

# The Social Media Mastery Guide

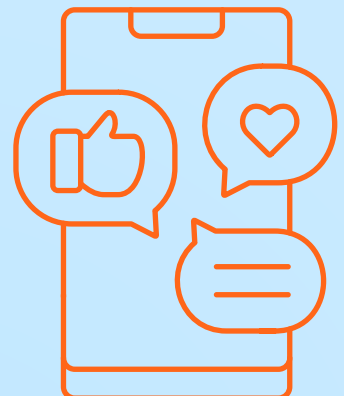
Ideas to Build your Social Media Presence

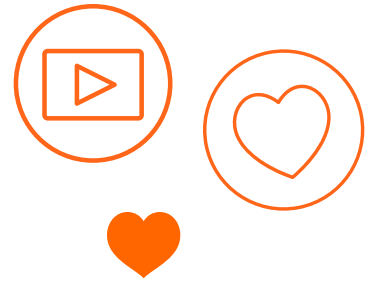


# 11 Tips to Help You Grow Your Social Media Presence.

The days of posting advertisements with your face and brand on a bus stop or park bench are mostly a thing of the past. If you want to showcase your business and grow your potential client list, one of the best ways is to build your presence on social media. According to Forbes<sup>1</sup>, the average person spends about 145 minutes on social media every day. By finding your potential clients where they're already spending their time and doing it with the right strategy, you likely can ensure a great future for you and your business.

This is why we've put together 11 tips to help you grow your social media presence.





1

## **Define Your Social Media Goals**

Before you post anywhere, make some decisions about what your goal is with your social media. Are you only using it to showcase properties and attempt to find potential buyers? What are the most important parts of your brand? Do you have an individual or team identity you think would be valuable to include in content? Are you aiming for general engagement on your content OR sending viewers to other locations? These decisions can affect what comes next in your social media journey.

2

## **What's Your Identity on Social Media**

Are you a get-straight-to-business person, or do you tend to come across more silly? Do you enjoy self-promotion, or is it one of your least favorite things? When getting started with building a consistent and ongoing social media presence, making a decision about what your identity is can be a crucial step forward. As time progresses, you likely will become more comfortable and settle into an identity ... but before you start, it could help to aim for what personality you'll be showcasing and lean into that. If you start out formal, you might want to remain that way. And if you're more of a hyped-up personality, stick to that strategy for a while. It will likely take time to plant your identity and personality into an audience on social media, and this is where making a strong choice and sticking to it can be a powerful move.

# 3

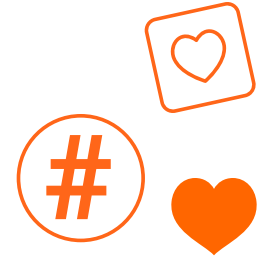
## What Type of Content Will You Post?

One crucial part of this process is deciding what kind of content you'll want to post regularly on social media. Pictures and text are classic social media content pieces, but more and more of the social media audience<sup>2</sup> is spending time watching short-form video. And if you're going to create video content, do you want to be on camera to speak for you and your brand, or should it be somebody else — or nobody at all and just voiceover or images?

These may all be important choices to make before you start posting content, and it's a good idea to define your strategy beforehand. New to posting on social media? You might want to start simple and aim for some great pictures of you, your logo and any properties you might be listing. Then add in short and simple text to add to the post.

Already comfortable on social media and excited to create video content? It can help to keep your identified goals in mind when you start creating that content. Remember, when it comes to video, shorter is better<sup>3</sup> to ensure the audience gets your message. Learn to master whatever form you start with before you move onto the next big thing, and keep looking for opportunities to grow and improve that content as you go.





# 4

## Leverage Different Platforms

If you're of a certain age, you most likely have fond memories of MySpace. For a few years, it seemed like we'd all be on MySpace forever. And then things changed, and Tom and his Top Friends<sup>4</sup> mostly went away – yet MySpace has reinvented itself as a music-focused platform that gets 7 million visitors per month.

The point is that the volatility and trendiness of social media is part of what makes it so exciting, but it also means that if you're generating and posting content for your business, you likely should avoid putting all your focus on one platform. Just a few years ago it was a good idea to consistently Tweet and engage with Tweets on Twitter – now known as X – but, now there may not be quite as much value in using that platform for your business as that platform has seen a decline<sup>5</sup> in average user engagement over the past 18 months. Facebook and Instagram are likely to be beneficial<sup>6</sup>, and TikTok continues to grow in popularity<sup>7</sup> To help leverage social media platforms, stay on top of what platforms are available and use them thoughtfully to post your content. Also, stay alert as to when it may be time to adopt a new platform ... or abandon an old one.

# 5

## Plan Content Ahead

One of the fun aspects of social media is that some creators can be loose and free with what they post and discuss. But if you're creating content for your business and long-term viability, you may want to avoid simply opening a platform and posting a first draft.

Instead, maybe identify upcoming opportunities to highlight your business and create content directed at those events ahead of time. You might try seeking out collaborators in your office or in the real estate industry who can aid you in refining content before you post it, and keep track of what other industry leaders are doing on their social media to identify ideas of what types of content and format you may want to attempt to create in the future.

## 6

### **Stay Ahead of Social Media Trends**

Things evolve quickly on social media. Imagery, memes, language and format are adopted, used and moved away from faster than ever before. This is one reason why you may not want to only post on social media, but use it regularly ... follow accounts you not only find value in professionally related to real estate, but for your own enjoyment. Watch how things change and be on the lookout for trends that are aging out to avoid taking part and potentially making your content look outdated immediately.

## 7

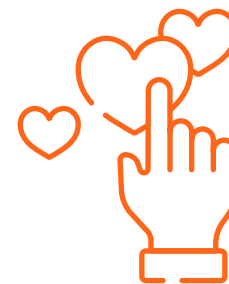
### **Engage With Followers**

It's likely that most social media users know about social media algorithms<sup>8</sup> even though it is difficult to fully understand how it works. But one way to help ensure your account sees positive reinforcement on any platform is to take time to "Like" and respond to the account owners who make comments and engage with your content. This action indicates additional engagement to a social media platform and can help keep your account on the positive side of the algorithm.

## 8

### **Don't Engage with the Bad Stuff**

Engagement is good but likely not as good when you engage with the negative comments. Responding to online "trolls" or overly negative feedback may cause your account to look dramatic and amateurish and likely should be avoided. If possible, delete overly negative comments and block the accounts responsible, and do not engage with the account in any way. As they say online, "Don't Feed The Trolls."



## 9

### Post Consistently

A consistent schedule of content creation and posting is one of the crucial ways to help build engagement. An account with content being posted and engaged with for weeks or months only to drop off and post nothing for an extended period of time risks dropping off the radar.

Set a realistic schedule for content to be posted. Initially, you may be eager to post more than once a week, but it's likely better to post weekly on a consistent basis than to post multiple times every day for two weeks and then post nothing for a month. It may make sense to set a realistic cadence and stick to it, then increase when you're confident you can meet the demands of the schedule.

## 10

### Take Advantage of the Metrics and Data

Almost all social media platforms offer some form of data to their content creators, including total views, click throughs on any shared links and average time viewing on any video content<sup>9</sup>. This data can be empowering from a content creation standpoint and can be reviewed regularly, perhaps on a monthly basis.

For instance, have you started posting video content that you're proud of, you're happy with the production value and you believe it features your brand very well but maybe you're not seeing the number of clicks or comments you had hoped for? Check on the average view time — it may be very low, indicating the opening of your video isn't engaging enough to draw in viewers. You'll likely begin to see how users engage with your content and what retains their attention, and you can evolve your content to suit those needs.



## Boost and Promote Posts Thoughtfully

It can be tempting to dedicate a great deal of resources to social media posts, not just in production value with photography and video, but also by paying large sums of money to the platform to boost the impact of your posts.

However, paid promotion on social media can be a powerful tool and can be used sparingly and for the right content. It makes sense to review your goals and decide if a piece of content is likely to help you move toward achieving those goals if you promote it. Using this correctly can mean showcasing your content in front of a new audience who can be drawn to your business. Using paid promotions incorrectly and too heavily can mean your social content begins to lose impact and may lead to your account being ignored and blocked for being too spammy. It makes sense to think twice before promoting, and use it for only the best content you generate.

An important part of social media is to remember that your audience will see your content and form their own perception of you and your brand as they engage with it. This happens whether you approach your social media accounts with a more loose, free-wheeling and sometimes chaotic approach, or with a more structured and planned-out content strategy. But that strategy will represent you and your brand. Take the extra time before you begin using social media in order to help ensure it provides the best versions of you and your business.

1 Forbes, [Spending Time On Social Media Is Both Good And Bad](#)

2,3 Sprout Social, [40+ Social Media Video Marketing Statistics for 2023](#)

4 Lifewire, [Is Myspace Dead?](#)

5 Big Technology, [Exclusive Data: Twitter Is Shrinking Under Elon Musk](#)

6 WordStream, [Instagram vs. Facebook for Marketing: Everything You Need to Know](#)

7 Business of Apps, [TikTok Revenue and Usage Statistics \(2023\)](#)

8 Digital Marketing Institute, [How Do Social Media Algorithms Work?](#)

9 Facebook Insights, [Instagram Insights](#), [Twitter Analytics](#)

