

5 Tricks For Building Your Social Media Presence



1 Highlight unique personality and value

- Create a bio that showcases who you are and how you can help consumers.
- Post about local community events, property walkthroughs, and real estate insights that help buyers and sellers.
- Pin important posts to the top of your profiles, such as one for buyers, one for sellers, and one about your personality.

2 Leverage your daily activities

- Use your daily activities to create genuine and appealing content.
- Post from open houses, inspections, or even the coffee shop you visit between meetings.
- Provide a behind-the-scenes look at your work to make it more trustworthy.

3 Don't stress over production quality

- Avoid overly staged content that may come across as less relatable.
- Focus on a DIY approach when creating content. Talking into your camera might seem awkward at first, but that feeling will fade quickly with practice.
- Get familiar with editing tools each social network provides to create compelling video, photo, text, music, and more.

4 Focus on consistency and timing

- Post consistently, aiming for at least three times per week.
- Optimize posting times to maximize engagement:
 - **Instagram:** 10 a.m. to 3 p.m. on weekdays tend to perform best
 - **TikTok:** 2 p.m. to 5 p.m. on weekdays tend to perform best

5 Optimize your social profiles for search

- Think of social networks as search engines where people can find you.
- Show up in searches by using relevant keywords in your posts and bios.
- Use hashtags related to key details like neighborhoods, home features, and local businesses in your post captions.