

# Best Practices For Social Media

## Topic & Content Ideas

- Use our Social Media Blueprint by utilizing the content pillars.
- Go to <https://answerthepublic.com/> to search trending topics.
- Use ChatGPT to create a sample social media content calendar.

## Pro Tips

- Video outperforms static images and is so important to use in your social media marketing
- Quality > Quantity
- Add music to your videos!
- Use CapCut for free video templates and auto-captions
- Tag people and invite collaborators in your posts to boost exposure
- Include a location
- Use hashtags [use keywords that people would search up on social media]
- Interact with your feed before posting to boost engagement
- Use SOCi to respond to comments and messages
- Add a strategic bio [say who you are, what you specialize in, contact info, etc.]. ChatGPT is a great resource for this.
- Reference the AI Your Business Guide for sample prompts to copy/paste into ChatGPT
- Have a schedule: Take one day to plan out your content and insert into your content calendar.
- Engage and interact with as many people as you can - social media is social. In turn, this will help boost your engagement and followers!
- Use the SOCi engagement tool to respond to comments and Direct Messages (Conversations > Engagements)
- If you are beginning your social media journey, you should be posting 2-3 times per week with 1 story post. If you are an advanced user, you should be posting at least 4 times per week with 3 story posts.

# TOOLS TO USE



## MADI

MADI has pre-designed templates you can use as-is or add your own flair to. From static graphics to video reels, you're sure to find and delight your audience!

**BHHSRESOURCE > CAB CORNER > MADI**

## AI Your Business

Utilize the guide we have built out for you to take advantage of AI in your marketing efforts. This webpage has the information and copy-paste prompts you can use in ChatGPT to assist you with social media writing and captions (and much more).

<https://blog.mycabcorner.com/ai-your-business/>

## SOCi

SOCi allows you to schedule your posts (images, reels and stories) in one location. Share content to Facebook, Instagram, X, LinkedIn and Google Business from one location.

**BHHSRESOURCE > SOCIAL MEDIA RESOURCE > SOCI**

## ChatGPT

After reviewing the AI Your Business guide, you'll use ChatGPT! It's a free AI tool you can use to help you create content ideas, writing SEO-optimized captions, or even scripts for videos

[chatgpt.com](https://chatgpt.com)

## CONTENT PILLARS

### I'M A HUMAN

What makes you, you? What is unique about you? Show you are relatable and a human! Family, spouse/partner, pets, hobbies, extracurricular activities, friends, things you do, etc.

### HOW I HELP

Provide your audience with ways YOU can help them with their real estate needs. You can feature previous customer testimonials, share your real estate story and how you got there,

### EDUCATIONAL

How can you make the complex simple? How can you help demystify the process? Break down the complexities into bite-size pieces. Show your audience you're a knowledgeable real estate agent!

### PROPERTY

How can you facilitate discovery on all levels? What can you share to help clients and potential clients? Excite and entice your audience!

### COMMUNITY

Get out into the community OR share about the community you serve! You are a community ambassador, so how can you show your expertise in the areas you serve and call home? Excite and entice!

# Best Practices for Creative Social Media Ideas

**YOU ARE THE SECRET SAUCE!**

**You Get What You Put into It.  
Nothing Changes If Nothing Changes.  
There Is No Magic Wand.  
Keep Your Head Up.  
Be Yourself.  
BE ON SOCIAL MEDIA!**

## Creative Social Media Pro Tips

Being consistent is half the battle, but providing content that is interesting, fun and informative will keep them coming back for more.

- Taglines on social media that makes people want to click on the video. Do not explain your video so much that there is no reason to click on it.
- **Nobody wants to just see Real Estate stuff. It is boring. If you are not interested in that. For every Real Estate post, post something not Real Estate related in the same day or back-to-back.**
- **Attract your people. My following tends to be funny people, so I really lean into that.**
- Show off your wins in Real Estate, some people may feel like " you do not want to brag." We are our marketing. We are our commercials. I will not sit in silence. We are our billboards. Who else is going to do it for us? If you have someone to do this for you, ask them if they are hiring because I am looking!
- **Show people you are human. WE all make mistake in life. Sometimes I stutter and have poor eye contact. Being yourself shows people they can be themselves too. People like that and if they do not, they are not your people and move on.**