



**Total Mortgage**

# REALTORS

# GUIDE TO MARKETING

# SOCIAL MEDIA BASICS

TOTALMORTGAGE.COM



## Table of Contents

Why go social?.....	4
Best sites for real estate agents.....	4
Facebook.....	4
LinkedIn.....	5
Twitter.....	5
Google+.....	5
Creating accounts.....	6
Creating your Facebook profile.....	6
Creating your LinkedIn profile.....	8
Creating your Twitter profile.....	10
Creating your Google+ profile.....	12
Next steps.....	14



Social media marketing isn't the future—it's the present. If you're still kicking around the idea of maybe someday getting a professional page going, you're already behind the ball. Of course, you're not exactly alone. Many professionals believed social media would be the kind of fad that came and went. But fast forward 10 years, and now it's integral to the way most businesses interact with their customer base.

## Why go social?

If you're a seasoned realtor with a network of referral partners, you may not think you're missing out on much in the social media realm, but consider this—500 million tweets are sent each day. 71% of consumers are more likely to make a purchase based on social media referrals. Over 20 billion photos have been shared on Instagram since it was created.



Think about it. Social media is real time, with real people, really interacting with your brand. **And that has a lot of benefits for you, like:**

- Improving brand awareness
- Increasing your website traffic
- Building trust and loyalty
- Introducing you to target market, up close and personal
- Allowing you to respond immediately to customers' problems
- Creating a constant audience

Basically, social media allows you to act and react all at the same time. It takes “word of mouth” marketing to a whole new level.

## The best sites for real estate agents

Whether you're using social media to market yourself or a brand, the basics are the same. I'll break down the 4 platforms that the Total Mortgage Marketing team usually suggests for our loan officers (they work great for realtors too).

### Facebook

Facebook—you may have heard of it—is the biggest social network out there. With 1.581 billion monthly active users and 1.44 billion active on mobile, it's safe to say pretty much everyone has a profile.

It also happens to have one of the most powerful and user friendly advertising platforms on the planet. This should give you the incentive to log on and create a profile if you don't already have one.

Facebook also has its own built-in ad manager, allowing you to build ad campaigns to boost your posts, promote your page, and send people to your website. The ads manager allows you to set the demographics, targeting, interests, and budget.

### LinkedIn

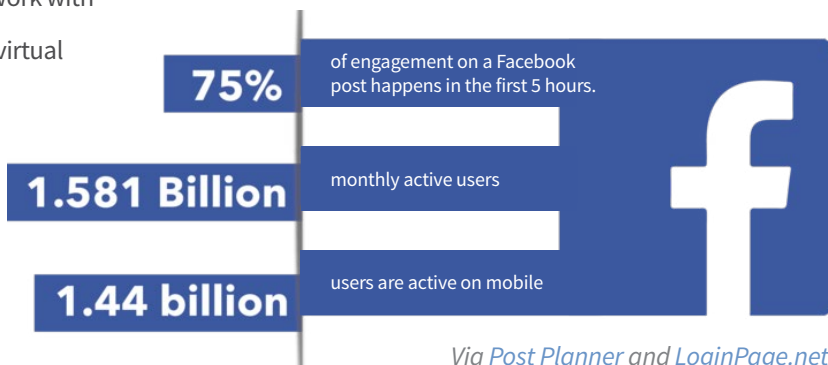
You may be thinking, “I already have a Facebook, why do I need a LinkedIn?” LinkedIn is the only social media platform designed with your professional life in mind—that means no having to scroll through pictures of pets in Halloween costumes or awkward political manifestos disguised as statuses. When your work depends on referral business, LinkedIn undoubtedly shines brighter than Facebook.

LinkedIn is the world's largest professional network with hundreds of millions of members. You create a virtual resume posted to your main profile, where you can highlight your skills, qualifications, and certifications. This makes it one of the best places to connect with your former clients, contacts, and colleagues. The LinkedIn platform is designed for professional networking. And maintaining those contacts can pay off in more than one way. Everyone buys houses—even old colleagues.

## Twitter

Twitter is an online social networking tool that allows users to post 140 character updates. You can attach links, graphics, and gifs to your tweets to really personalize them.

Twitter has 316 million active people, which is roughly equivalent to the number of people in the U.S. Twitter users are also almost **3 times** more likely to follow brands than Facebook users.



Via [Post Planner](#) and [LoginPage.net](#).

Twitter is a great way to enhance your Facebook strategy. There are many influencers in the real estate industry that are willing to boost your signal if you capture their attention correctly.

## Google +

A Google+ user profile is attached to many Google properties like gmail addresses, so odds are good you already have one, even if you don't know it yet.

What makes Google+ great for real estate agents is that, similarly to LinkedIn, it has become a haven for professionals and local businesses. They share content and connect with one another through communities, follows, and circles.

## Creating accounts



### How to create a Facebook account

Facebook is one of the easiest social platforms to use and master. Creating a personal Facebook account and a business account, though, are two very different things.

A personal Facebook account is geared more towards sharing with close friends and family members, while a business account needs to keep in mind your clientele, coworkers, and other influencers in your industry.

### Getting started with your account

First, simply fill out the correct information under the “Sign Up” tab. If you only want a business page, then click on “Create a page for a celebrity, band or business,” which is located at the bottom of the page. Once you create a new Facebook page, you will want to take your time to set that up with your interests, personal pictures, and friends list.

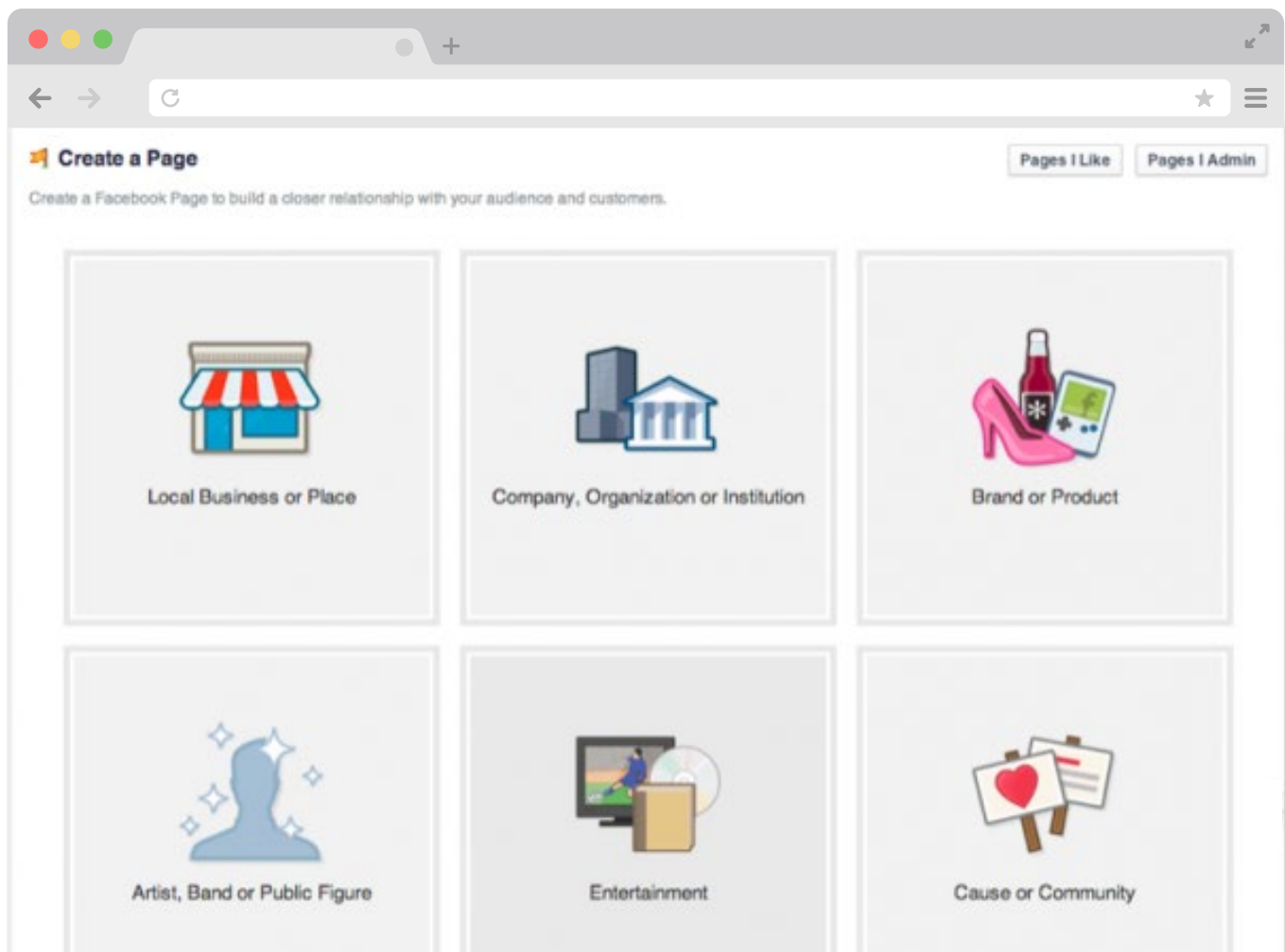
### Go to create page

If your branch or office has a physical location where you get visitors, you can choose “Local Business or Place,” however most agents select, “Company, Organization, or Institution.”

### Upload your profile picture, fill in your company info, and add a cover photo

When the Total Mortgage team sets social media profiles for our loan officers, we use professional, high-resolution headshots. This alone can boost your authority and take your profile from mediocre to trustworthy.

A screenshot of the Facebook Sign Up page as it appeared in the mid-2010s. The browser window shows the Facebook logo and navigation links at the top. The main content area is split into two columns. The left column features a large illustration of a hand giving a thumbs-up next to a smartphone, with a red heart above it. Below the illustration, the text reads "Thanks for stopping by! We hope to see you again soon." The right column is titled "Sign Up" and includes the tagline "It's free and always will be." Below this are several input fields: "First name", "Last name", "Email or mobile number", "Re-enter email or mobile number", and "New password". There is also a "Birthday" section with dropdown menus for "Month", "Day", and "Year", and radio buttons for "Female" and "Male". At the bottom of the form is a green "Sign Up" button. Below the button, there is a link that says "Create a Page for a celebrity, band or business."



Of course, contact info can help too. Investing the time up-front to input all the correct information and writing a complete “About” section can yield big benefits.

### What to share and post

Now that your profile is all set, you can start to share relevant content and invite friends to like your page. Remember to always share content that will be useful to your audience, like how-to guides, tips and tricks, and videos. When professionals first open a Facebook account, they generally make the mistake of posting self-serving content. Self-promotion will only benefit you once you have an established audience to share, like, and

comment on your updates.

### Quick tips for Facebook:

1. 1-3p.m. are the prime times to post content
2. Do not post more than 3 times a day
3. Mix in some fun posts every now and then to keep audience entertained
4. Share other followers content, engage with your audience—*personalize your strategy*
5. To tag someone in a post simply type an @ followed by their name
6. After 25 likes, you can customize your Facebook URL



## How to create a LinkedIn Account



LinkedIn is quite simple to set up if you have a resume handy. To get started, navigate to [www.linkedin.com](http://www.linkedin.com).

Fill out the correct information with your email and a password that you will remember and follow the “Next” prompts until it prompts you to “Create your profile.”

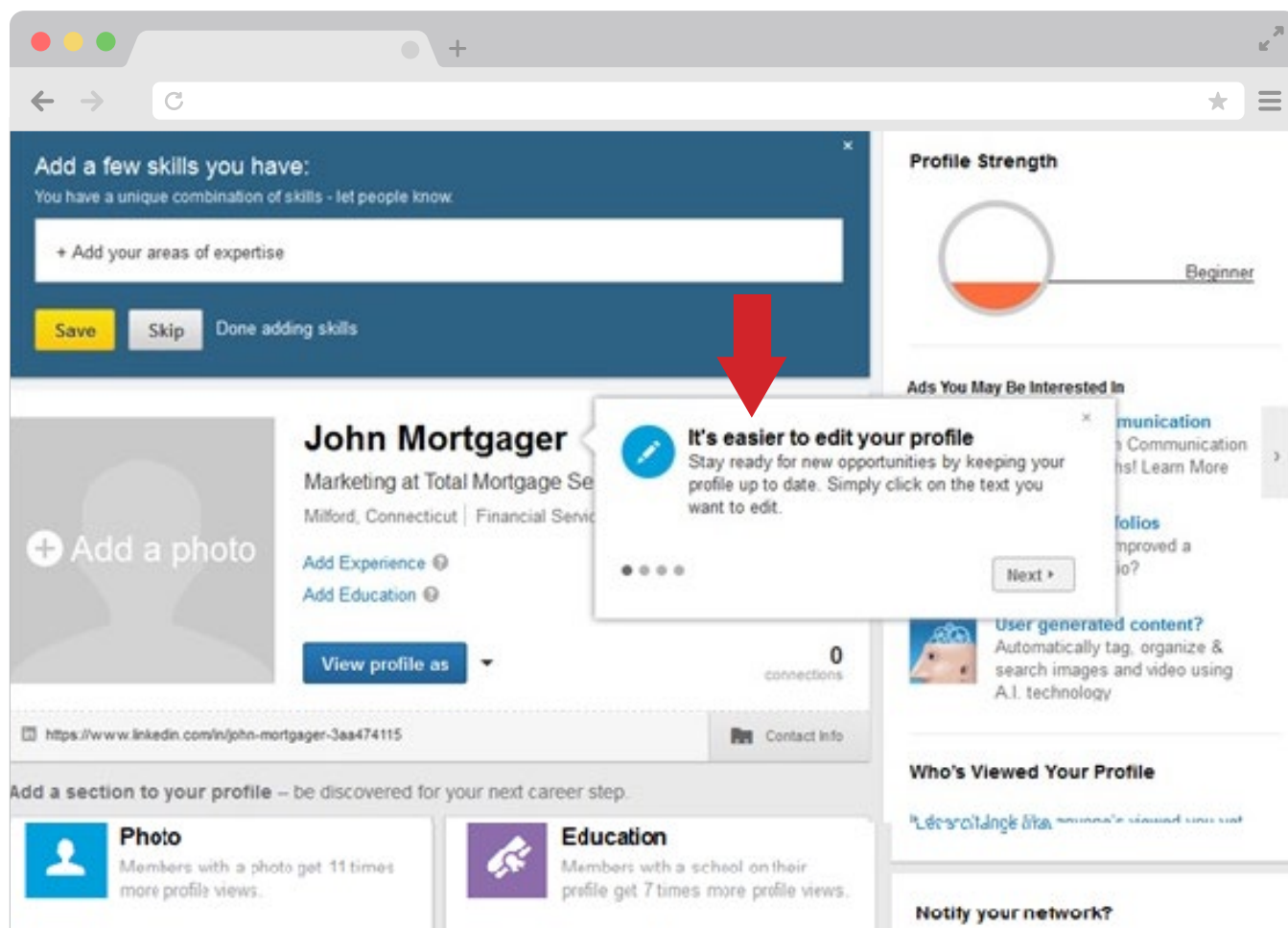
### Stay up to date on current interests and stay connected!

LinkedIn actually does a great job of walking you through the set up process. After clicking “Create your profile,” you’ll be brought through a series of screens instructing

you to pick things that may be of interest to you, connect you to your contacts through your email, and pick other companies to follow.

After you give LinkedIn some insight into what industries interest you, it brings you to your profile.

**Getting to know your LinkedIn Profile** LinkedIn is also pretty good about **showing you around** your page when you first start out. Like Facebook, LinkedIn is very easy to manage/edit. Your LinkedIn profile is meant to be used as a resume on steroids. It lists your name, current job, past jobs, experience, awards, and certifications.



The screenshot shows a web browser window displaying a LinkedIn profile for John Mortgager. The profile is for a Marketing professional at Total Mortgage Services in Milford, Connecticut. The page includes a 'Profile Strength' indicator showing 'Beginner' level, a 'Add a few skills you have' section with a search bar and 'Save', 'Skip', and 'Done adding skills' buttons, and a 'Who's Viewed Your Profile' section. A red arrow points to a notification bubble that says 'It's easier to edit your profile'.



## What makes LinkedIn unique

Facebook may be the most widely used social network, but LinkedIn is the largest professional networking site. Like Facebook, LinkedIn makes it possible for you to customize your URL. You should make your URLs as similar as possible, making it easy for prospective clients and referral partners to track you down.

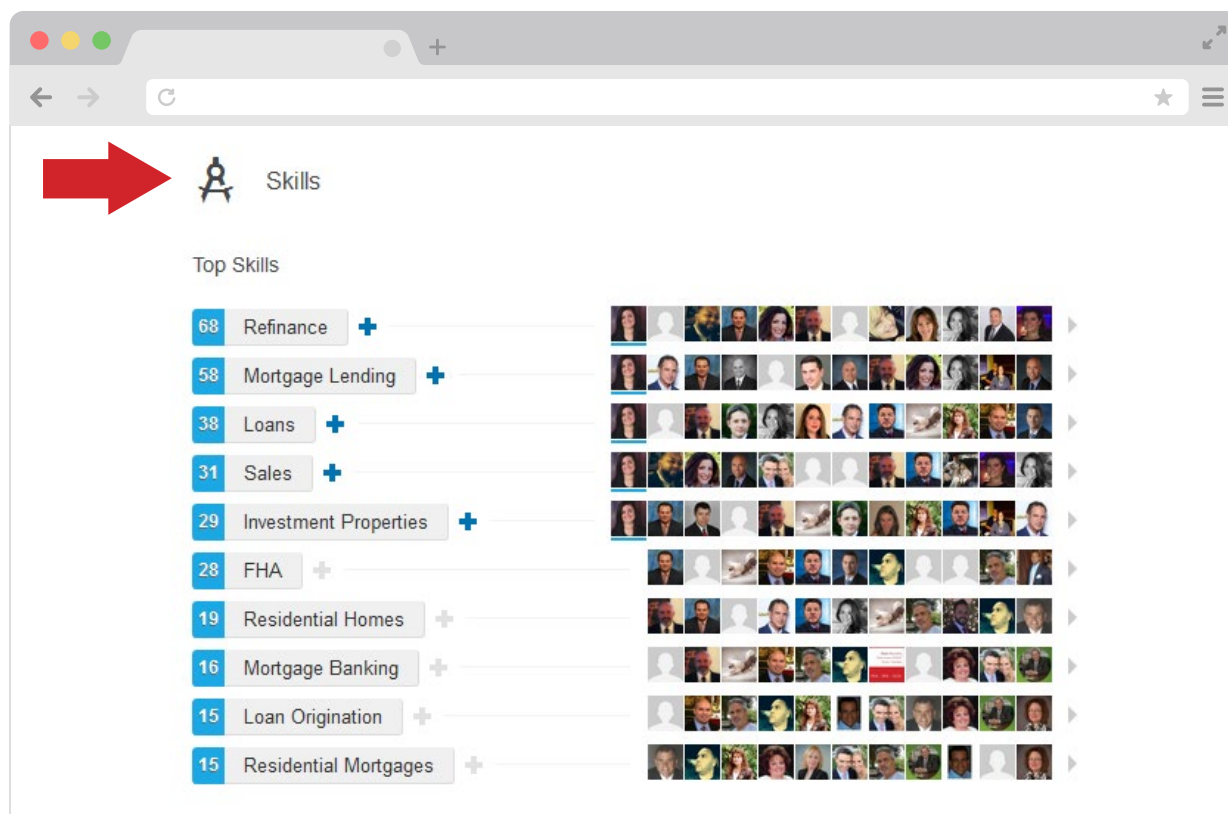
LinkedIn also includes a “**Skills & Endorsements**” section, which no other social network has. This showcases your skillset and lets your connections “endorse” you. An endorsement is proof that you have the skill that you are advertising on your profile. This is great for realtors, since it gives social proof of your expertise. Potential customers are more likely to go to a realtor who has 50+ endorsements in “refinancing” than someone who only

has, let’s say, 3.

LinkedIn also gives you the option to join groups. These networks were created to give realtors a place to connect with other realtors and share their insight and knowledge—you may want to make use of them.

## What to share on LinkedIn

Sharing on LinkedIn can be a lot like sharing on Facebook. You want to share valuable content that your audience can like and re-share. This content is then seen by followers of your followers. This is a great way to drive awareness and traffic if you produce your own blog content. This also portrays the image that you are trustworthy and know your stuff, which could turn into endorsements or leads.



## How to create a Twitter account



Twitter is a very easy platform to master, though it can seem intimidating at first. Twitter allows you to express your thoughts in 140 characters (though pictures and video, if you choose to include one, take up 25 characters). It's also the home of the hashtag (or #), a word or phrase preceded by a pound sign used to identify messages on a specific topic.

Before you sign up for a Twitter account, you must decide what kind of association you want your Twitter account to have.

- Do you want to keep it professional?
- Do you want to use it as a personal account?
- Do you want to split the difference?

The audiences for each will differ. Of course, you could certainly create multiple accounts, if you're invested enough in Twitter.

### Creating your Twitter account:

Sign up by visiting [www.twitter.com](http://www.twitter.com) and typing in your name, email, and password.

#### 1. Choose a username:

### Choose a username.

Don't worry, you can always change it later.

tmssocial1997

Suggestions: tmssocial19971 | tmssocial19972 | tmssocial19973 | tmssocial19974 | tmssocial19975

Next

Skip

#### 2. Check off what topics you find interesting:

### What are you interested in?

Continue

Choose one or more of the options below and we'll suggest some good stuff for you.

- ☒ Popular accounts
- ☐ Sports
- ☒ Television
- ☒ Music
- ☒ Entertainment
- ☐ Digital Creators
- ☒ Funny
- ☐ News
- ☒ Fashion
- ☒ Food & Drink

#### 3. Twitter will suggest influential accounts for you to follow:

### Suggestions just for you.

Follow 40 & continue

Based on your choices, here are some suggestions for you. We recommend following all of them!

Suggestions for you

Select all

- KANYE WEST** @kanyewest
- Mindy Kaling** @mindykaling  
The Mindy Project, on Hulu, Instagram: mindykal
- Bryshere Gray** @YazzTheGreatest  
Instagram #Periscope Official @YazzTheGreatest Actor | Artist | Activist | Model
- epicurious** @epicurious  
Helping the home cook since 1995.
- Barack Obama** @BarackObama  
This account is run by Organizing for Action staff. Tweets from the President are signed -bo.
- Lady Gaga** @ladygaga  
jazz art pop punk actress fashion magazine editor and columnist!
- Jimmy Fallon** @jimmyfallon  
astrophysicist

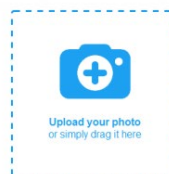
#### 4. You will have the option to add a profile photo or skip this step and save it for later:

### Add a photo.

Continue

Show your unique personality and style.

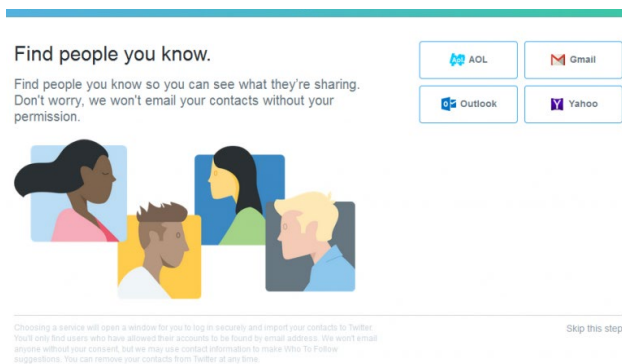
Skip this step for now



Or, connect to Facebook, and we'll import your profile photo and your header image. Don't worry - we will never post without your permission.

Connect to Facebook

## 5. You can choose to connect to your email accounts to find your contacts on Twitter.



Remember to also confirm your email address!

### Time to Share

Now, on to the important stuff: sharing.

Sharing over-aggressively can lose you followers, since no one wants to get spammed by one Twitter account. With that being said, it is recommended to share 5-7 times a day. You can use a tool to track your analytics, such as Twitter Analytics or Audiense, so you can see when your content is performing the best.

### Here are a few **useful stats**:

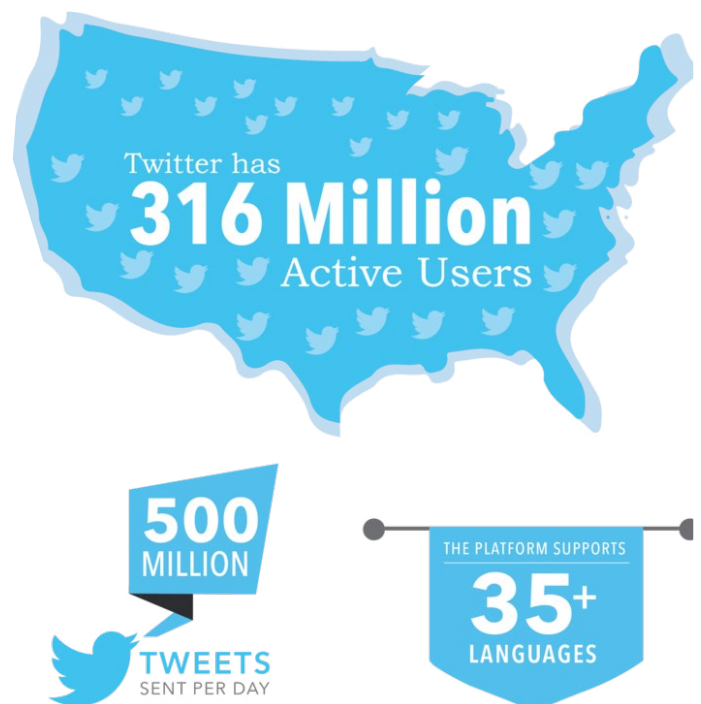
- Business to business related tweets and accounts perform **16%** better during business hours
- Business to consumer related tweets and accounts perform **16%** better on weekends
- Evenings and late at night are the times when your tweets receive the **most favorites and retweets**
- Twitter users are more likely to be on Twitter during their **commute**

### What to post

Posting on any social network may seem overwhelming. That's why it helps to know before you start posting what kind of content you want to resonate with your followers. For example, do you want to convey a professional message or do you want to have more personal feel to your account?

Once you've established this, then you can find/write/share great content. Becoming an "expert" in any field requires a lot of time and effort, so don't become discouraged if it doesn't happen right away.

Focus on building your audience and sharing content that your audience will notice. Some examples of great content to share on Twitter for realtors are anything real estate related, how-to guides, renovation tips, home and garden tips, and personal finance.



*Via Nils Smith.*

## Tips for Twitter

- You don't need to read every tweet in your feed.
- Always try to respond to others even if it's a quick, "Thanks for the RT."
- A good bio sells.
- It's OK to tweet the same thing multiple times.
- You can organize the people you follow in Twitter lists by:
  1. Hovering over your profile icon next to the Tweet button
  2. Click on "Lists"
  3. Click "Create a list" on the right side of the screen
  4. Title the list something like, "Realtors in CT"
  5. Add a description, check the privacy, and click save list

## How to create a Google+ (or Google Plus) account



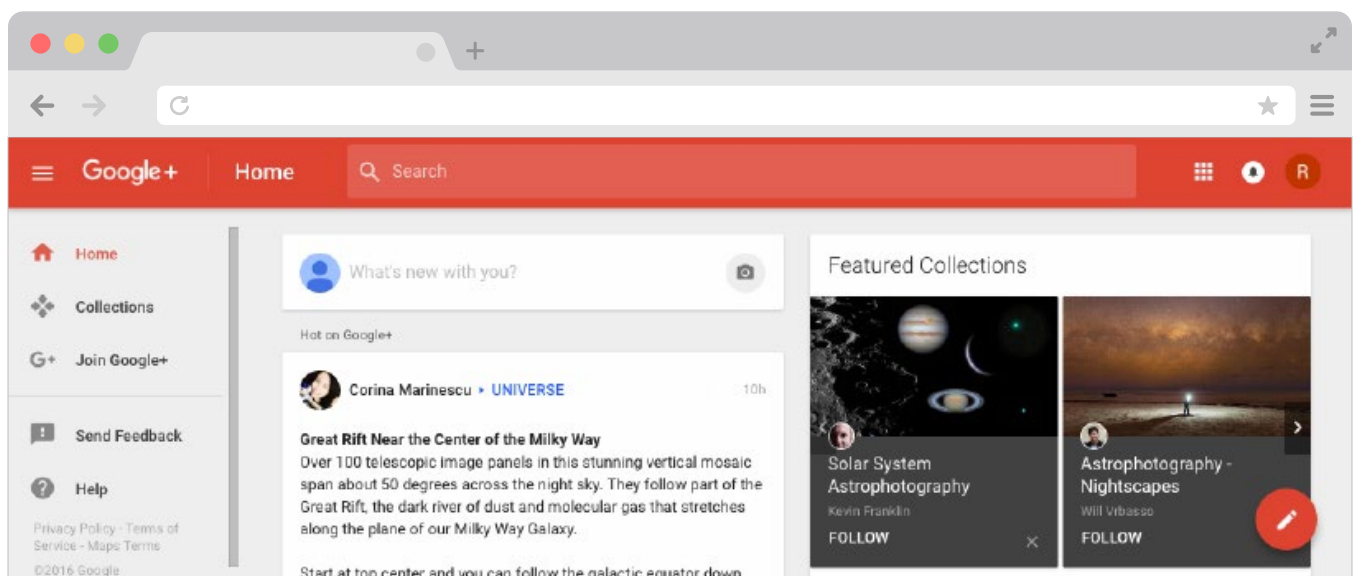
Google Plus may sound unnecessary if you're already on Facebook, but the two networks differ significantly. Like Facebook, Google Plus is a social network centered

around sharing, liking and commenting on posts, but the demographics are very different.

Facebook's users are more likely to be female and range in age from 25-34 years old. Google Plus, meanwhile, has a higher male to female ratio and a larger 45-54 year old demographic. Via [inman](#). Since Google Plus is owned by Google, it also provides some search engine optimization benefits. For instance, let's say you wrote a blog post 3 months ago. If you don't share your blog on other networks, it could take weeks or even months to rank on Google. However, once you post something on a Google Plus page, it shows up almost instantly.

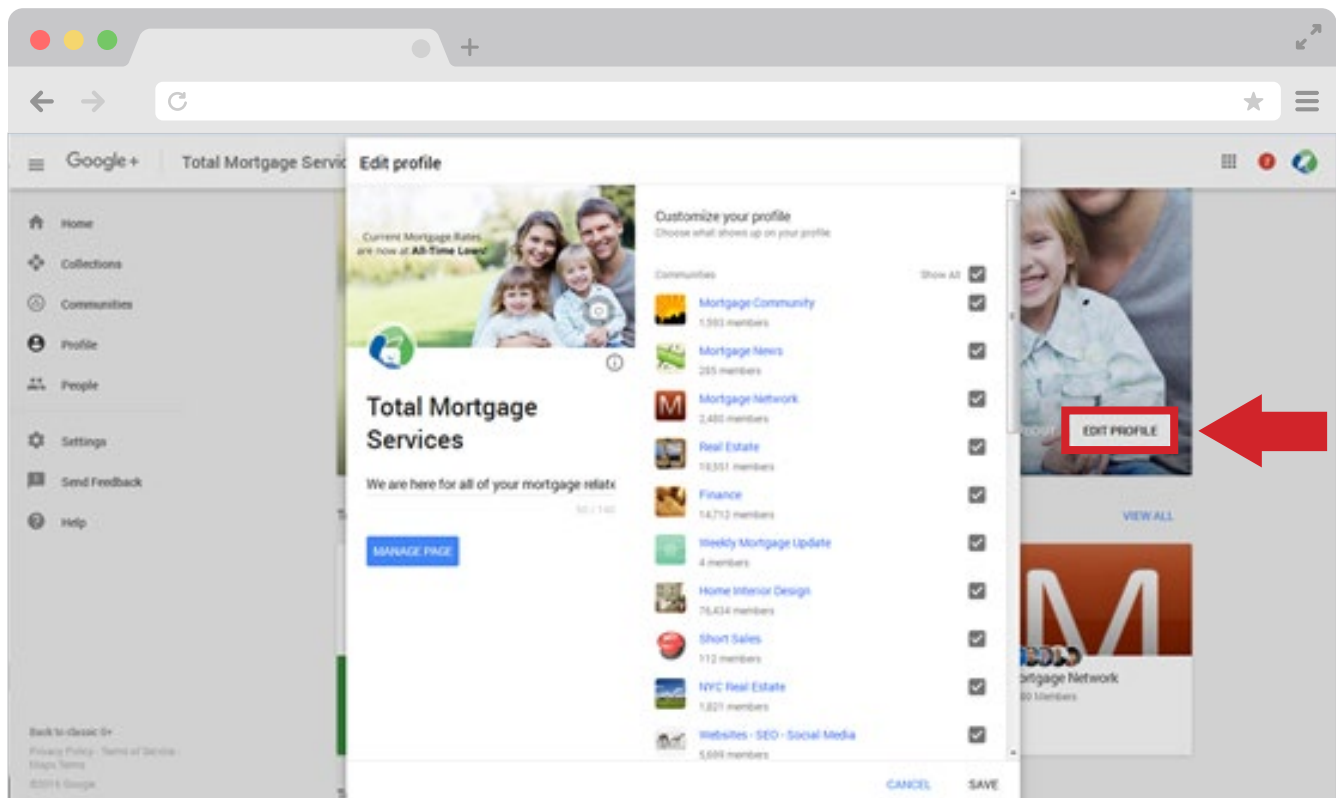
### Creating your Google Plus account

If you have a Gmail account, setting up a Google Plus account is as easy as typing [plus.google.com](https://plus.google.com) into the search bar. Once you do that, you will be prompted with a series of suggestions, i.e. adding friends, taking a tour, exploring Google+, and uploading a photo. You should update your profile with a picture and any contact information you want to share with your audience.



Click on Profile

Clicking “Edit Profile” will bring you to this screen:



From here you can manage what shows up on your public profile for the world to see. For example, all the communities Total Mortgage is a member of are listed on the right side of the screen. If you do not want these shown, you simply uncheck the box and click save.

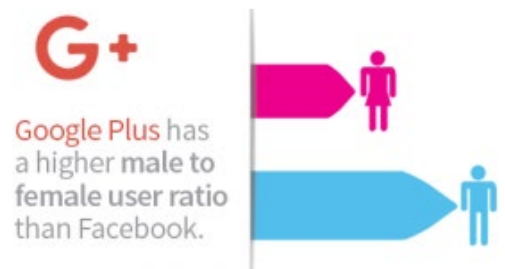
You can add a picture to your profile by clicking on the icon that is in front of the Total Mortgage icon then uploading a desired photo.

After you do that you can set a cover photo, like what you have on Facebook. You do that by clicking on the camera icon that appears on the top of the picture of the family. Now, underneath where it says, “We are here for all of your mortgage related needs” click on the box and type a little

something about you, but remember, keep the character count to 140.

### Sharing posts

Like we said previously, Google Plus is great for the real estate industry. It has many communities centered on these topics and they’re very easy to join. You do so by clicking on the Communities tab on the left side of the screen and search for communities to join.



We recommend “Real Estate” and “Real Estate Community” to get you started. Of course, you can share posts right from your profile page, but you will get immediate exposure by posting in an established community. If the content you have developed resonates with the audience, they will either +1 the post, share it, or comment on it. Any of those are a win—they mean people like what you have to say.

#### Quick Google Tips:

1. Google Plus is different from your regular Gmail
2. You must access Google Plus by typing [plus.google.com](https://plus.google.com) into your search bar
3. You can search and add people and join groups by typing into the search bar
4. You should join a community or two to share your content and reach more people
5. To tag someone in a post simply type an @ followed by their name

## Next steps

Social Media isn't just a fad. It's a crucial part of marketing, and the best part is it's free—well mostly!

Use this guide to start establishing yourself (and your business) on the internet. Also, don't be afraid of doing some more research on tactics you could try. There are tons of valuable hacks out there.

You can learn more about social media (or other marketing topics) with our series of marketing guides.





## REALTOR

### GUIDE TO MARKETING

Managing Referral Partners

Email Lead Nurturing

Website Basics

Creating Your Own Content

Creating a Marketing Video

Search Engine Optimization

Generating Links to Your Site

Social Media Basics

Maintaining Your Social Presence

Advertising on Social Media