



SHINE BRIGHT

CAN SOCIAL MEDIA TAKE YOUR BUSINESS TO THE NEXT LEVEL?

The biggest impact of social media is in the wealth of information we share. It's natural for real estate agents to expect that an ever-widening circle of connections may help to build their business. But the big mistake so many make is using social media as an advertising platform.

People go to social platforms to get away from business. It's about hanging out and having fun. What they don't want is to be "sold to." So where does social media marketing fit in? Where do we draw the line between friending people and annoying them? The answer lies in content.

The key to success with social media marketing is to behave online the same way you behave offline. Whether you blog, Tweet, use Facebook, or share photos on Snapchat, at least 80 percent of what you share should be interesting and fun – lifestyle, anecdotes, local happenings – with no more than 20 percent of your posts related to business.

Does that mean you should never post a message about a real estate opportunity? Of course not. Presumably, your friends and contacts know you are a real estate agent. There's nothing wrong with behaving like a local expert. If a bargain pops up, the market is hot or you're excited about your latest listing, it's okay to let folks know that as part of your 20 percent. But ask that anyone who wants details contact you outside of social media.

In other words, social media is a powerful tool, but strategy is key. Agents who successfully balance the yin and yang of it have offered tips for turning up your business without turning people off:

FACEBOOK: Facebook Live gives you the ability to stream live video on your personal or business page. Use it to stream a walk-through of a new listing, invite potential buyers to an open house or broadcast a clip of a local community event. A bonus for using this tool is that Facebook rewards you by pushing your video content higher up in the news feed.

INSTAGRAM: The platform has extended its 15-second length for videos to 60 seconds. It's a fun way to send creative posts.

PINTEREST: It's all about visuals, images, graphics and video – ideal for real estate marketing. But think outside the box to get an edge – unique interior design ideas, before and after photos – and link the images to your website.

YOUTUBE: Upload the videos or virtual tours you've created for your listings. Showcase landscapes, schools, local recreation. Title your posts with relevant keywords that will help them turn up on search engines, and link them to your website.

HELPING YOU SHINE BRIGHT