

QUICK TIPS

Representing yourself on social media and growing as an influencer

- ▶ As a leader you represent your brand, company, REALTOR® brand and associations.
- ▶ Now more than ever show your value. The list is never ending on the value you, as a REALTOR®, provide.
- ▶ Be consistent across all the channel
- ▶ More and more, news outlets look to social for story leads.
- ▶ Social media has gone to being the first channel of outreach for many. Your social presence has become the face of brand, and the front door to all interactions.

Where to start or do you need to reevaluate?

- ▶ Make sure you choose the platforms that are right for you! There will always be a new "trendy" platform, but the best platform is the one that reaches the most of your clients/network.
- ▶ Quality over quantity when it comes to how many platforms you are on and your content.
- ▶ Engagement > Follower Count
- ▶ Search yourself. Google and on Facebook (tip: don't just look under the "all" results, search posts, videos, groups tabs)
- ▶ Review privacy settings. How private or public your profile is.
- ▶ On social you have 2 audiences: The person you are communicating with...and everyone

else! Keep this in mind with social more than any other medium.

- ▶ Think about what you share, engage with, respond, like/react to, and get tagged in.

Social Care = Help resolve issues, answer questions, engage with clients and potential customers — others will watch to see how you respond. Consumers who have had a positive experience with a brand on social media are likely to recommend that brand to their friends and family.

- ▶ Reply to comments and messages. Set a turn-around guideline and try to stick to it. You may need to do some research first, but you can always acknowledge the comment or message and get back to them in a timely manner.
- ▶ Disgruntled comments: 2x replies max, always try to take the conversation offline/private.
 - ▶ Step back and take a breath, many over-react to social posts when responding.
 - ▶ Don't delete – embrace differences of opinion, though no profanity, solicitations, threats
- ▶ Be a good listener

More QUICK TIPS & resources >>>>>

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Developing your personal brand and become an influencer using social media

- ▶ Be **AUTHENTIC**. People like you because of who you are. And what you share on social is what makes you human. What is your unique perspectives to share?
- ▶ Be **Connected**. Influencers, business connections, friends
- ▶ Always be actively searching. Trending topics, new information and partnerships
- ▶ Spark conversation. Relevant and timely topics, comment and ask for input – engagement!
- ▶ Think about who are you trying to reach / your ideal client. What are they searching on google or social media, what hurdles are they trying to overcome, what struggles do they face, what things do they need to know throughout the journey. Answer these questions in your content.

70/20/10 Rule:

- ▷ 70% = adding value and brand building = interesting, helpful, area of expertise, how to's, thought-provoking
- ▷ 20% = direct promotion of yourself or your business.
- ▷ 10% = sharing other's posts and ideas

- ▶ Repurpose content that does well
- ▶ Don't go into social media without a goal. Your content should be trying to accomplish something, whether it's gaining new clients, promoting properties, providing information/educating or simply networking.
- ▶ Be **CONSISTENT** and your social presence will grow overtime.

By building a strong brand that represents you, your personality and expertise, your community will know what sets you apart.

Tools and Resources:

- ▷ Canva (graphic and video templates)
- ▷ CapCut (video editing and templates),
- ▷ Illinois REALTORS® downloads and Photofy
- ▷ NAR
- ▷ Tripods / Ring lights / Phone mics = many inexpensive options on Amazon.