



**Social  
Media  
Strategies**

# Who I am.

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Writing Real Estate

Realtor

Freelancer

Blogger

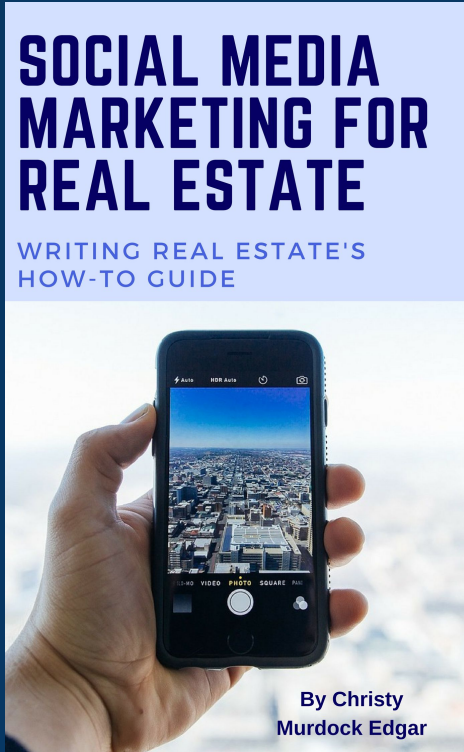
Inman Author

Deal Talk Media Partner



And I wrote the book on SMM for Real Estate.

(No, literally.)





# 81 percent

Of the US population has a social media profile\*

According to *Statista* 2018

Who What

Where When

Why How

Who?  
Your Client Avatar



# What do we mean by “ideal” client?

They may be:

- Representative of most of the Buyers or Sellers in your market
- The “type” you’ve worked well with in the past
- The “type” you enjoy working with (First-time homebuyers, international)
- A niche you are interested in marketing to (Seniors, Military families)

What defining your client avatar is NOT:

- An opportunity to discriminate against a group, to steer or redline, or to violate other Fair Housing requirements

What kinds of  
questions should  
you ask?





# What? Content



# Types of Content

Gary Vaynerchuk

*Jab, Jab,  
Jab, Right  
Hook*



## Types of Content

- Job Content: Articles, Memes, Stats, Market Info, Local Events
- Right Hook Content: Website Content, Blogs, Infographics, Podcasts, Articles, Interviews, Media Mentions, Photos, Videos, Appearances

Where?  
Platforms



# Facebook

- Try to post in Facebook at least once a day. Remember, you are posting more than listings or advertisements for yourself. You are trying to create value for anyone who is following your page or stumbles on it.
- Posts should include: your blog posts (if you are blogging), helpful tips, a link to your newsletter (if you have one), market information, items of local interest, etc.



# Facebook

- If you go to a great local restaurant, take a picture with the owner and write a little bit about what makes it so great. Then reach out to them on Facebook, give them a shoutout, and hopefully they will share your post and give you a shoutout in return.

- If you have friends who have businesses, reach out to them by tagging them when you post something that relates to their business. For example, if you have a friend who is a CPA, you might share a post about Tax Tips for Homeowners and tag your friend's business page.



# Facebook

- If you find that a post gets a lot of response (Likes, Shares, Comments), you might want to Boost that post. It allows you to sponsor a short term, inexpensive “ad” with that post and get it in front of more people.
- Check out <https://ifttt.com/> to start letting your various Social Media “talk” to each other. For example, when I send an email to my sphere from my Mailchimp account, it is automatically shared on my Facebook business page which then generates a Tweet from my Twitter account. Don’t let your content sit in isolation--ensure it is getting seen on more than one platform.





# Facebook

- Another type of page that you might want to start other than a business page is a community page. Post something there that will be interesting to the people in the neighborhood or highlight a business or event in that neighborhood.
- A group page could be whatever you like that will help you network with people who are like your ideal client. If you are trying to reach middle-aged men, you might have a Soccer Dads group, for example. If you are trying to reach out to a niche like teachers, you might have an Orange County Teachers group.





# Twitter

- If you already use Twitter, you may know about **hashtags**. If not, hashtags are the way that you make connections on Twitter. So if you want to draw people interested in Real Estate, you might put #RealEstate on your RE related posts. Or if you want people interested in your city, you might put #ExtraordinaryALX on a post about a local item. (Our team is based in Alexandria VA).



# Twitter

- @ is how you talk to someone. So, if you wanted to give me a shoutout and brag about me to your Realtor friends, you would say “Hey @WritingRE, thanks for the ebook you designed for me! #RealEstate #writing #bestbuds”
- Pictures convert, and gifs convert better than pictures. **Never** post a text-only tweet.



# Twitter

- My biggest piece of advice: Twitter is usually NOT a source of clients. People don't really go to Twitter to choose a real estate agent. Therefore, you are trying to use Twitter to engage people, to befriend people, and to get them to other platforms that might convert them into clients.



# Twitter

- Try to tweet throughout the day. The golden time is between 2-6 p.m. You can do a Real Estate Tip of the Day, you might do a Listing of the Day, etc. Have a focus so that you don't waste time trying to figure out something to post.



# Twitter

- If you retweet from someone else, choose Quote Tweet rather than Retweet. That way, your logo or profile pic will show up in people's timeline rather than that of the item you are retweeting.



# Twitter

- If you have a website, create a tweet for each page or feature on that website. If you have a blog, have a pre-written tweet for each blog post. This gives you content that you can reliably post even when you don't have time to think of something new.





# Twitter

- Warning: Twitter can be a time-suck and you can find yourself spending a lot of time trying to tweet at different times for maximum engagement. If you want to automate Twitter, [Hootsuite](#) is an application that allows you to pre-schedule tweets. That way you don't waste a lot of time creating tweets--you can just have a number of go-tos, schedule them ahead, then supplement with an occasional retweet.



# Twitter

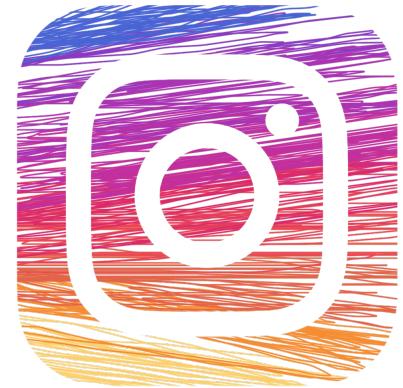
- Try to engage with people on Twitter. @ them to ask a question or include them in a conversation. Show a house and ask what your followers' favorite feature is. Choose a hashtag that is trending and join the conversation.





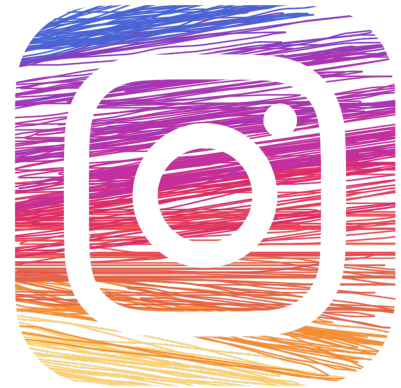
# Instagram

- Instagram is one of the fastest growing and most effective platforms for real estate. Because of the emphasis on visuals, it is ideal for showing home features, community events, or attention-getting motivational quotes.



# Instagram

- One of the best platforms to create Insta-worthy images is Canva. This easy-to-use graphic design platform (and it's free!) will allow you to add a logo, frame, format, or other element to your image. You can also create great infographics and blog cards.





Top 6 Reasons  
TO USE A REALTOR FOR  
YOUR RENTAL SEARCH



## 3 Questions to Ask for BETTER HEADSHOTS

Most real estate agents and brokers have the classic RE headshot: arms folded, ¾ view, blazer and collared shirt poppin'. Let's see if we can make a new resolution this year NOT to do that. Here are some questions to help you rethink your headshot and put your best face forward.



### 1 DOES IT LOOK LIKE YOU?

We all want to live in our heyday -- 50 pounds thinner and 10 years younger. But take a look at your headshot and see if it still resembles you. If not, it's time for a new one. Can't tell and don't have anyone around who'll give you an honest opinion? Take a selfie and hold it side by side with your business card -- if they look like two different people--maybe two distant cousins or a mom and her daughter -- it's time for a new one.



### 2 WHO TOOK IT?

If you had your photo taken at one of those lineups at your brokerage with 20 of your closest friends and coworkers, consider looking for someone with new perspective. Check out local photographers and look at their online galleries to see if you find someone whose portraits are a little more interesting and inventive. If you live near a city with a vibrant film or theater community, look for someone who specializes in actors' headshots. They know how to make you look your best and how to help you convey the image you're trying for in your marketing.

### 3 WHAT DOES IT SAY ABOUT YOU?

If all your headshot is saying is, "I own a blazer" you need to rethink. What do you offer clients that's unique or special? Are you a nurturing personality who guides first time homebuyers like no one else? Are you a tough negotiator who knows how to get the big deals done? Are you a well-connected luxury real estate broker who hobnobs with the rich and famous? Your headshot should convey something that matters about you, and your business.

GIVE GOOD FACE IN 2018!

WWW.WRITINGREALESTATE.COM



5 Steps

## TO FINDING YOUR NEXT RENTAL

with BostonPads.com



### SEARCH

Use our Apartment Finder to choose from 156,000 potential rental options all over the Boston metro. Our menu is neighborhood specific, and you can search by date of availability, price, and other facts. Customize with options for luxury, pet-friendly, and other specifics and amenities to ensure you find the ideal rental property. You can even search for parking spaces on our site!

### COMPARE

Compare locations, building features, prices, and more to narrow your search to a few favorites. And keep checking! Our dedicated staff is constantly updating the site so you can see when the newest listings go up and you're assured that you're only seeing the freshest rental options.



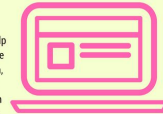
### CONNECT



We know everybody! Contact us to be connected with a network of more than 150 area real estate professionals. They'll create a custom search and help you find the apartment that checks off all of the boxes for you. Why go through the process alone when you can have the services of a local expert at no cost!

### APPLY

Once you've found the right rental, your agent will help you through the application process. This will include the application itself as well as financial information, references, and other materials as required by the landlord. They will also provide you with information regarding fees, deposits, and other requirements in order to facilitate the application process.



### MOVE!



So you've found the right place? Great! Our service is just getting started. With great tips, moving checklists, and even furnishing services, we can ensure that your new apartment is absolutely perfect. Moving with pets? We can help. Need info on utilities or change of address? We've got that, too. We're your one-stop resource for all of the moving day logistics.

www.BostonPads.com

# Instagram

- Hashtags are a big deal on Instagram. Use five RE-related, five geography or image-related, and five fun or cutesy ones.



# Instagram

- For example, I might hashtag today as follows: #realestate  
#realestatemarketing  
#socialmediamarketing #SMM  
#DetroitRE #Detroit #CoboCenter  
#DTW #ILoveDetroit #Downtown  
#sofun #LoveRE #MakeltWork  
#GetBusy #WakeUpAndWork





# Instagram

- Choose a hashtag for you, your team or business and tag all of your posts with it. As you grow your following and interact with others, ask them to use the hashtag as well. Have clients use the hashtag when they share pics of their new home or a photo from their closing. It acts as a lowkey referral to those who see it.



When?



# Frequency

- Facebook: One a day for multiple platform users; more if Facebook is your only platform
- Twitter: 5-10 times per day up to once each hour
- Instagram: One a day

# Timing

Best Days: Wednesday through Sunday

Best Times: 9 a.m. to 1 p.m. & 3 p.m. (Shares)

Worst Times: Anywhere from 8 p.m. to 8 a.m.  
(Exception if you are working with  
international buyers or investors)



# Timing

Best Days: Wednesday, Saturday & Sunday

Best Times: 12 p.m., 3 p.m., 5 p.m., 6 p.m.

Worst Times: Anywhere from 8 p.m. to 9 a.m.  
(Exception: I have seen good response with  
an early morning tweet during the 6 a.m.  
hour)

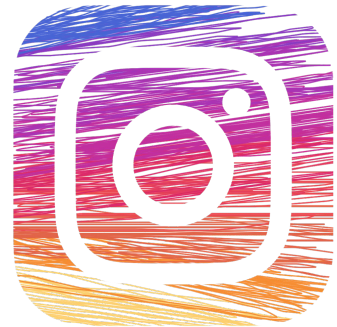


# Timing

Best Days: Monday and Thursday (Sunday can also be good because fewer posts = more mileage for your Sunday posts)

Best Times: 8-9 a.m., 1-2 p.m., 5 p.m.

Worst Time: 3-4 p.m.



Why?



ASK





Thank  
You