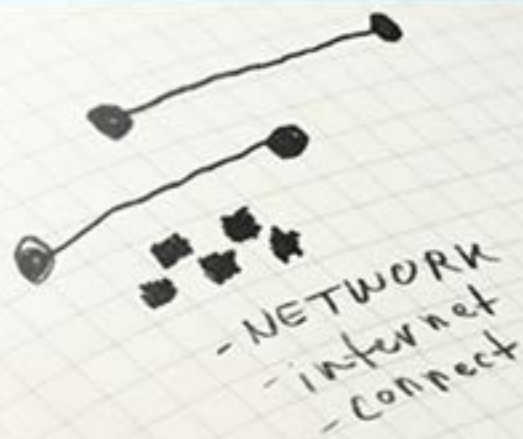
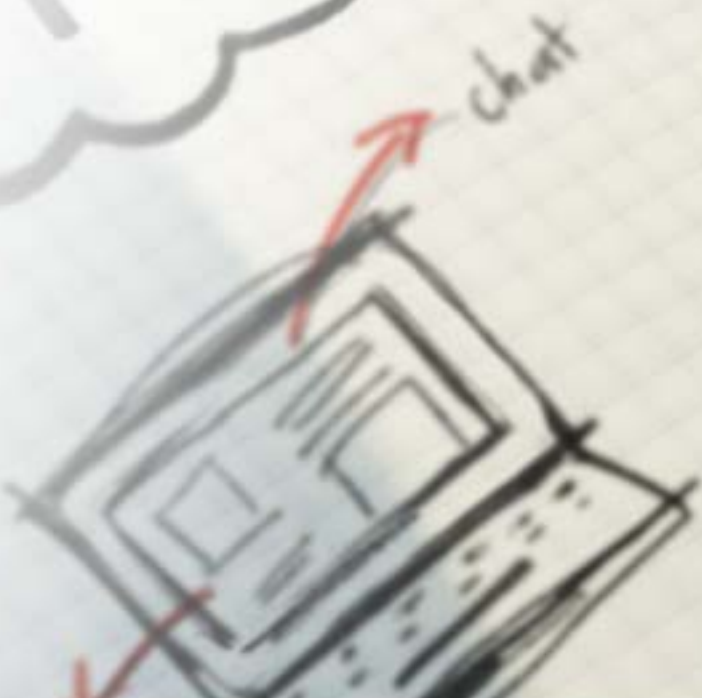


WHAT, WHEN & WHERE TO POST



Inspiration



FOR REAL ESTATE PROFESSIONALS



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STRUGGLING WITH SOCIAL MEDIA ANXIETY?

It's been my experience that anxiety is created when you don't know where you're going or not sure what to do.

*Great news for both of us. I love telling people
where to go and what to do!*

Knowing What to Post, When to Post and Where to Post should relieve you of much of that anxiety.

Do any of these things apply to you?

- You're not sure which social media platforms you should be on
- You're not sure how often to post
- You're not sure what to post
- You're not sure you're doing anything correctly online
- You've got a few online accounts and are totally confused why it doesn't work the way print media did
- You got online and didn't get any response and decided social doesn't work
- You can't figure out why social is working for your competition
- You can't figure out why it takes so long
- You can't figure out where the conversation is that everyone keeps talking about

If you said yes to any of the options above, you're undoubtedly feeling some stress. Before putting pen to paper, or fingers to keyboard, let's go over a few fundamentals.



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GET CLEAR ON WHY YOU ARE ONLINE

Your objectives need to be determined long before any accounts are opened or posts made public. If you already have opened accounts, use the worksheet included with this eBook to refocus your efforts.

What is the main goal you are trying to achieve by being online?

Are you online because someone told you that you needed to be? Or because everyone else is? (Those are bad answers, by the way.)

You should have some very specific goals. As an example, "I want to increase my number of listings by 10 percent in 12 months". Or, "I want to become better known in my community".

This question is important because you can look back in the future and see if you've made progress.

How would you like your customers to describe you?

Every real estate agent wants to think their customers think of them as loyal, trustworthy and honest. Think about what makes you stand out from other agents.

Look through your posts on all the social media platforms you're on. Does it reflect the person you'd like to be described as?

Look at your posts as if you're a complete stranger. What kind of person is reflected in what you've posted? Evaluate if you've gotten too personal or if it appears



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unprofessional. Are the photos you've posted fuzzy? Are the photos of your listings attractive?

Describe your ideal customer.

Almost every agent has a specialty. Condos, first time homebuyers, retirees, etc. Defining your ideal customer will make it easier for you to find them. (Did I just hear you say "Duh, Liz."?)

Where does your ideal customer spend their time online? Facebook? Instagram? Twitter?

Once you've figured out who your ideal customer is, you can next determine where he/she is when they're online. Absolute key is to *be where your customers are most likely to be*

Is your ideal customer a first time home buyer? Probably in their late 20s or early 30s? You might want to be sure to be active on Instagram. Or is your ideal customer in their mid to late 50s, and thinking about retiring? You should probably be on Facebook.

Name 3 things your ideal customer would be interested in knowing.

Guess what? Your present and future customers don't want to talk about you. They are more interested in stuff that – well – that they're interested in. If you can't think of three things – ask Google search. You'll use this information to find information to share that appeals to your customers.



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Take a look at the worksheet below and actually print it out, and answer the questions. Once you've answered all the questions on the worksheet, you'll have a much clearer picture of what you should be posting and where you should be posting.



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What is the main goal you are trying to achieve by being online?

How would you like customers to describe you?

Do your posts reflect the person you'd like to be described as?

Describe your ideal customer



Where does your ideal customer spend their time online?

Name 3 things your ideal customer would be interested in knowing.



TAKING THE MYSTERY OUT OF WHEN & HOW OFTEN TO POST

The information I put together below is designed for real estate accounts. Other occupations may be better served with different numbers of postings or have days that are more popular in their industry. Remember that these are just general starting points. Your actual mileage may vary.

1. TWITTER

If your follower count is less than 200, I would say posting 3 times a day is plenty. You do need to make sure those tweets are quality and reflect the person we discussed in question #4, but at this point, most of your time on Twitter should be concentrated on getting more followers. Once you get over 2,000 followers, you should feel free to send out 8 -10 tweets a day.

Use [Twiteroid](#) to find out when your followers are most likely to be on Twitter and reach out to them.

2. FACEBOOK

This is where I sit you down and scold you if you are still using a personal profile page. Having a business page for your real estate brand is not only important because you have a wealth of analytical information available to reach more customers, but it's also against Facebook's rules to use a personal profile to when you're representing yourself as a business.



It's good to post something every day, don't let it drop below 5 times per week, and don't go over 2 posts a day. This certainly doesn't pertain to personal accounts, but when you're in sales, people will be more likely to unlike your page if you show up in their newsfeed more than they'd like.

You might ask, "Liz, where did you get such interesting data?. School of hard knocks.

3. LINKEDIN

If you are a wordsmith, I suggest you post an article per week on LinkedIn. If you're not a wordsmith, then one status update 3 to 5 times during the work week would be a good number to aspire to.

The best days to be active on LinkedIn in the United States are Tuesday, Wednesday and Thursday. The best times appear to be mid-morning and mid-afternoon (10:00 a.m – ish and 3:00 pm – ish).

4. INSTAGRAM

Ideally, you should post 1 post daily, but not fewer than 5 per week. It's worth noting that more is definitely not better when it comes to posting more than once or twice daily on Instagram. This practice is very likely to get you unfollowed.

The best time to post on Instagram can be determined by going to [Iconosquare](#) and checking out your statistics. You'll find a link to something called



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Optimization and it will show you an amazing graph that lets you know which day and time is the best for posting on your account.

5. PINTEREST

You have no limit to how many pins per day, but it seems that if you have fewer than 5 per day, you won't rank as high as some of your competitors.

The best day for the real estate industry for pinning appears to be Saturday.

SUMMARY

I hope the information I've shared with you has taken enough of the anxiety out of your social media that you can relax and enjoy it.

If you decide at some point you'd rather have your social media accounts handled by a professional, I would be thrilled if you gave me a call and we worked together.

I offer consulting services where I can walk you through things, or train you from a distance.

I also offer hands on social, where *I am you online*, post as you and engage with your customers as you. And along the way, I create a larger following for you.

My goal is to make you the best known Realtor® in your community. For that reason, I only take one real estate client per geographical area. How can I promise to do everything in my power to make you #1 in your area if I have 5 other clients in your MLS?

Last but not least, yes, my hair really does stick out like that little avatar.



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Email me at hello@askforliz.com or give me a call at (707) 489-7773.

If have questions on what I've written here, send me a tweet and use the hashtag #BeRealSocial.

See You Online!



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