

Kick-off your social media marketing as a new agent with a plan in place! Use this checklist to help you not only plan your social strategy but also set yourself up for success with personal branding. So, let's dive right in!

### 1. Share the News That You're an Agent!

- The people you know on social are now potential homebuyers and sellers. So, be sure to craft a thoughtful post about your new career.
- Go Casual: Post a video, selfie, or photo of yourself announcing your new career, why you decided to get into real estate, and how you can help others.
- Go Professional: Use a high-quality headshot that reflects your new career to share the news. See if your new brokerage offers any press releases or social media announcements.

#### To Do:

- Select visual content (photo or video) to use to announce yourself on social
- Write your social caption
- Share on the social platforms (where you are active)
  - Facebook
  - Instagram
  - LinkedIn
  - Twitter
  - Other: \_\_\_\_\_
  - Other: \_\_\_\_\_
- Respond to comments

#### Notes & Ideas:

---

---

---



**2. Clean Up Your Social Profiles**

- Congratulations, you are now a personal brand!
- The people you know online could be your next customer. So, make sure that your social media profiles and the posts you share reflect how you want to be seen.
- People research their agents. Are you proud of how you would come up in a Google search of your social media profiles?

**To Do:**

- Evaluate your profile photos. Upload a new photo to reflect your personal branding as an agent.
- Update your profiles to reflect your new career by adding your new employment and REALTOR to your name when possible.
- Update your contact info.
- Scroll through your posts and photo albums. Delete anything you don't think represents your branding.

I checked the following sites:

- Facebook
- Instagram
- LinkedIn
- Twitter
- YouTube
- Pinterest
- \_\_\_\_\_
- \_\_\_\_\_

**Notes & Ideas:**

---

---

---

# **SOCIAL FOR NEW AGENTS**

## **Worksheet**



### **3. Choose a Platform to Focus On.**

- Get into your marketing routines by establishing yourself on one platform to begin with.
- Not sure which one to choose? Think about the platform where you can connect with the most potential customers.
  - Build momentum by choosing a platform you enjoy being on but also already have traction with friends or followers
- Facebook personal profiles are great for connecting with the people you already know.
- Facebook business pages are excellent for lead generation but require you to spend money on advertising dollars.
- Instagram profiles and business accounts are ideal for growing a personal brand but require time & commitment.

**Which platform will you focus on to start?**

---

### **4. Start Sharing Real Estate Content!**

- What you post on social is now called “content”
- Consistently remind people you are in the business while engaging potential home buyers and sellers with real estate related content.
- Follow the Level/Up “social four” social methodology by posting about:
  - Homes!
  - Community & Lifestyle content: what it’s like to live somewhere
  - Local Real Estate Tips: from info on the process to local market conditions
  - Personal Branding: Your life in real estate

# **SOCIAL FOR NEW AGENTS**

## **Worksheet**



### **5. Start Crafting Your Personal Brand**

- Your personal brand isn't colors or a logo. It's essentially you. You want your brand to represent your personality, the level of service you provide, and what customers can expect from you.
- Everything you post online or do in the real estate world is now a part of your personal branding.
- Consider choosing a niche. It's much easier to market to a small number of people vs anybody and everybody.
  - A niche can be geo-specific such as working a specific area
  - A niche could be service related or property focused. For example - waterfront, luxury, or first-time homebuyers.

To Do:

- Write down 5-7 words that describe how you want to be seen

---

---

---

- Keep these words in mind when you're posting on social

- Choose a niche you can narrow your focus in on for your social media marketing.

---

