

SOCIAL MEDIA 101



FACEBOOK

**BERKSHIRE
HATHAWAY**
HOMESERVICES

ELITE
REALESTATE



CONGRATULATIONS ON LAUNCHING YOUR REAL ESTATE BUSINESS!

You'll see as you grow with us that Berkshire Hathaway HomeServices Elite Real Estate provides the tools and training to keep you ahead of the game. That most definitely includes being a rock star on social media! Social is fun (we promise) and shouldn't be intimidating. We can ensure that you can manage getting yourself set up and here we have tips and resources to use at your disposal!

The following is a guide for your first few social posts as well as some initial "how to" guides to get you going on the right foot and make you shine on social media.

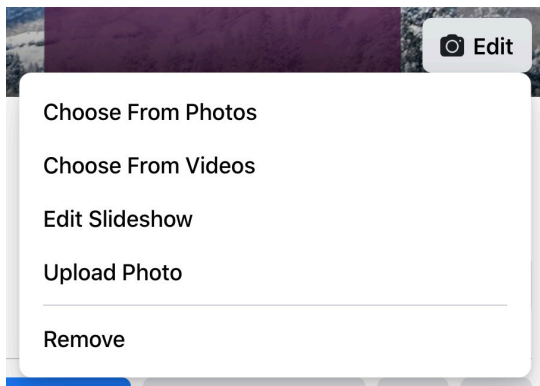
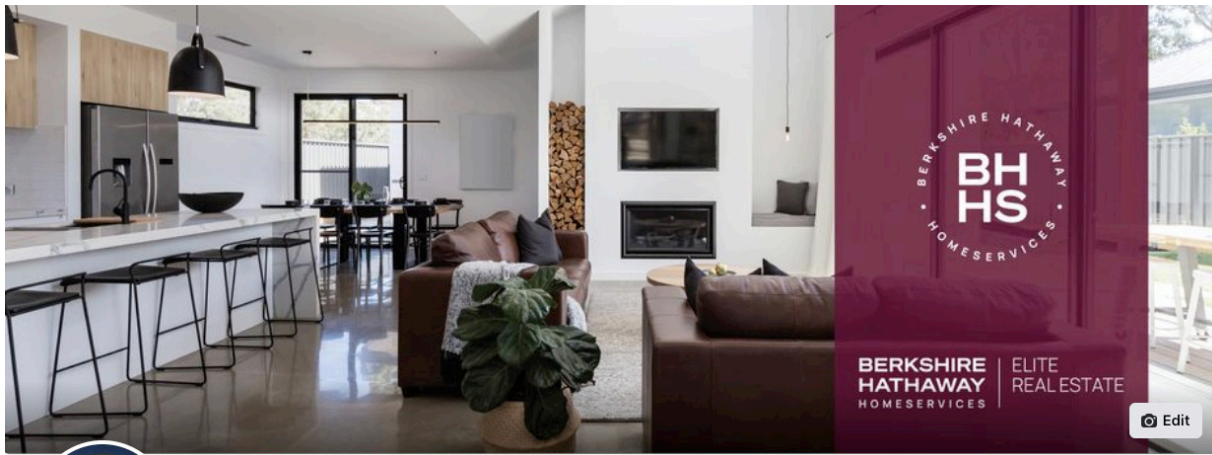


HOW-TO #1: HOW TO UPDATE YOUR HEADER

Your Facebook header is the largest visual footprint on your page. All too often, we see blurry, pixelated images on REALTOR pages. When people are trying to find the perfect realtor to work with, they want images AND copy that WOW and stand out. They want to see a story and want a realtor that will help write theirs.

Here is how to update your header:

1.) Hover over your current cover photo and click on "Edit" at the bottom right hand corner



2.) You have the option to choose between "Choose from Photos," "Choose from Videos" (these mean photos and videos that are already posted/"living" on your Facebook page) or "Upload from Photo/Video" (images that are on your computer, Dropbox, etc). Since most of you are creating your first Facebook business page, we assume you'll be uploading from your computer.

3.) Once you have selected an image, you can drag up and down to reposition and get it centered just right. Once you are satisfied, click "Save Changes" in the top right hand corner.



Notes: Facebook header images are displayed as 820x312 pixels (Minimum size 400x150)

HOW-TO #2: HOW TO POST

We know you might think this is self-explanatory, but there are SO MANY capabilities in Facebook for posting and the platform is always changing and adding even more. You want to take advantage, so let's break down what these mean:

The primary "Write Something" textbox is for you to write the copy for whatever you are posting. This will always be the basis of your posting activity no matter what else you create or call to action. Under the box, there are several options to enhance your posts and get your audience to take action.

SHARE A PHOTO OR VIDEO - Add a picture of a listing or clients who just closed on a home. Share your new listings on YouTube. As a realtor, you should be taking advantage of these options in an extremely visual field.

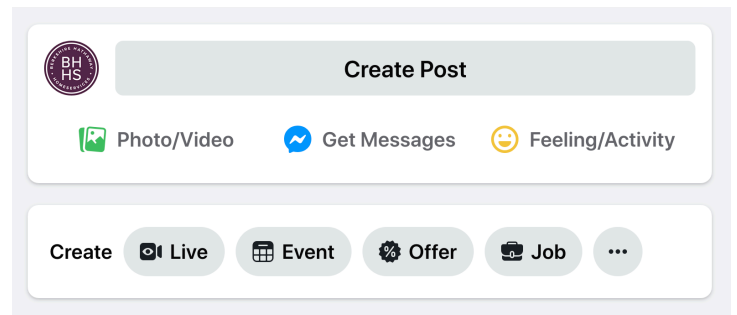
ADVERTISE YOUR BUSINESS - Facebook ads are a whole world of their own, but this will get out going on the right foot with some of the most approachable ad options. You can do everything from getting more people to click on "Contact Us" to getting more page likes/visiting a certain web page, promoting an open house, etc. If you'd like to learn more about ads or schedule a consultation, we highly recommend getting in touch with our social media partners, TBD Media.

START A LIVE VIDEO - Live video is one of the hottest ways to approach social media these days. If you are visiting an event like a Parade of Homes, on site at a developing home, etc, live video is a fantastic way to tell a story in real time and give people a glimpse of the day of the life of YOU.

GET PHONE CALLS - This kind of post evokes a specific call-to-action that prompts your audience to call your business.

GET MESSAGES - This is a way to make your customer service game shine. Encourage people to send you messages about a certain listing, service, etc. If people can connect and see that you're helpful and responsive online, they could be prone to working with you further. Great way to make a first impression.

HELP PEOPLE FIND YOUR BUSINESS - This call-to-action has a button for people to "Get Directions" to your business.



CREATE AN EVENT - Events are extremely underutilized in the real estate world and we're here to give you the #ProTip to USE THEM! If you have an open house or are going to have a booth at a community event, create an event to let people know about it. You will be able to invite your friends from your personal page and you have the option of advertising your event to a specific audience/demographic.

CREATE AN OFFER - You can get creative here. Do you want to offer new clients a special deal? Do you want to offer a certain percentage off of a service? You can create special offers and promote them on social media.

PUBLISH A JOB POST - If you ever get too busy to handle your own workload or are looking to hire an assistant, you can post a job listing on Facebook and have resumes sent directly to your message inbox.

WRITE A NOTE - If you have a blog on your website or a personal page, why not post it on Facebook as well? A "note" is essentially a large body of text you can publish on your page. Another great way to give your brand a voice and establish yourself as an industry expert.

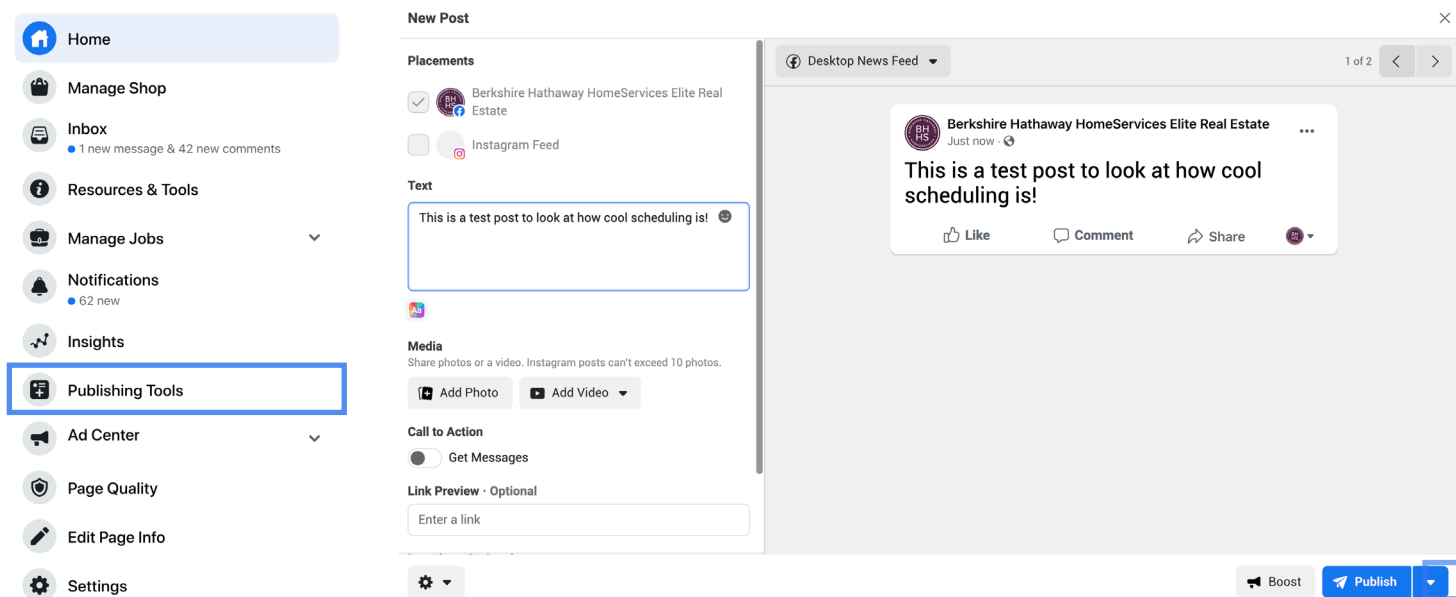
HOW-TO #3:

HOW TO SCHEDULE POSTS

We know that no two days are the same as a realtor and that you spend a lot of time with clients and on the field. Social can work WITH you and not against you with handy scheduling tools. If you only have a day to sit down at a computer, you can schedule a week (and beyond) worth of social posts at a time. Here's how:

1.) Go to your Facebook page and select "Publishing Tools" in the left column. Next, select "Scheduled Posts" in the left column. Click the "Create Post" button at the top of the screen, which opens up a window like the one below. Write your copy in your "Write something" textbox.

2.) Hit the "carrot" on the right hand side of the "Publish" button



3.) Select "Schedule" - You can select the exact date and time you want your post to go live and appear in newsfeeds.

Schedule Post



Select a date and time in the future for your post to be published.

Nov 10, 2020	03:30 PM
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Cancel

Schedule

NOTES:

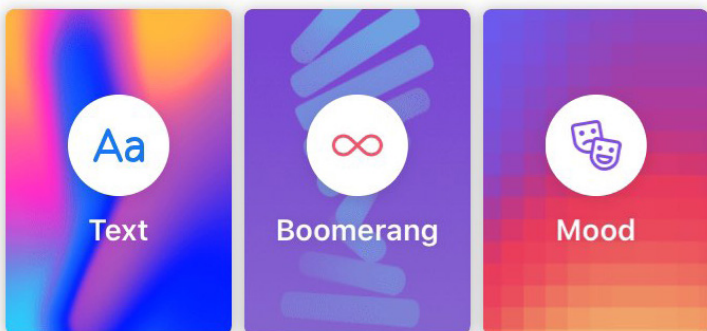
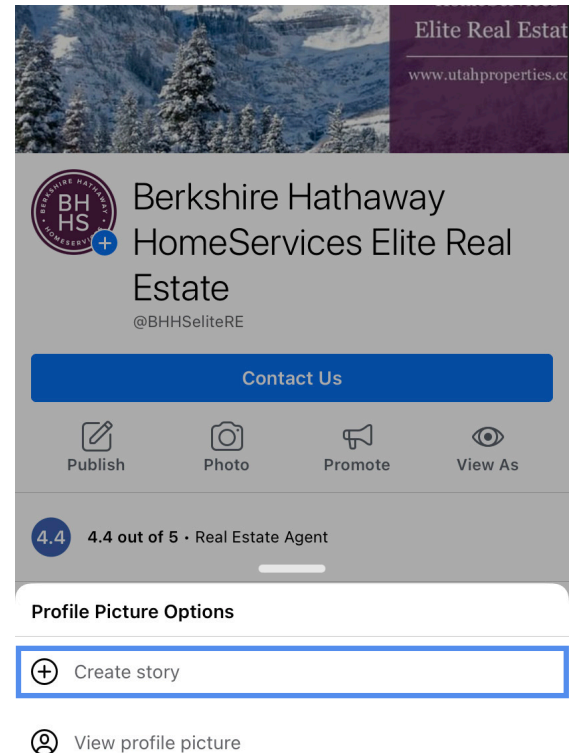
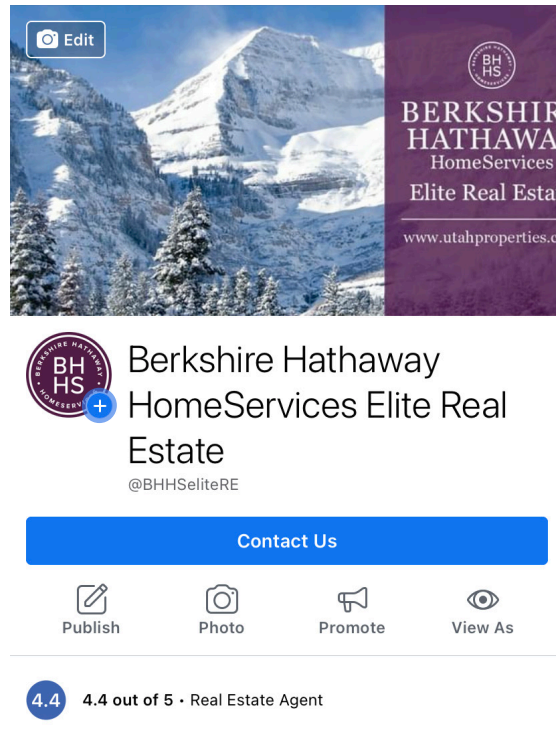
- On Twitter, you can use Tweetdeck to schedule posts.
- These are free tools, but there are several more advanced scheduling programs including: Buffer, Hootsuite, Sprout Social, and beyond that are helpful for managing multiple pages.
- Although technology has made these tools more reliable than not, it's always smart to log onto the pages "natively" and make sure that your posts went out when they were supposed to.

HOW-TO #4: HOW TO STORY

Facebook Stories is a feature which allows users to share photos, videos, and animations that disappear after 24 hours. Content shared via Facebook Stories doesn't appear in the News Feed. Instead, Stories appear at the top of the Facebook app or Messenger app.

You can also use Facebook Stories to share behind the scene content or short how-to video content. This will enable your audience to know your business better.

- 1.) Access your Facebook page from the Facebook mobile app
- 2.) Go to your Facebook page and select the + symbol at the bottom right hand side of your profile picture. Next, click "Create Story".



- 3.) There is a wide range of story options such as photo, video, text, and boomerang. These effects allow you to curate your story for your audience in an engaging way. To take a photo or video hold the circle button at the bottom center of the screen.

- 4.) Once you are happy and satisfied with the post that you have created, the next step is to share it with your audience. Click "Share to Story" on the bottom right of the screen.

HOW-TO #5:

HOW TO USE PAGE INSIGHTS

Page Insights can help you learn more about your audience and what content resonates with them most. Find the following insights for your Page in the Overview section in the Insights tab.

Your Page summary is an overview of metrics based on a specific time frame. You can choose today, yesterday, the last 7 days or the last 28 days.

ACTIONS ON PAGE - The number of clicks on your Page's contact info and call-to-action button.

PAGE VIEWS - The number of times people, either logged in or out, viewed a Page's profile.

PAGE PREVIEWS - The number of times people hovered over your Page name or profile picture to see a preview of your content.

PAGE LIKES - The number of new people who liked your Page, broken down by paid and non-paid. This number is an estimate.

POST REACH - The number of people who had posts from your Page appear on their screen, broken down by total, organic and promotions. This number is an estimate.

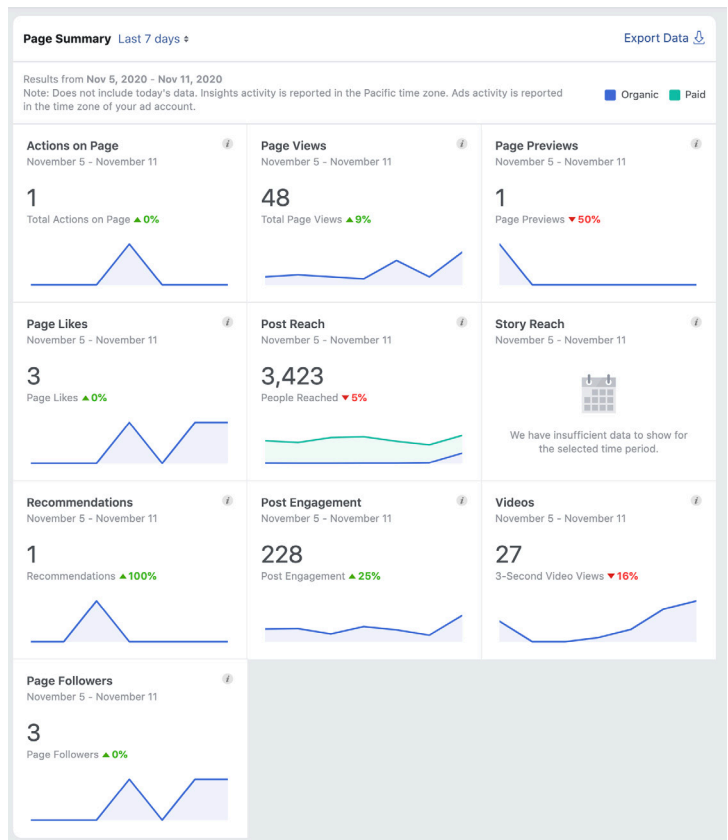
STORY REACH - The number of people who had stories from your Page on their screen, broken down by total, organic and promotions. This number is an estimate.

RECOMMENDATIONS - The number of times people recommended your Page.

VIDEOS - The number of times your Page's videos played for at least 3 seconds (or nearly their total length if shorter than 3 seconds), broken down by total, paid and non-paid. During a single instance of a video playing, we'll exclude replays.

PAGE FOLLOWERS - The number of new people who followed your Page, broken down by paid and non-paid. This number is an estimate.

ORDERS - The number of orders you received and your earnings in the chosen time frame.



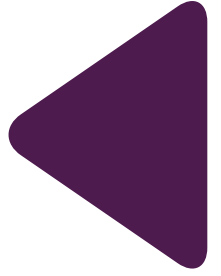
1.) To access Facebook Page Insights, go to your Facebook Page and click "Insights" in the left hand menu.

2.) You'll be taken straight to your Overview. Here, you'll see a set of graphs with top-level metrics for a number of categories. You can click on any of these charts to get more detailed information, or click on the corresponding item in the left-hand menu.

SOCIAL MEDIA BENEFIT:

GAIN VALUABLE CUSTOMER INSIGHTS

Through daily active engagement and social listening, you can gather relevant customer data and use that information to make smarter business decisions.





SOCIAL MEDIA BENEFIT:

INCREASE BRAND AWARENESS AND LOYALTY

When you have a presence on social media, you make it easier for your customers to find and connect with you. And by connecting with your customers on social, you're more likely to increase customer retention and brand loyalty.



HOW-TO EXTRA: WHAT DO I TALK ABOUT ON SOCIAL?!?!?

As a realtor, you may think your posts are limited to new listings, your services, and website links. After awhile, you may feel like you've hit a wall and start posting less. This is exactly what you DON'T want to do. You need to keep your business page active and diverse. If your page is all "business"-related, it might scream "sell sell sell" and lack the pizzazz it takes to personally connect with people. Here are some ideas of some additional topics you can post about:

- Community news: Be an expert in your community happenings and show that you LOVE where you live
- Home Improvement Tips: What are the best seasonal home tips? What are the hottest home additions people should be adding? This positions you to be an expert.
- Ask questions: Here's a "secret" - the more people interact with your page, the more you'll show up on newsfeeds. Show two living room design ideas and have people pick their favorites. Ask where people's favorite local restaurants are. Unlimited possibilities here.
- Real Estate Market News: Is it a good time to buy or sell? Is your community a growing market? Let your audience know.
- Blogs: SEO is a whole different bear we can talk about, but if you blog on your website, share them on your page.
- YOUR favorite news: Is there a real estate "thought leader" you look up to? Did you read an inspirational article that has nothing to do with real estate that you're in love with? Post away.
- Design: People LOVE ideas on how to utilize a space and reading about design trends
- Happy Clients & Reviews: If you can show that you're trusted realtor that made people's lives better, more people will want to work with you. Highlight clients closing on a home, etc



HOW TO WIN AT YOUR FIRST POSTS

Having a personal voice and a concrete content strategy are two of the most essential elements of social media. If you have established those, the rest can fall into place easily. Here are our suggestions of your first 5 posts that “drip” from the business announcement to outlining your services.

POST #1 - BUSINESS ANNOUNCEMENT

Example copy: I am thrilled to announce that I have joined the Berkshire Hathaway HomeServices network. If you or anyone you know is looking to buy or sell a home, I would love to work with you and take the time to chat, even if you're only thinking about beginning the process.

Imagery: [link] OR - post a headshot or image of your business card!

POST #2 - WHY WORK WITH ME?

Example copy: I get it—why should you work with me when there are apps, websites, and services readily available to help you buy or sell a home? #BHHSeliteRE is a network of professionals who are up-to-date on industry practices and will make sure you cross all the t's and dot all the i's through every step of your home buying or selling process. We're not here to pressure you, so we're happy to hop on the phone and answer any questions you might have.

Imagery: screen shot of your website with a link to your site.

POST #3 - BUYING

Example Copy: Ready to find your Utah County dream home? Let's schedule a meeting to sit down and discuss exactly what you're looking for. I'm confident that I can find the Utah County #dreamhome that fits both your needs and your budget.

Imagery: picture of the pretty interior of a home.

POST #4 - SELLING

Example copy: Are you selling your home but have no idea where to start and who to work with? #BHHSeliteRE is the only way to go. We have access to all of the latest tools and technology that will help get your home listed and sold at the right price. Shoot me a message or give me a call and let's get the ball rolling!

Imagery: picture of a home with awesome curb appeal.

POST #5 - NEW LISTINGS

Example copy: I'm always keeping my listings of available properties up-to-date. Ready to list your home or see what's on the market? Do you have specs in mind, but need the perfect home to match? Give me a call and let's connect!

Be creative and use some of the CTA buttons to call/message you

NOW WHAT?

These how-to guides and suggested posts should get you started down the path to social media brilliance. Be bold, be creative, and don't be afraid to get kooky, take chances, and try things.

But what if....

1.) "I'm too busy for social media."

OR

2.) "I think I have the hang of it, but I want to learn more or learn ads."

These are two common scenarios we run into. We know owning your own business forces you to wear many hats and running your own social accounts may spread you too thin. We also know that this is a 9-page outline that barely scratches the surface with all of social media marketing's capabilities.

If you are looking for additional training, please check out our training videos at www.eliterehub.com. Click on the big "Training Archive" button. If you have any troubles or questions, we are always available to help any way we can.





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