



THE REAL ESTATE MARKETER'S GUIDE TO:

SOCIAL MEDIA



What's in this guide?

As each network's audience and features list grows, it becomes more apparent: social media is here to stay. It's no longer just a time-killer for millennials. It's a serious source of information, news, and maybe even new business for you if you're using it effectively.

This social media guide will teach you the basics of each major network: Facebook, LinkedIn, Twitter, Pinterest, and Instagram. From profile setup to post optimization, you'll learn how to brand yourself, make connections, and discover potential leads through social media.

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Get 100 **FREE**
social posts!

See page 45 for
more details.





Facebook



Overview

As the social media home to more than one billion people across the planet, there's no denying that it's important for businesses to be present on Facebook. It's likely that a huge portion of your target audience uses Facebook to connect with friends and family, share life events, and do research on businesses.

There's so many features and analytics built in to every Facebook business page that many users don't know about. Posting to a Facebook business page is easy, but optimizing and promoting it is what will really make your page a valuable addition to your marketing strategy.

-  1.28 billion monthly active users
-  72% of online adults use it at least once a month
-  You should post 5-10 times per week
-  Photos get 53% more likes and 104% more comments

Page setup

First things first: it's important to set up a Facebook business Page. This will help keep your real estate specific content separate from your family photos and cat videos. Setting up a business page is simple:

1. Log in to your personal Facebook account from a desktop.
2. Select the downward facing arrow (▼) in the top right corner of your home page.
3. Click **Create Page**.
4. Add detailed information about your business.
5. Hit **Get Started**.

Then, you can add your official Facebook page title and you're good to go. Your Facebook business page is now active, and you can start adding page details and content to grow your following.

Set up Metro Properties

1 About 2 Profile Picture 3 Add to Favourites

Add categories, a description and a website to improve the results.
Fields marked by asterisks (*) are required.

Click a specific category:

Arts & entertainment Community & Government Events & Activities
Professional services Region Residence & Other Services & Products
Travel & Transportation

Add a few sentences to tell people what your Page is about and what results. You will be able to add more details later from your Page.

*Tell people what your Page is about...

Website (e.g. your website, Twitter or other social media)

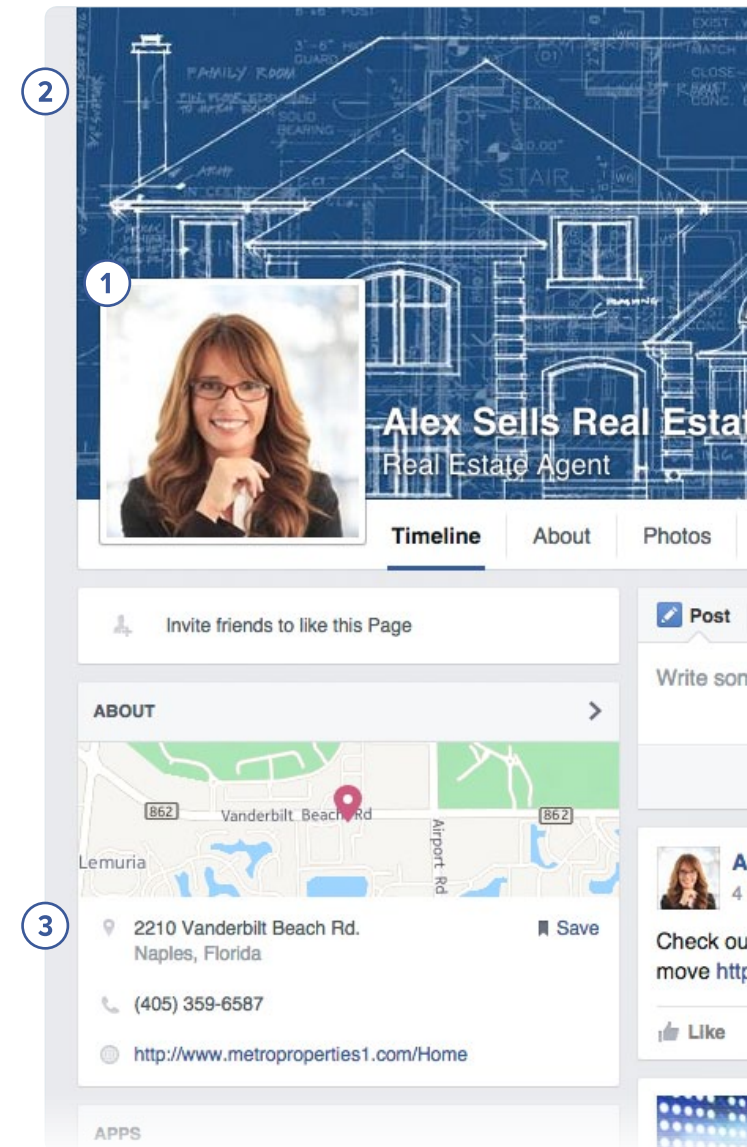
Is Metro Properties a real establishment, business or venue?
This will help people find this establishment, business or venue more easily.

Need help?

Page setup

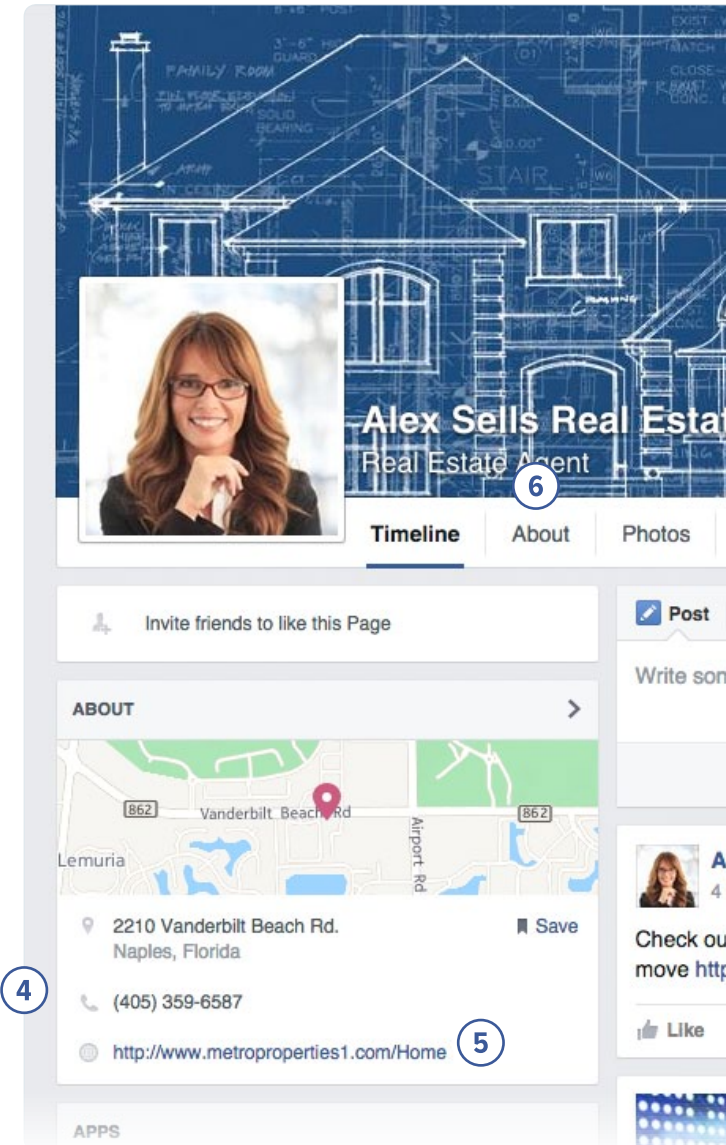
Before you start directing traffic to your Facebook business Page, you want to make sure it's complete. Be sure to fill in the following:

- 1. Profile picture:** A professional picture of your smiling face is best. It's more personal than a company logo.
- 2. Cover photo:** This appears large at the top of your page on Facebook's mobile and desktop site. If you have a bright, high-quality picture of your city, that would make a great cover photo. You can also add your company name or contact info to the photo using [Canva](#) or Photoshop.
- 3. Company address:** Adding your office address will allow visitors to your Facebook page to get directions straight from your profile.



Page setup

- 4. Phone number:** You want to give visitors as many ways to contact you as possible. Put your best contact number here.
- 5. Company URL:** This is a clickable URL. Add a link to your website homepage, blog, or a landing page for a piece of valuable content. Whatever you choose, make sure that page has clear lead capture available.
- 6. Short and long descriptions:** When you click the **About** button and then select the **Page Info tab**, you'll see more options for adding information to your page. There's a short page description area that will appear under your profile photo. Give a sentence or two about your experience and specialty. You can also add a long description that will appear in your **About** section with more details about yourself and your business.



What to post

This page is now your company's representation on Facebook. To see your content on this page, a user simply has to "like" the page, instead of sending a friend request. This page represents your brand, and is a great marketing tool for showing your company's knowledge and personality through quality content. A company page should be a balance between sales-related posts like listings, and other content that draws engagement.

So what else should you post?

- Company parties
- Eye-catching interiors
- Great home pools
- Home improvement
- Local restaurants
- Snazzy exteriors
- Local shops
- Holiday festivities
- Featured listings
- Market conditions
- Open houses
- Home renovations
- Real life pictures
- Before and afters
- Local news
- Funny pictures
- Home decor

Share the right content

There are several strategies for gaining likes on your Facebook page. Before you dive into them, it's smart to fill your page with some content. When someone sees that your page is posting helpful information, they'll be more inclined to hit **Like**.

You'll want to get your content sources arranged so that you're able to easily schedule and share posts. Start by liking the Facebook pages of several national real estate sites, local news sources, home design and decor sites, and local bloggers. This will make it easy to log into Facebook and share posts to your audience.

While it may be tempting to share all of your own content and links to your own website, this is counter-productive to your page's popularity. Keep a balance of sharing your own content, posts from other pages, and links to outside websites. Here's a post on the **five types of social media content** you should be sharing.

STAT:

Photos are the most engaging type of content on Facebook, getting 53% more likes than text-only posts.

Source: Kissmetrics

Grow your likes

Leverage your existing contacts

Don't be ashamed to ask your Facebook friends to like your page. Visit your business page while acting as your personal profile on Facebook, then hit the button with three dots on it at the right of your cover photo. Select **Invite Friends** from the drop down, where you'll see a list of all of your Facebook friends. Check the ones you would like to invite, and they will receive an invitation from you to like your page.

Add Like buttons to your site

You want to make your Facebook page easy to discover. One quick way to direct traffic there is to add links to your Facebook page to your website and blog posts. Find out how to add a Like button to a page of your website [here](#).

Ask a question

If you're trying to get comments and shares on your Facebook post, ask a question. Posts that seek to start a dialogue get 100% more comments than non-question posts ([Kissmetrics](#)).

Grow your likes

Promote your most popular posts

Facebook gives you the option to promote or “boost” posts, where you can put money behind a post to expose it to a wider audience. Just hit **Boost Post** in the bottom corner of the post you would like to promote. From here, you can choose your audience, the total budget you would like to put behind this post, and how long you want the promoted post to run. You can see which type of posts are getting the most engagement using Insights, then boost those posts to get the best results from your ad.

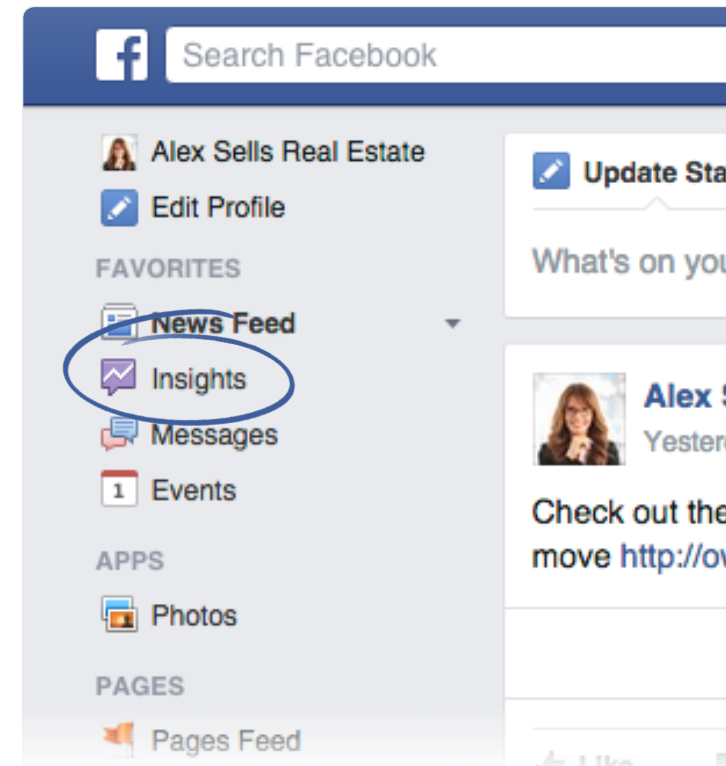
Post consistently

Facebook pages come with a built-in scheduler to help businesses space out their posts. By posting at different times of the day, different audiences will see and engage with your posts. When you publish an update, just select the **Schedule** option. You can pick a time and date in the future for sharing your post. You can also use a social media management tool like Buffer, Hootsuite, or our **built-in scheduler** to post in advance.

Page Insights

Your Facebook business page comes with built-in analytics to show you how your page is growing over time. Facebook Insights will become available when at least 30 people like your page. You can locate these by selecting **Insights** from the left hand column of your Facebook home page.

Compared to other social networks, the amount of Analytics behind a Facebook business page can seem overwhelming. There are several pages of charts you could spend hours analyzing. Here are what the basic stats within Insights mean, and how you can interpret them.

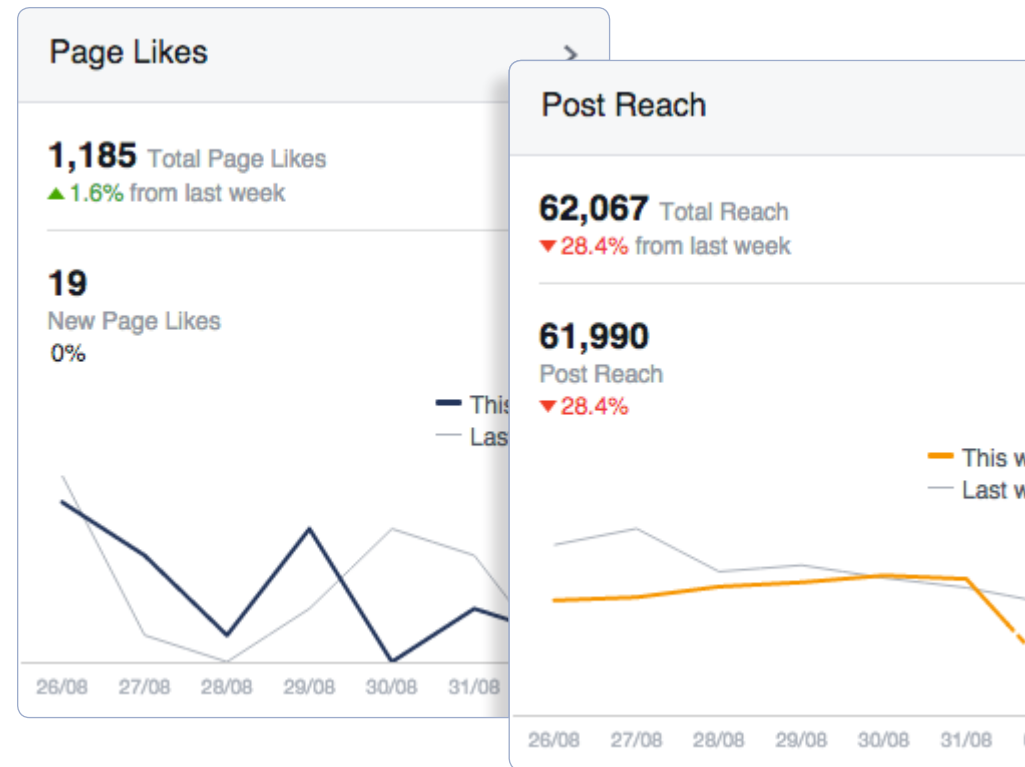


Page Insights

The first page you'll see in Insights is the **Overview tab**, where you'll get a few charts highlighting key statistics from your page.

Page Likes shows trends in new and total page likes. You want to always see positive growth in this category.


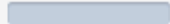







Post Reach details the total number of people who have seen your posts. Due to Facebook's algorithm changes, not every single one of your page fans will see every post. This chart will give you accurate numbers on how many views your posts receive.



Page Insights

Pages to Watch helps you keep tabs on your competition on Facebook. This will show you their growth in likes, number of posts, and their weekly engagement rate. If you select a particular page, you'll see their top performing

posts for the week. It can be helpful to see what's performing well for your competition to give you ideas of new content to post. Their most engaging content could be something you've never tried before.

Page	Total Page Likes	From last week	Posts This Week	Engagement This Week
1  Naples Prime Realty	18.2K 	▲0.6%	2	11 
2  Sandy Beaches Real Estate	5.2K 	▲1.7%	1	1 
3  Naples First Real Estate	5K 	▲1.5%	14	13 

LinkedIn







Overview

Of all the social networks out there, LinkedIn is probably the most “professional.” It’s used more for actual networking than any of the others. It’s a great place to connect with other professionals, and build business relationships. You’re less likely to strike up discussions with current or potential clients, but that’s okay, as long as you know that going in.

It can be a great asset for brokers looking to recruit agents. You can actually post jobs and get applicants all through LinkedIn (although it can cost money).

LinkedIn also has great SEO. When someone Googles your name, your LinkedIn profile is usually one of the top results.

-  187 million monthly active users
-  2 people join LinkedIn every second
-  There are over 2 million groups on LinkedIn where professional conversations are happening
-  You should post once a day

Profile setup

Name and Photo

LinkedIn is one network where you should definitely use a professional headshot. No selfies or logos, please. Your name is simple — first and last. Don't add any additional titles to your name. In doing so, your title will also show up in everything you're tagged in. If you have a common name, it may also make it more difficult to be found when users search for you.

Location

This is important for every professional on LinkedIn, but especially real estate pros. Make sure your city and state are listed, so connections know in what area you work.

Headline

This information will be displayed alongside your name and photo all over LinkedIn and Google search results. You can include more than simply “Real Estate Agent”. Add in your specialty, such as “Relocation Expert” to your headline. You want to be as specific as possible to help you stand out from hundreds of thousands of others in your field.

Certifications

If you're a certified Seniors Real Estate Specialist, Property Manager, or any other designation, there's a spot for that in your profile. Scroll to the Certifications section and select **Add**.

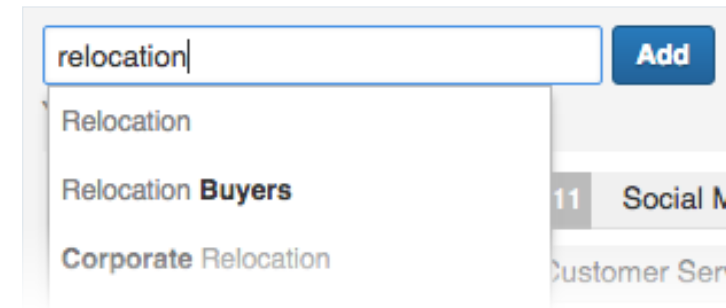
Profile setup

Summary

This is the “elevator pitch” of your LinkedIn profile. You want to tell people what you do and what sets you apart from others in your fields. You have 2,000 characters to work with, but it’s best to be as concise as possible if you want it to get read. Keep your pitch to three or four sentences.

Skills and expertise

This section lets visitors to your profile know what you’re good at. The skills you list here will also give connections different things to endorse you for. From your profile, head to the **Skills & Endorsements** section and click **Add skill**. Start typing a specific skill — relocation, for example — and LinkedIn will give you a drop down of skills to choose from. You can choose up to 50 skills that will be listed on your profile.



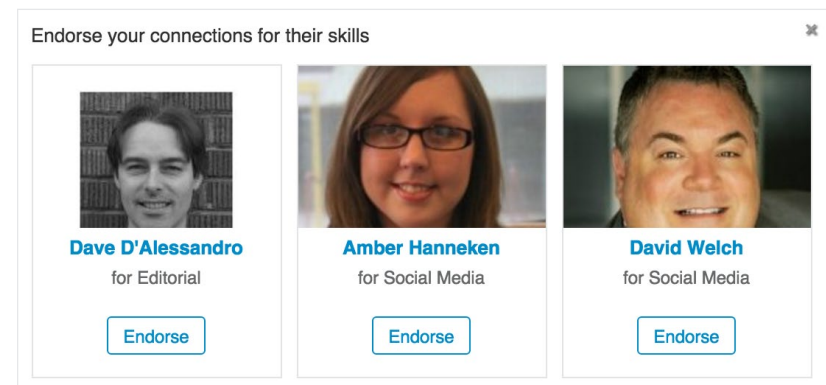
What to do

Make connections with as many professionals as you can

And not just ones you already know. Use LinkedIn to expand your professional network. Look for other agents, brokers, mortgage pros, inspectors, appraisers, developers, and the list goes on. Unlike Facebook, your LinkedIn connections won't be viewing your summer vacation photos — they'll be seeing your business-related activity and could be sending a referral your way any minute.

Endorse people (and ask for endorsements)

Endorsements are LinkedIn's way to show that your peers appreciate and approve of your skills. The best part is that it can be as quick and easy as one click. LinkedIn does a good job of automatically suggesting endorsements that require nothing but a click from you, and usually result in an endorsement coming back your way.



What to do

Ask to be recommended

Recommendations are much more in depth than endorsements, and carry more weight. This feature allows you to send a message to your contacts asking for a recommendation, which they can write and submit fairly easily, but will take them more time than just clicking “endorse.” These should be targeted to people you’ve worked with and had a very positive experience in helping. To do this, click on your profile, hover over the little arrow next to **View profile as** and in the drop-down select **Ask to be recommended**. You can then create your message and choose who you’d like to send it to.

Ask your connections to recommend you

1

What do you want to be recommended for?

Real Estate Agent at Metro Properties

2

Who do you want to ask?

Your connections: (You can add up to 3 people)

Hunter Meek X

3



Hunter Meek

What's your relationship?

Choose...

What was Hunter's position at the time?

Choose...

4

Write your message

Find connections

Add your e-mail contacts

LinkedIn can search your e-mail contacts and find connections currently on LinkedIn. Hover over **Connections** at the top of the page, then click **Add Connections**. Type in your e-mail address, and you'll see a list of your e-mail contacts with the option to connect with them. You can also invite contacts not currently on LinkedIn to join.

Join groups

LinkedIn groups are an incredible opportunity to connect with like-minded professionals to discuss industry trends, news, and more. Hove over **Interests** and select **Groups** to search for groups to join. Then you can post questions, links to your website, ask for feedback, and find new professionals to connect with.

Add former clients

You have to be connected with people before they can endorse and recommend you. This is one reason it's valuable to connect with past clients (that you have a good relationship with) on LinkedIn. While many would find a Facebook friend request too intrusive, a connection request on LinkedIn may also be the most polite way to keep in touch.

Twitter






Overview

Twitter is a fast-paced social network designed for conversations and sharing. Over 500 million Tweets are sent per day, making their lifespan is short. While you can get away with posting once a week on Facebook, it's important to stay more active on Twitter to gain interactions and engagement with your followers.

Twitter's 140 character limit makes it unique from other social networks. On Facebook or LinkedIn, your posts can be paragraphs long, but on Twitter you have to be a little more creative with what you write.

The short character limit combined with a high amount of Tweets sent every day means the lifespan of a Tweet is short. You should be posting on Twitter more frequently than other social networks for maximum exposure to your followers.

-  255 million monthly active users
-  50% of users check Twitter at least once a day
-  You should post 5 a day (or more)

Know the lingo

@ This symbol directs a Tweet at a certain user. Use this in front of their username to tag them in a Tweet, and this will then notify them that you mentioned them. (Note: these Tweets are still visible to the public.)

This symbol helps organize the mass of posts on Twitter every day. Hashtags are a keyword preceded by a #, like #realestate. If you include this in your Tweet, anyone who searches #realestate will be able to see your post (and other posts with the #realestate tag).

RT This is short for **Retweet**, or the act of reposting a Tweet by someone else that you find interesting to your followers. The Tweet will show up by the original author with “Your name retweeted” at the top of the post.

DM This stands for **Direct Message**, the form of private communication on Twitter. Unlike @ mentions, these are only visible to those in the conversation. Unfortunately there is SPAM on Twitter. Just use common sense and be careful what you click on, especially in Direct Messages. If you get anything like “I can’t believe these pictures of you I found on this website!” you should probably ignore it!

Profile setup

Your Twitter profile is your first impression to anyone that finds you on the social network. As a real estate professional, you want it to quickly show the world who you are, what you do, and where you work. Here are the major parts of your profile:

- 1. Profile photo:** Choose a professional image of your smiling face. It will seem a lot more personable than your logo. The ideal size is 400 x 400 pixels.
- 2. @username:** You want it to be two things — descriptive and short. This is your display name, and how you can be found on Twitter. Shorter is better, since each letter cuts into Twitter's 140 character limit per Tweet.
- 3. Cover photo:** This is the biggest image on your page and it appears at the top. Make it clear and colorful. If you have a stunning photo of your city, this is a great place to use it. The perfect size for your cover photo is 1500 x 500 pixels.



Profile setup

- 4. Bio:** You have 160 characters to explain who you are and what you do. While it's important to talk about your real estate-related specialties and skills, add some personality to this area as well. If you're a baker, mom, golfer, or art-lover, add that too. You never know who you'll connect with on your hobbies.
- 5. Location:** It's important for people to know where you're located, especially if they're in the market for an agent. Set your location to be as specific or broad as you'd like.
- 6. URL:** This is a clickable link that's visible on Twitter for desktop and on the mobile app. Paste in a link to your website here so that visitors can find out more about you. You can also try linking to a landing page or something with lead capture, like an eBook, giveaway, or a place to subscribe to your blog.



Find content

Twitter is a fantastic news source for all things real estate. A quick search for #realestate will pull up thousands of articles and posts about the industry. Use this tool to find informative and influential pros in the real estate industry.

However, with the fast pace of Twitter, it can be time-consuming to catch up on a full day's worth of Tweets just to read a few quality articles. Simplify your feed by making lists

to organize who you follow. For example, make a “Real Estate News Sources” list to check daily for days that you’re extra busy. To add one from your mobile device, go to your **profile**, then click **Lists** below your feed. Hit the plus sign in the upper right hand corner to create a new list. You can also add them from your desktop by clicking the **lists tab** as shown below.



Find content

Just like on Facebook, you'll want to fill your profile with relevant content before you start seeking followers. This will give people an idea of what you'll be sharing. It's important to remember that your content does *not* have to be 100% real estate related, 100% of the time. Here are some ideas of Tweets to share:

- **Hyperlocal content:** Follow several local businesses and news channels to become the go-to source for what's happening in your market.
- **Content from your website:** Share your new listings, just closed properties, pictures of happy clients, website pages and blog posts.
- **Real estate news:** Potential buyers and sellers will want to know about market conditions and interest rates. [Here's a list](#) of some great sources on Twitter.
- **Home design and decor:** Customizing and decorating a new home is one of the most exciting parts of the real estate process. Get potential buyers excited by sharing posts from **these great home decor accounts**.
- **Buying and selling advice:** Engage with influential agents in other markets and share their content. This builds relationships, which helps you engage a new audience. (And who knows, you might make a referral connection in the process!)

Grow your followers

Join a Twitter chat

Nearly every industry has a Twitter chat, where people get together to discuss a certain topic using a hashtag to categorize posts. There are several real estate-related chats every week where you can connect with others in the industry. It's also become more common for cities to host Twitter chats about growth and development, and it may include local lawmakers and influencers. Keep an eye out for these and participate when possible. It's a great way to get exposed to a powerful and engaged audience.

Tweet about local events and news

Including a timely hashtag is an effective way to get your Tweets exposed to more people. After following local businesses and influencers, you might start to notice several of them commenting on the same topic with a hashtag, whether it's an upcoming festival, store anniversary, county fair, or sporting event. Chime in when these topics are trending. You'll be meeting your audience where they're already gathering, helping you gain followers.

Quick tips

Utilize a social media management system

Just because you'd like to post around the clock doesn't mean you need to be on Twitter 24/7. Almost all successful Tweeters use a social media management system to post on their behalf at designated times of the day. Buffer, Hootsuite, and **our built-in social media scheduler** all allow you to schedule Tweets out in advance for maximum engagement with minimal time commitments.

Ensure your conversations are visible

If you Tweet directly at a user, it will only be visible to those who follow both of you. For more visibility, it's common to put a period in front of the @ sign in the beginning of a Tweet, like this: `.@InmanNews` great article!

Show some personality

A Twitter page that shares nothing but real estate specific content is going to have a very narrow audience. It's important to show a little personality and variety. If you're running a 5K or attending a local event, share it on Twitter. People want to know about you, not just your business.

Pinterest



Overview

Pinterest is a highly visual social network. It's a huge, interactive, virtual scrapbook for sharing links and images. Daniel Maloney, CEO of Tailwind, sums up how Pinterest is different than other social networks:

*“Twitter is mostly about what I’m doing.
Facebook is about who I am.
Pinterest is about who I want to be.”*

Pinterest is a great opportunity to get people dreaming about their future lives in future homes through pins about home staging, interior design, curb appeal, and more.



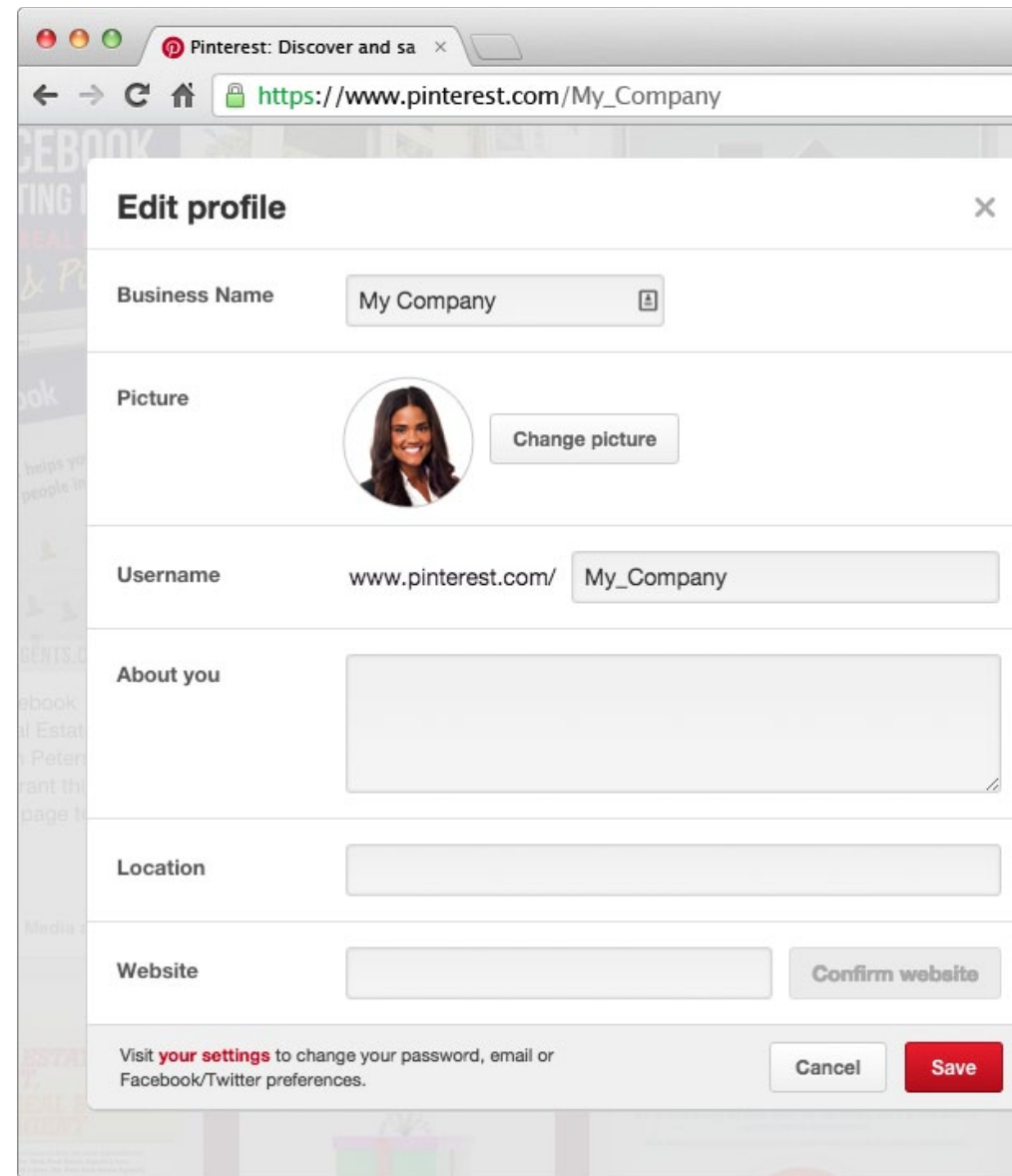
255 million monthly active users

Profile setup

If you're brand new to Pinterest, you can **create a business account** when you sign up.

If you already have a Pinterest account, you can easily convert your personal account to a **Business Account**. Having a business account will allow you to take advantage of all the marketing tools Pinterest has to offer.

Once your business account is created, click **edit** profile inside your Pinterest page to add your business name, username, profile picture, location, website URL, and an "about you" section.



Profile setup

Once your account is set up, you can fill out your profile with the following information:

- **Business name:** This can be your company name or just your first and last name. It can include up to 37 characters.
- **Profile picture:** Use the same professional headshot as other social networks for consistency. Pinterest's recommended profile dimensions are 600 x 600 pixels.
- **About you:** Up to 160 characters to describe what you do, what makes you special, and why someone should follow you on Pinterest.
- **Location:** As a real estate professional, you want your location to be known to your audience. Simply type your city and state in the location section to market to people in your local area.
- **Website link:** This is a clickable link, so include your real estate website URL. This will allow users to get in touch with you.

Business tools

In just the past few years, Pinterest has joined the world of social media marketing for businesses. Once you've created your business page, you can access the **tools** they offer businesses.

Pinterest analytics

This business tool will allow you to see who's following you, what items they're saving from your website, their common interests, and if they're looking at the content from your Pins.

Rich pins

If you want to add Pins that include extra information, you'll want to use **Rich Pins**.

There are currently five types of Rich Pins: movie, recipe, article, product, and place. Try the Place Pin to include a map with your Pin. This will show a viewer the exact location of a listing or open house you've pinned.

Widget builder

This enables you to add a Pinterest button, or a widget, to your company website to help promote your page. You can add a Follow button or Pin it button to your website to allow visitors to pin your content or follow you on Pinterest.

Quick tips

Use high-quality images

Pinterest is a visual social media site, so it's crucial to provide your viewers with high-quality images. Appealing images catch peoples' eye and get more clicks. Long, collage-like images do best on Pinterest. If you're pinning a property listing, consider creating an image in **Canva** to use as the display image for your Pin.

Use a browser extension for simpler pinning

Google Chrome and Mozilla Firefox both have extensions that allow for one-click pinning from web pages.

Write descriptive captions

You have up to 500 characters to describe your pin. Since Pinterest operates like a search engine, be as descriptive as possible to give yourself the best chance at appearing in search results.

Instagram






Overview

Instagram is a highly visual social network where you can share images enhanced with any of their digital “filters.” Instagram uses a hashtag system like Twitter, where users can easily follow and participate in trends.

Since Instagram is owned by Facebook, it’s easy to share posts to your timeline. An Instagram photo with a beautiful filter will get great engagement on your Facebook page. [Click here](#) to learn how to share Instagram photos to a Facebook business Page.

You can also upload 15 second videos to Instagram. Though not long enough for a full home tour, they’re great for a sneak peek to show the highlights of a property.

-  20 million monthly active users
-  20+ billion photos shared
-  You should post once a day (or as often as relevant)

Profile setup

Your profile won't contain as much information as your Facebook page, but you can still tell potential followers a bit about yourself:

- **Profile photo:** This image displays in a round frame, so corners will be cropped. Use the same headshot you use on other social networks for consistent branding.
- **Bio:** This is a short introduction, similar to Twitter. You have 150 characters to tell followers a little about yourself.
- **Website URL:** Since links in Instagram posts aren't clickable, this is the only place you can display a link to your website. Don't limit yourself to just a homepage link. Try linking to a lead capture page or your blog.

Grow your followers

Don't spam

There are Instagram services that will go through a specific hashtag and leave an automated comment on posts using that tag. Avoid using these. While it may seem like a good idea, Instagram is notorious for spammy or inappropriate images temporarily appearing with common hashtags (including cities). It will do you more harm than good in the long run if you're commenting on these images. If you want to build your following, dedicate time to leave genuine comments.

Grow your followers

Connect with Facebook

Instagram is owned by Facebook, so the two networks work really well together. You can connect your two accounts together for easy sharing, and also to automatically follow any Facebook friends on Instagram. **Here are instructions from Instagram** on finding your Facebook friends.

Post regularly

It's important to keep up your presence on Instagram, so shoot for one post a day. Experiment with the timing of your posts, too. While different studies show different times of the day are ideal, it really depends on your audience. If you discover higher engagement at a certain time of day, stick with it.

Search hashtags

Different hashtags will include images from different types of people for you to connect with. Your city's hashtag will likely include people who live there. #realestate will include pictures from other real estate agents. Search for different hashtags and find people to follow. Look for people with a high "Following" number. This means they're likely to follow you back.

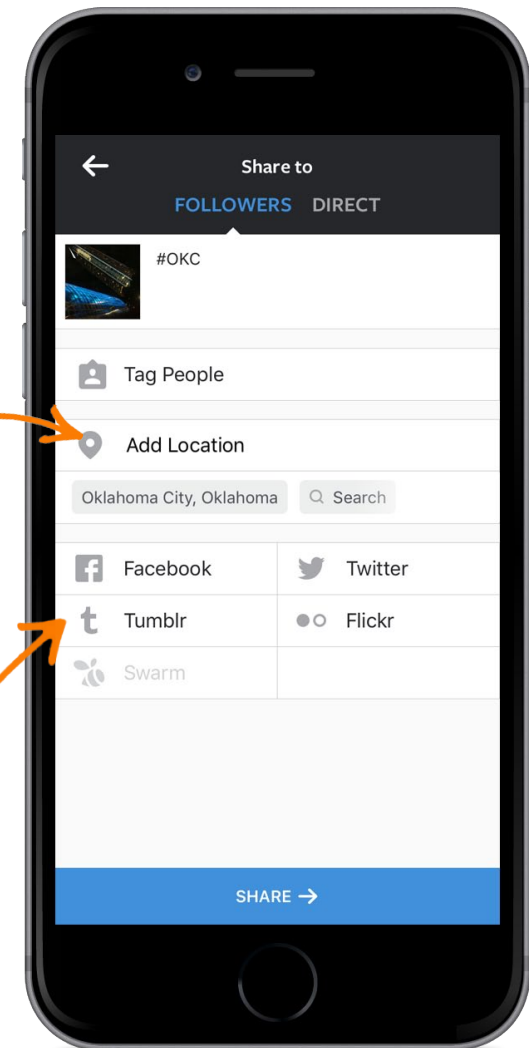
And when you do follow someone, leave a comment on one of their pictures or go through and like a few. This shows them you actually engage on Instagram, and they're more likely to follow you back.

What to do

Perhaps the best way that real estate pros can use Instagram is establishing themselves as a local expert in their area. By using your city's hashtag and geotagging the location of your posts, you'll gain credibility in your area.

Select **Add Location** to type in a geotag for your post. If you post a picture at your favorite pizza place or of a new open house, you can tag the name or address of the location.

Choose any of these options to share your Instagram post on other social networks (Facebook, Twitter, Tumblr, etc.)

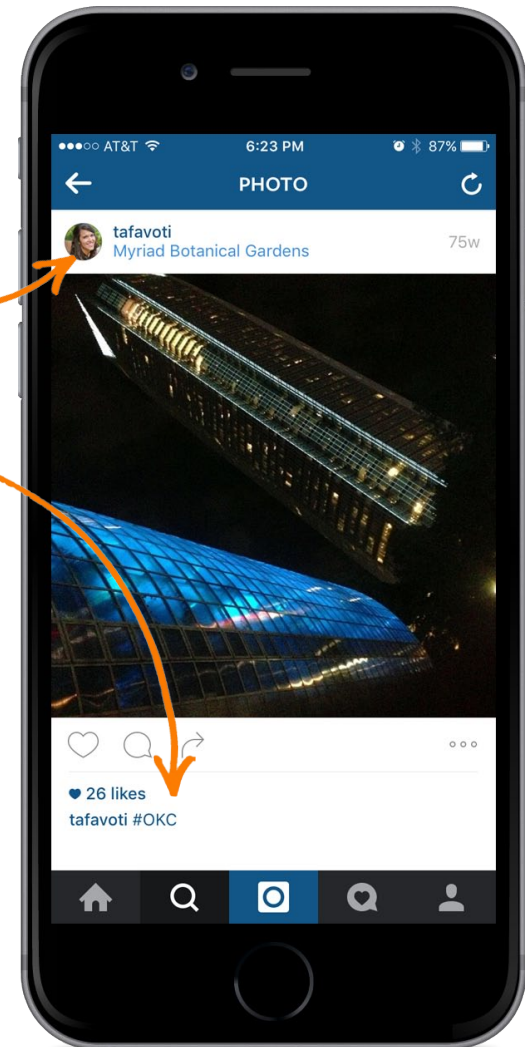


What to do

Your geotagged location will show up here. If you click the location, you can see all other photos tagged there also. This helps your posts get discovered.

Your hashtags will show up in the caption at the bottom of your image. If you click a hashtag, you can browse others tagged the same.

You should always tag pictures with your city name. Neighborhoods, restaurants, and other businesses may have specific hashtags they use. Look for these and include them to reach a wider audience.



Apps to try

People love to look at stunning pictures, so it's important that your Instagram posts are always looking their best. There are several apps that you can use to edit and improve your photos and videos before you upload them to Instagram. Here are a few. (Click the names for links to the iTunes store.)

- **Snapseed:** Google's photo editing app can take an image from average to incredible with just a few minor adjustments. Easily tweak the color and contrast of images to make them stand out.
- **Overgram:** Add text over your image (think open house address or listing price) with this app. There's tons of fonts and options to choose from.
- **Pic Stitch:** Combine multiple images into one collage. Stick with two or three per collage. Since you can't zoom in on Instagram posts, any more will appear too small to see.
- **Hyperlapse:** Created by Instagram, Hyperlapse allows you to create timelapse videos even when moving. Its image stabilization means you can create steady, quick home tours or neighborhood walkthroughs.

Tools and links



100 FREE SOCIAL POSTS!

We know mastering social media doesn't happen overnight. But you can do it, and we're here to help.

We created an "inspiration page" full of 100 social posts related to the real estate industry. We even used our GhostWriter technology to rewrite the post with one click. One more click and you've posted it to Twitter. When you aren't sure what to post, we've got your back. Just choose something from our free, expertly curated collection.

TRY IT NOW!

