

SOCIAL MEDIA ETIQUETTE

The DOs and DON'Ts of social media

- **DON'T think that by just populating your social media sites, especially Twitter, you will instantly gain followers**

There is a method to gaining followers - and Resource knows it! Think in three areas of content:

1) Industry - It's important to post about news and updates within your industry - this shows that you are savvy in your area of expertise and aware of what's happening in your industry.

2) Current events - Your social media account should show that you are attentive and aware of current events. Whether it is news from around your city, pop culture or anything in between, tweeting current events will gain you followers with shared interests.

3) Local highlights - This is probably the most important strategy for real estate professionals, as posting about your community or neighbourhood will gain you followers from your local area (and potential clients!) Post about your town, events, news and more!

With a Resource membership these areas are covered.

- **DON'T sell, sell, sell.**

Social media sites are not direct sales tools, they are places where you have an opportunity to strengthen your brand and client base. If your followers like what you say and share it with other people, more people will become aware of you – increasing your brand easily.

Social media for real estate professionals is about getting people to like, know and trust you. Your social media sites need to be populated with useful content, interjected with listings - not overrun with them!

With a Resource membership, you have access to content that your followers will appreciate and trust.



- **DO respond to input quickly**

Whether someone comments on something you have posted or sends you a direct message, it is essential that you respond in a timely manner. This shows potential customers that they are important to you and your brand. Reply & Retweet!

- **DO Stay Active**

Posting once or twice a week simply isn't enough to keep your brand visible. Treat social media seriously by interacting with others multiple times a day if possible. This will help keep your profile fresh and constantly at the forefront of your follower's minds.

Resource's time-released tweets are the perfect solution for this!