



## FACEBOOK TIPS *for Real Estate*

Like the saying goes, if you build it, they will come, but how do you build “it”? Audience engagement is the name of the Facebook brand building game, so how do you build a brand or network that targets and engages your past and future real estate clients?

### TAKE OFFLINE TO ONLINE

Your network is valuable. Friend the people that you meet everyday. Even better if they have previously been a happy buyer or seller. If you have a business Page, invite them to Like your page while you’re still fresh on their mind.

### PAGE INSIGHTS: YOUR NEW BEST FRIEND

The Page Insights tool provides data on Likes, Reach, People, Visits, and Posts on an individual post level, and Page performance over time or specific periods of time. Of course, Insights are only helpful if there’s something to measure, so post consistently and with purpose. Insights are only available to business Pages.

### PLAN! PLAN! PLAN!

Build a content calendar that organizes what content you post on your business Page, when, and by whom (if you’re working in a team). Think about who in your company (if it’s not you) will act as your Page administrator, and set guidelines on how quickly they should respond to comments and questions.

### TIPS AND TRICKS ON CONTENT

It’s been proven that photos and videos get more views, Comments, and Likes than text based content. More engagement means more people in your Fans’ network will see your content in their news feed. Don’t know where to find photos or videos? Email your marketing rep for some ideas!

- Focus on content that your audience can interact with. Facebook’s algorithm prioritizes content that people react to (Like, Share, Comment) than just passively being read. Ask your audience a questions that requires one word answers, a poll, or elicits a positive emotion that makes them act.
- Best times for engagement are during the times you expect people to take work breaks or looking for distractions. Coffee breaks, lunch, Thursdays and Fridays leading in to the weekend, the last two hours of the work day, and late morning on weekends are the optimum times to interact with real estate buyers and sellers. Check your Page Insights to refine and re-define what “best” means for your business.
- Make your brand’s Facebook community feel special. Feature them, recognize users most engaged, or offer something that only your Facebook community will get.
- Don’t overwhelm your Fans. Most brands only post once or twice a day. Posting too often could mean Fan loss.
- Most importantly, building your company’s Facebook audience is not about the hard sale. It’s about providing value and gaining trust to build an army of Fans that help you market your real estate expertise and business.