

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.**
Explain or demonstrate the value that you, as a REALTOR®, provide.
- ▶ **Be consistent** across all channels.
- ▶ **Be aware** that news outlets increasingly look to social media for story leads.
- ▶ **Your social presence has become the face of your brand, and the front door to all interactions.**

Where to start

- ▶ **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 > Quantity
Engagement > Follower Count
- ▶ **Search yourself** on Google and Facebook (tip: don’t just look under the “all” results, search posts, videos, groups tabs)
- ▶ **Review your privacy settings.** Decide how private or public you want your profile to be.
 - ▶ **Remember, on social you have two audiences:** The person you are communicating with...and everyone else. Keep this in mind on social more than any other medium.
- ▷ Think about what you share, engage with,

respond, like/react to, and get tagged in.

How to engage

- ▶ **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 overreact to social posts when responding.
 - ▷ Don’t delete – embrace differences of opinion, though no profanity, solicitations, threats
- ▶ **Be a good listener**

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.

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 are your unique perspective 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 tos, thought-provoking
- ▷ 20% = direct promotion of yourself or your business
- ▷ 10% = sharing others' posts and ideas

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

By building a strong brand that represents you, your personality and your expertise, the 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)