



# MAKE THE MOST OF SOCIAL MEDIA

As a Realtor®, social media can be a powerful tool to market yourself and your properties to potential clients.

Here are some tips to help you make the most of your social media presence.



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- 1. Choose the right platform:** Identify which social media platforms your target audience is most active on. Facebook and Instagram are great platforms for realtors, but it may also be worth exploring LinkedIn, Twitter, or even TikTok depending on your audience.
- 2. Create a professional profile:** Make sure your profile on each platform is complete and professional-looking. Use high-quality photos and include your contact information and a link to your website.
- 3. Share valuable content:** Share content that your target audience will find valuable, such as tips for buying or selling a home, local market updates, and behind-the-scenes looks at properties you're listing.
- 4. Use visuals:** Use high-quality visuals such as photos and videos to showcase your properties. This can help potential clients get a better sense of what the property looks like and imagine themselves living there.
- 5. Engage with your audience:** Respond to comments and messages in a timely manner and engage with your audience by liking and commenting on their posts. This can help build a stronger relationship.
- 6. Use hashtags:** Hashtags can help your posts get discovered by a wider audience. Use relevant hashtags such as #realestate, #homesforsale, and #realtor.
- 7. Consider advertising:** Social media advertising can be a cost-effective way to reach a larger audience. Consider running ads to promote your properties or your services.
- 8. Showcase testimonials:** Ask satisfied clients to leave a review or testimonial on your social media pages. These can help build credibility and trust with potential clients.
- 9. Collaborate with other businesses:** Collaborating with other businesses in your area, such as interior designers or mortgage brokers, can help expand your reach and provide added value to your clients.
- 10. Stay up to date on industry news:** Share industry news and trends with your followers to position yourself as an expert in the field. This can help build your credibility and establish you as a trusted resource for potential clients.