about your business
- 40% personal interaction, commenting and networking

## Pro Tip:

Hashtags, hashtags, hashtags! People will find you on Twitter based on your hashtags. More importantly, you can search hashtags to learn more about your prospects and your community, which will help you create more meaningful content. Instagram and LinkedIn also use hashtags—just make sure they are relevant and used sparingly.

# Instagram

Instagram, or what the kids call "Insta," is a great medium for real estate agents since it is focused on visuals. While Facebook and Twitter have photo functionality, Instagram was built for it. Plus, since Facebook has acquired Instagram, you can seamlessly share photos between the two networks. Use Instagram for behind-the-scenes storytelling, share images or short videos of your listings, as well as community-focused content. The only drawback to Instagram is the fact that you can't redirect people to your website, but given Instagram's high-engagement, you'll be sure grow your brand awareness.

## Recommended Reading:

- [How This Agent Got a \\$1 Million Transaction Through Instagram](#)
- [17 Real Estate Instagram Accounts You Should Be Following](#)
- [Social Media for Real Estate Agents: 55 Ideas You Can Use Right Away](#)

# Pinterest

Pinterest allows you to create and manage multiple online bulletin boards. For real estate agents, Pinterest is a gold mine for visual storytelling. Create boards for each of your listings that include photos of the property and surrounding area, nearby hotspots and local trends. Highlight your expertise by offering collections of kitchen makeover ideas or curb appeal spruce-ups.

# LinkedIn

With more than 300 million members across 200 countries, LinkedIn has helped change how real estate professionals do business. Initially viewed as a site to display your online resume, LinkedIn is now the primary social site for business professionals to network, connect, and engage.

One of the benefits of LinkedIn is the LinkedIn Group feature which allows you to connect with every other member in that group. Look for groups that target your key audiences—it's a great way to communicate, and may lead to new business. You can also search for groups by keywords and location.

Here are some large real estate professional groups on LinkedIn that you should consider joining:

- **Real Estate Professionals and Vendor Network** (72K+ members)
- **The Real Estate Networking Group** (570K+ members)
- **Real Estate Investor Today** (132K+ members)



## Did you know?

We offer the most comprehensive library of real estate CE and professional development courses available. Each course is designed around industry trends to help you generate more income and advance your career. Plus, rest assured you'll get what you need because all of our courses are state- and board-approved.

Visit [mckissock.com/real-estate](https://mckissock.com/real-estate).

## Chapter Two:

# Writing for Social Media

Once you've determined which social media platforms you are going to use, it's time to start posting!

While some sort of visual medium (image, video, graphic, etc.) should be the main focus, you want to have some written copy that compliments the visual component. However, writing for social media is a bit different from writing for print, or even writing for your blog.

The following are some helpful guideposts to make sure you follow the spoken and unspoken rules of each social media channel.

## Facebook

Short, to-the-point  
copy that captivates  
the reader

Eye-catching image



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Published by Meltwater Engage · June 8 at 3:12 PM ·



Real estate professionals bring the value of owning a home to families, communities, and neighborhoods across America.

There's no greater feeling. ❤️

Now is the best time to launch your real estate career. And we know a few amazing real estate schools to check out, depending on where you're located.... [See more](#)



# Twitter



McKissock Education @McKissockRE · Jul 16

#TuesdayTip: "When they feel you care, that is when clients love and refer you."  
Find more tips on how to generate referrals from previous clients: [bit.ly/2S6X19Q](https://bit.ly/2S6X19Q)



Appropriate use of hashtags

Visually pleasing text graphic that draws the viewer in

# LinkedIn



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258 followers  
3h · 🌐

Real estate professionals LOVE the first day of summer. Here's why! 🌞

- 🌞 There's the most daylight for potential buyers to see a home in its true glory.
- 🌞 Homes tend to sell faster and for higher prices when listed at the beginning of summer.
- 🌞 Summer is typically the most convenient time for people to move, especially for families with school-age children.

And much, much more!

Interested in a real estate career? Now is a great time to get started on pre-licensing courses with Colibri brands, depending on your location.

Send us a message or leave a comment, and we'll point you in the right direction! ❤️

#realestate #realestatecourses  
#onlineeducation #businessowner

Short, to-the-point copy that describes how the article will benefit the reader

High-quality photo

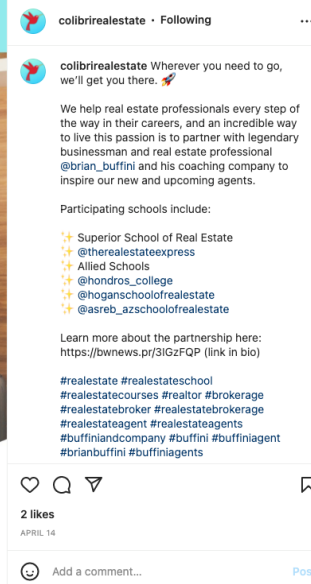


# Instagram



**Drive early career success**  
with our newest partnership with Buffini & Company

High-quality video or image



Clear call-to-action

Appropriate use of hashtags

# Pinterest



**Best Practices for a First Time Home Buyer**

Eye-catching, vertically oriented visual

Clear, concise title

## Pro Tip:

Each social media platform has its own character limit for post copy. If you go over the character limit your post may not publish, or your post may be cut off. Here are some good ones to remember:

- Facebook: 340 characters or less
- Twitter: 280 characters or less
- Instagram: 2,200 characters or less
- Pinterest: 400 characters or less
- LinkedIn: 210 characters or less

## Chapter Three:

# Digital Resources

Social media can be time-consuming—especially if you are posting on multiple channels. Luckily, there are tools out there (many of them free) that can help make posting to social media more time-efficient and easier to manage.

## Social Media Scheduling Tools

Social media scheduling tools allow you to post to multiple platforms at once, schedule posts in advance, respond to comments, share and retweet posts all in one convenient place. Here are some great options to get you started:



## Writing Tools

Take your writing skills to the next level with writing tools designed for clear and concise writing.



## Image Creation Tools

A picture is worth a thousand words so make sure your social media images are high-quality and have the right image dimensions for each social media platform. These image creation tools make graphic design look easy:



Adobe Spark



## Video Creation Tools

Want to go the extra, extra mile? Video is your best tool for brand awareness and audience engagement. Plus, they are so much fun to create!



PROMO



ANIMOTO



Biteable



Renderforest



VideoScribe

## Learn With the Colibri Real Estate Family of Brands

To support every career stage, Colibri Real Estate and its family of brands deliver learning solutions nationwide. Our education suite includes comprehensive content and curriculum, expert instructors, and robust classroom resources through our family of real estate schools and innovative online learning platform. We also offer the industry's first widely available livestream learning courses, where students can get a real estate education without ever leaving home.



## About Colibri Real Estate

Colibri Real Estate empowers agents and brokers to start or advance their careers by offering real estate's most comprehensive, flexible learning solutions. As the leading education company for industry professionals, Colibri has helped millions pursue and achieve more in their careers. We've done this by providing custom education solutions and recruitment resources to thousands of brokerages, schools, and other organizations.



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