

Social Media for
REALTORS® Series

101+ DOS AND DON'TS



THIS BOOKLET
IS PART OF THE

Social Media
— for —
REALTORS®

SERIES



The **NATIONAL ASSOCIATION OF REALTORS®** (NAR) constantly communicates to consumers and the media about the importance of choosing to work with a **REALTOR®** because of your unparalleled expertise, access to NAR's many resources, and commitment to the Code of Ethics.

Every day, you do your part to promote yourself as a **REALTOR®**. And every day, your national association is doing the same.

The "**That's Who We R**" campaign educates consumers on the **REALTOR®** difference and becomes an inherent call to action to work with a **REALTOR®**, who abides by the Code of Ethics.

Because of NAR's outreach—and your efforts—home buyers and sellers know there's a difference between a **REALTOR®** and someone who hasn't earned the right to carry that name. They recognize you as a trusted professional, respected within the industry and your community. As a result, when it comes time to buy and sell real estate, consumers turn to you.

As part of your business understanding, the effective use of social media can be a key to your success in the real estate business. This guide has two purposes: to help you take your business to a new level through the use of social media tools and to put into context your responsibilities and duties as a member of NAR when using social media. Only through both will you uphold your reputation for quality and standards of excellence in all real estate-related pursuits.

REALTORS® are members of the National Association of **REALTORS®**.



According to the *2023 Member Profile*, 95 percent of REALTORS® reported using a smartphone (with wireless email and Internet capabilities) daily or nearly every day. Among smartphone features, 95 percent reported using email daily or nearly every day and 57 percent use social media apps daily.

The use of social networking sites by consumers is growing. You need to use and understand them to be able to effectively communicate with your current and potential clients. According to the *2023 Profile of Home Buyers and Sellers*, for 41 percent of recent buyers, the first step they took in the home buying process was to look online at properties for sale, while 20 percent of buyers first contacted a real estate agent. 100% of buyers used online tools in the search process.

These 101+ tips will help you get started and on your way to understanding and utilizing social media like a pro to contact buyers and sellers where they are looking—online. Use these tips to get on the right track and to help stand apart from the competition.

IN THIS QUICK REFERENCE GUIDE, YOU'LL FIND SECTIONS ON:

- Social Networking and the Connection with Real Estate
- General Social Media Tips

THEN WE'LL DELVE INTO SPECIFIC TIPS FOR THE MOST POPULAR SOCIAL NETWORKING SITES:

- Facebook
- Instagram
- TikTok
- X (*formerly Twitter*)
- LinkedIn
- Snapchat
- Pinterest
- YouTube

THROUGHOUT THIS GUIDE, WE'VE BROKEN DOWN THE TIPS INTO TWO SECTIONS:

- Principles and Best Practices (best practices and theory)
- Getting It Done (action items and putting theory into practice)

We'll end by wrapping it up and providing additional resources and next steps.

SOCIAL NETWORKING

and the Connection with Real Estate

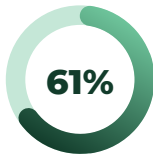
Your family, friends, and business connections are using many different social websites to locate and share content. Some are reviewing articles, uploading photos and videos, or writing blogs. Here are details about some of the most popular online social networks in the real estate realm.

REAL ESTATE SOCIAL NETWORKS

According to 2023 statistics from DataReportal, a 92%¹ of Americans use the internet and of U.S. 80% adults use social networking sites. Usage breakdown is as follows:



YouTube



Facebook



Instagram



Pinterest



TikTok



LinkedIn



Snapchat



X
(formerly Twitter)

¹ datareportal.com/reports/digital-2023-united-states-of-america

Facebook



Facebook is a globally renowned social media platform that connects people, enabling them to share their lives, thoughts, and experiences with friends and family. With an intuitive interface, it allows users to post updates, photos, and videos, fostering meaningful connections and interactions. Additionally, Facebook offers a variety of features, such as events, groups, and marketplace, enhancing its utility for both personal and business purposes. Its powerful networking capabilities make it a hub for staying updated and engaged in the digital age, bringing people together from across the globe.

X (formerly Twitter)



X, formerly Twitter, is a widely popular social media platform that connects people around the world through short, concise messages. It serves as a versatile platform for individuals and businesses to share thoughts, ideas, and content in real-time. Users can follow others, stay updated on current events, and engage in conversations with a diverse global audience. X offers features like reposts, likes, and hashtags to enhance the reach and impact of your posts. With its user-friendly interface and constant stream of information, X is a go-to platform for staying connected and informed.

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According to a 2023 report from DataReportal, nearly 73% of Americans are now social media users: **a whopping 246 million**

datareportal.com/reports/digital-2023-united-states-of-america

Instagram

Instagram is a dynamic social media platform that empowers REALTORS® to visually showcase properties and build a strong online presence. With its user-friendly interface, Instagram allows you to share captivating photos and videos of real estate listings, offering a powerful tool for engaging potential buyers. You can leverage Instagram's extensive reach and hashtag features to connect with a broad audience and gain exposure for your listings. Additionally, its Stories and IGTV features provide unique opportunities to share virtual tours and insightful property insights. Instagram is a versatile platform that can enhance your marketing efforts and help you connect with a broader clientele.



LinkedIn

LinkedIn, a versatile professional network, connects people from different industries. For real estate pros, it's a potent platform to showcase expertise, connect with clients, and stay updated on industry trends, fostering credibility and expanding reach.



Snapchat

Snapchat is a dynamic platform for REALTORS® to engage clients authentically. Share real-time property updates, captivating tours, and behind-the-scenes glimpses with its Stories feature. Personalized messaging and AR filters make it a versatile tool for relationship-building and showcasing listings in the competitive real estate market.



Logos and descriptions are copyrights of the companies listed.



YouTube



YouTube, a dynamic video-sharing platform, empowers REALTORS® to showcase properties, engage a global audience, and boost online visibility. Easily upload property videos, virtual tours, and informative content to establish your brand and expertise. With YouTube's extensive reach, it's an essential platform for marketing properties and becoming a real estate industry expert.

TikTok



TikTok is a vibrant and wildly popular social media platform that offers real estate professionals an engaging way to connect with a broad audience. With its short-form video format, TikTok allows REALTORS® to showcase properties, share market insights, and establish a unique brand presence. This platform is ideal for showcasing the personality and creativity of real estate agents, enabling them to capture the attention of potential buyers and sellers. TikTok's vast user base and easy-to-use tools make it an effective channel for real estate professionals to expand their reach and connect with a diverse audience in an authentic and engaging manner. Whether you're new to the market or a seasoned pro, TikTok provides a fun and interactive way to complement your real estate marketing strategy.

Logos and descriptions are copyrights of the companies listed.

REAL ESTATE SOCIAL NETWORKS

If you are looking to interact with other REALTORS® in social media, like the National Association of REALTORS® Page on Facebook (facebook.com/NARdotRealtor), connect with National Association of REALTORS® - on LinkedIn or follow NAR on X (formerly Twitter): [@nardotrealtor](https://twitter.com/nardotrealtor) NAR has additional Facebook and X (formerly Twitter) accounts that you can choose to follow. Visit nar.realtor/stay-connected for more information.

BLOGS

A blog is a website where you add content on an ongoing basis. New posts end up at the top of the blog so people can scan and see your posts chronologically. Writing a blog about your local market can be a great resource for a real estate professional. Although it isn't a social network itself, it can be used for social networking. The most popular blogging platform is WordPress. WordPress.com is free and is hosted by WordPress; WordPress.org is also free, but you need to provide a website hosting company. There are many choices of template designs, or themes, for you to choose from. If you prefer, you can also choose to hire a company to design and build your blog for you.

NAR REALTOR BENEFITS®

NAR REALTOR Benefits® partners with select companies to create exclusive, customized offers that specifically help you save on solutions that boost your business and best serve your clients. Visit nar.realtor/realtor-benefits-program for more information.





BACK AT YOU

Back At You provides REALTORS® with a SocialBAY that's simple to use and customized to your marketing needs. Simply choose your level of automation, and Back At You does the rest: promoting you and your listings on today's most popular social networks including Facebook, Instagram, LinkedIn, and more.

Visit backatyou.com/nar for more information.

REALTOR.COM® SOCIAL MEMBER BENEFITS

Realtor.com® offers the "Find a REALTOR®" directory which provides all members and offices with a profile page to include the REALTORS®'s bio, photo/logo, defined market area, and social networking links to Facebook, X (*formerly Twitter*), and LinkedIn channels. About nine out of 10 buyers would use their agent again or recommend them to others or someone in their social network. This member benefit from realtor.com® can help generate more referrals by ensuring that when you are recommended you can easily be found and contacted. Claim and update your profile today.

Visit NAR.realtor/realtorcom for more information.



SOCIAL MEDIA OVERVIEW

- Principles and Best Practices
- Getting It Done

The internet is used by billions every day and people are connected virtually every minute using their computers and mobile devices. Web applications facilitate interactive information sharing, operability, user-centered design, and collaboration.

Growing every day and permeating every single aspect of their lives and their clients' lives, social media is no longer a real estate novelty or a toy; it is now an integral part of every real estate agents' business models. Whether an agent is actively engaging with their current or future sphere of influence in their marketing or is using it passively to safeguard clientele, its use is as varied as the business models of the practitioners using it. Embrace the communications concepts these platforms bring, ask clients how THEY use social media, and follow suit. Social media is no longer an option today; it's a necessity—for business today and tomorrow.



Did you know?

In addition to the information contained in this guide, you can supercharge your social media game with additional tips & tricks at [NAR.realtor/SMRTips](https://www.nar.realtor/SMRTips)

PRINCIPLES AND BEST PRACTICES



1. **DO** Leverage the REALTOR® Brand and set yourself apart from the .COMpetition! NAR offers REALTORS® a **FREE** custom .realtor™ domain for the first year, **PLUS** all domains now include with a Professional Website! Visit **get.realtor** to build your online brand today!

2. **DO** Take NAR's e-PRO® Certification Program at eProNAR.com
3. **DO** Follow NAR's Facebook Page at facebook.com/NARdotRealtor and on X (formerly Twitter) [@nardotrealtor](https://twitter.com/nardotrealtor) NAR.realtor/stay-connected
4. **DO** Promote yourself and your business, but **DON'T** overdo it. **DO** let readers know you are a real estate professional, but **DON'T** do it by broadcasting listings/sales. People want to know you as a person, not just by your profession.
5. **DO** Remember that the Code of Ethics principles still apply online.
6. **DO** Realize that the ROI (return on investment) of social media can be slow, and it may take some time before you see a return for the time you put into connecting online.
7. **DO** Realize that social networking isn't for everyone. Explore several social media sites and choose one to focus on and build your presence there.
8. **DO** Remember that you want to be where your current and prospective clients are. Make it easy for people to find you.

9. **DO** Manage your social media efforts yourself so you are completely aware of and in touch with what is going on with your pages, profiles, blogs and sites.
10. **DO** Make timely posts with keywords your clients might search for. Focus on the community in which you sell real estate and the local economic environment.
11. **DO** Consider using top-level domains that end in “.realestate” to help you showcase your expertise in real estate on social media platforms in a concise way with a domain name like laexpert.realestate or snowbirds.realestate. Your options are limitless.
12. **DO** Consider blogging. You can get started by setting up a free blog at WordPress.com.
13. **DO** Write compelling headlines for your blog posts so you can catch the attention of potential buyers and sellers. You can then use the same headline and link to your post on social networking platforms.
14. **DO** Let people know you are online and integrate your social media profile information into tools that work for you (print, newsletters, business cards, email, websites, etc.).
15. **DO** Get your .realtor™ and .realestate domain! Each domain includes a Professional Website filled with a lead generator, customer testimonials, connects to your social media and so much more! The websites come customized to you and are easy to use! Learn more at [get.realtor](https://www.getrealtor.com) today!



16. **DO** Set up Google Alerts to monitor your reputation (your name, brand, user names) and area (where you sell real estate, your farm areas).

17. **DO** Make sure you have a website or blog people can find when they search for real estate in your community.
18. **DO** Write posts about your niche, your marketing differentiators, and what differentiates a REALTOR® from a non-REALTOR®.
19. **DO** Give your profile pizzazz by using your “elevator speech” for your profile and description. An elevator speech is the 10-second description of yourself that you would use in an interview.
20. **DO** Go mobile. Choose a website with responsive design. The .realtor™ domain offers free and paid responsive design websites that are mobile and tablet friendly, allowing the browser to adjust to your device’s size. This is important because more and more people are searching on mobile. As you update your social media posts on the go, your clients can view your updates in real time on your mobile-friendly site.
21. **DO** Edit your profile and security settings quarterly on all networks. You can reveal as much or as little about yourself as you wish and choose what information you want to share with others.
22. **DO** Create personalized profiles/bios on each site, making each similar but not duplicated. LinkedIn is more businesslike, while X (*formerly Twitter*), Instagram, and Facebook are more casual.





23. **DON'T** Replace money-generating activities with social media activities. Budget your time to allow you to include social media activities.
24. **DON'T** Make it a one-way conversation. Interact with other people and areas of interest online. Make it a two-way conversation by showing interest and engaging with others. Listen first, then engage.
25. **DON'T** Keep your profile description too simple. Be sure to include personal interests, as well as your profession. Your followers want to know a little bit about you to build a relationship.
26. **DON'T** Focus on the number of people you connect with; focus on the connections that will provide you with value. Follow people who have many followers and similar interests.



Social Media Overview

GETTING IT DONE

27. **DO** Develop a plan so you can focus your time efficiently. Research where you should be spending time by asking your existing friends, family and clients where they're spending their time. Ask for a "day in the social media life" both within the real estate context and outside of it.
28. **DO** Start with your website (is content shareable among your friends, family, and clientele on social media?), then with social media networks of your choice.
29. **DO** Commit the time to developing yourself and your social media tools. Focus your attention on social media for at least six to 12 months to see results.
30. **DO** Set goals for what you want to get from your social media efforts, and figure out why you are doing this and what is realistic.

31. **DO** Focus your social media connections on people who live where you sell real estate. This will expand your local reach in the community.
32. **DO** Watch how other real estate professionals are using social media by reading their blogs, and connect with them on social networks.
33. **DO** Use social media management tools like Hootsuite, Sprinklr, and Sprout Social to monitor many social networks in one place.
34. **DO** Post about things your clients are asking you about. If one client asks you about a particular topic, someone else probably has the same question.
35. **DO** Use scheduling services within platforms, or with services like Hootsuite, to use the That's Who We R campaign material as filler between your posts. nar.realtor/thats-who-we-r/campaign-marketing-assets
36. **DO** Use the video snippets available on NAR.realtor in your social media and in your marketing.
37. **DON'T** Give up on social media after only a short period of time. It will take time to develop your network and the real value in these platforms.
38. **DON'T** Write overly complicated blogs or social media posts. Keep your posts short and to the point. Include the context of why and how the information matters to your readership by referencing what was important to your clientele.





Social Media Overview

FACEBOOK

Facebook had nearly 244 million monthly active users in the United States as of the second quarter of 2023. Facebook had 175 million daily active users in the U.S. on average in early 2023, and the vast majority of people access Facebook from a mobile device.

39. **DO** Keep in mind that Facebook's Terms of Service states, "You will not use your personal profile for your own commercial gain." For commercial purposes, create a business page rather than a personal Facebook profile.
40. **DO** Treat your feedback on your Facebook page as a conversation. Respond to all feedback whether positive, negative, or difficult.
41. **DO** Share your life and experiences. This is an opportunity to be social and share your interests. Adding personal items to your pages, like photos of your family and pets, allows current and prospective customers to learn more about who you are and engage with your interests and personality.

42. **DO** Socialize. Be on Facebook for the reason people are there. People are there to socialize, so you should do the same. This can be accomplished by engaging with your friends and followers by publishing posts, creating videos and doing live streams, and commenting and liking on others' posts.
43. **DO** Stay connected across multiple devices. You can access your social networks via a desktop or laptop computer, and by using mobile apps on your phone or tablet.
44. **DO** Make personal connections on social media sites. The sales will come later as a result of your increased reach.
45. **DO** Import your contact lists into Facebook, LinkedIn, and Instagram, Snapchat, TikTok, and X (*formerly Twitter*) so you can connect with your sphere.
46. **DO** Go live on Facebook. It requires use of either the app or a webcam on your device. Go live at a neighborhood block party, say thank you at a client event, broadcast events you're throwing and more! It's an opportunity to tell a story in real time in a fantastic way.
47. **DO** Find pages that your target market would be interested in and like those pages.
48. **DO** Make yourself known by updating your status and staying engaged in discussions.
49. **DO** Get personal. A good formula for real estate professionals on Facebook is three parts: one part personal, one part community, and one part business.
50. **DO** Use content you find interesting. Don't recreate the wheel with your posts. Link to interesting stories and utilize content from NAR's consumer channels such as HouseLogic, the Real Estate Today podcast, and more.
51. **DO** Utilize Facebook to search for brand keywords in users' statuses with open privacy settings to monitor and engage with relevant discussions and mentions of your brand. The end goal is to stay informed and actively participate in conversations related to your brand to enhance your online presence and engage with your audience.

52. **DO** Comment on what others post on Facebook. Spend five minutes of your Facebook time each day to comment on what your friends of your personal and business page have said. Stay involved.
53. **DO** Create a Facebook business page for your community or neighborhood, in addition to one for yourself or your business. Focus on what would interest people living in the area in which you sell real estate.
54. **DO** Use the share button to share posts from your business page onto your personal profile (this should be done periodically), which will help market your business page.
55. **DO** Interact with people. Expand your sphere of influence and get to know people. Comment on people's posts and/or pictures/videos.
56. **DO** Use Facebook as a lead-generation tool. If someone in your network posts that they are looking for a new house, be sure to offer your services to help them or to refer them to another agent.
57. **DO** Ensure that your business page is complete and contains all the necessary information to showcase your services effectively. Highlight your listings, client testimonials, and industry expertise. Don't forget to regularly update your page with valuable content to engage your audience and attract potential clients.
58. **DO** Engage with your community and boost your presence by occasionally using your business page on Facebook to interact with members on popular pages.



59. **DO** Organize your friends into lists so you can manage your time and focus on engaging with certain lists of people (e.g., locals, current clients, etc.).



60. DO Use content that consumers will find interesting. HouseLogic ([HouseLogic.com](https://www.houselogic.com)) has a free tool – the REALTORS® Content Resource ([HouseLogic.com/members](https://www.houselogic.com/members)) – that REALTORS® can use to publish content to consumers on the topics that mean the most to them.

61. DO Ask customers to like your business page. Doing so will immediately spread your message beyond your own network.

- 62. DON'T** Go on to Facebook with a singular goal of selling. You should also focus on building genuine connections, providing valuable content, and engaging with your audience to establish trust and credibility in the real estate market.
- 63. DON'T** Write only about real estate. Instead, diversify your content. Center your content around the community, as it will attract a broader audience.
- 64. DON'T** Come across as overly aggressive. Instead of outright asking for business on Facebook, focus on offering your services if individuals express interest. It's essential to strike a balance.
- 65. DON'T** Force your conversations. If you aren't interested, don't fake it. People will know when you aren't authentic.
- 66. DON'T** Target other agents' clients on their Business pages or personal profiles. Network with agents on the myriad of networking groups within Facebook instead.
- 67. DON'T** Use the same format for every post you make. This can become repetitive and result in people starting to ignore your posts.



Social Media Overview

INSTAGRAM TIPS

Instagram is one of the most popular social media networks, and your clients and friends are nearly all using it. Here's a summary of the Instagram statistics for 2023: There are nearly 145 million monthly active Instagram users in the United States. Instagram is the most engaged network after Facebook. Users from 18 to 34 years old make up the biggest share of Instagram's audience. Roughly 50% of U.S. adults use Instagram daily and 38% of those daily visitors are logging on multiple times per day².

² datareportal.com/reports/digital-2023-united-states-of-america

68. **DO** Branch out and begin using Instagram. Broadcasting in real time live on Instagram, is a great way to grow your audience. Interview local business owners or your home inspector. Broadcast live at a local event to show off your community savvy and attract a crowd to your online presence.
69. **DO** Use video marketing in your business. Use the Clips app to record personal video that automatically captions your voice to up the engagement factor on your Instagram content.
70. **DO** Connect your Instagram account to your Facebook account when you are using ads. It will funnel your ads from Facebook to Instagram seamlessly. Create “Tips to buy your home” or “Tips to sell your home” in a visual way driving people back to your website or Facebook.
71. **DO** Be consistent with your handle; across different social media networks name-brand consistency extends to Instagram as it does on other platforms. Ensure that you follow NAR's brand guidelines by capitalizing REALTOR® and by using the registered trademark symbol after the word.
72. **DO** Put a link to your website in your bio since you can't put active links into your Instagram posts. Or use services like [lnk.bio](#) to add your other channels to a single link, which is great if you create content like on a blog.
73. **DO** Use stories and reels, which allow you to add text to pictures and videos.
74. **DO** Determine your privacy settings. You can set your account to open or private, but note that the latter would make following you.
75. **DO** Think personal brand building with the platform. The vast majority of the successful Instagram power users share who they are, what they do, and what they stand for to humanize themselves beyond the sale.

76. **DON'T** Overtly sell. Just don't. Be you, instead. Have fun with it! Instagram is popular because of its flexibility and intimacy.
77. **DON'T** Use real estate centered hashtags unless you want to reach other REALTORS®. Hashtags are especially useful in both your bio and your posts so use them. Use hashtags local power users use, most of which are relevant to community, brands, etc., to reach people in the online and offline communities you want to reach.
78. **DON'T** Overwhelm users by using the wrong Instagram feature for your posts. The user experience is split between the timeline and the stories side-to-side scroll above it where engaging content will trump all. A rule of thumb to use each: Stories are a journey which you can share and add to in real time—like snippets of you preparing a home for sale and then the listing video add to the end. The timeline feed is great for one-off moments in time, like a couple of pictures of the new coffeeshop near your new listing you visited after your listing went live.
79. **DON'T** Post videos of yourself only speaking. 92% of video is viewed on mute so if you want to engage with your followers, use an app that will caption your video from your spoken voice in real time on your video, which you can later upload to Instagram.
80. **DON'T** Get stuck in a rut. Instagram is an incredibly intimate social media platform where influencers can use pictures, picture albums, and video. Mix it up to gain the eyes and earn the algorithm's favor.





Social Media Overview

X (FORMERLY TWITTER)

X (*formerly Twitter*) is a dynamic social media platform designed for real-time conversations and information sharing—from breaking news and entertainment to sports, politics, and everyday interests. Available in more than 40 languages around the world, the service can be accessed via X.com, an array of mobile devices, and SMS.

As of 2023, X (*formerly Twitter*) had 95 million users in the United States.

- 81. **DO** Use X (*formerly Twitter*) to stay informed about the latest relevant information by following local and national newsmakers—within and outside of the industry. For example, follow local television news people and journalists, as well as national real estate thought-leaders.
- 82. **DO** Engage your followers. Ask your followers to participate in conversation by posing questions and asking for advice.
- 83. **DO** Retweet interesting and/or valuable information. This is just as good as creating your own content online.
- 84. **DO** Keep it personal with a picture. Let people see who you are by personalizing your profile pictures. Many people will not follow someone without a picture and/or an avatar.
- 85. **DO** Reply to tweets. This engagement will potentially open you up to a greater audience.



86. **DO** Focus on keeping posts short. With only 280 characters, you'll need to learn how to say more with less.

- 87. **DO** Manage your X (*formerly Twitter*) account using a tool like Hootsuite, Sprout, or Sprinklr to stay on top of your X (*formerly Twitter*) activity. Hootsuite allows you to stay connected with your contacts across X (*formerly Twitter*), Facebook, LinkedIn, and more.
- 88. **DO** Engage in conversations and share valuable insights on X as a real estate professional. Use this platform to showcase your expertise by participating in relevant discussions, sharing market trends, and offering helpful advice to your audience. Building a reputation as a knowledgeable and responsive real estate expert can help you attract potential clients and connect with industry peers.

- 89. **DO** Provide an interesting teaser to any URL you tweet so that it gives your followers a reason to click it.
- 90. **DO** Search keywords to find people to engage with. Use the search function in X (*formerly Twitter*) to find terms like “MYTOWN,” “real estate,” and “COMMUNITYNAME,” and open or join in the discussion.
- 91. **DO** Try to respond to messages you receive, as well as any mentions, though know that you DON'T have to respond to everything.
- 92. **DO** Post pictures to X (*formerly Twitter*), especially those in your community.
- 93. **DO** Create lists of your followers. It will make it easier to organize everyone and focus your engagement.



- 94. **DO** Use hashtags to identify your posts about a popular topic or event. Hashtags are set apart with a “#” in front of a word, such as #hashtag, and can be clicked on to find all conversation around that topic. Anyone can create a hashtag, but it's a good idea to make sure it isn't in use by someone for content that you don't want related to your posts.



95. **DON'T** Be passive. X (*formerly Twitter*) is constantly changing and moving. Stay attuned to what is going on and evolve with it.
96. **DON'T** Overdo the amount of your participation—or the amount of selling you do in your X (*formerly Twitter*) posts. Keep your tweets subtle and don't over promote yourself or your business.
97. **DON'T** Engage in conversations about controversial topics such as politics or religion. This can be off-putting to potential clients and business partners.
98. **DON'T** Feel like you have to start conversations. It's okay to eavesdrop on X (*formerly Twitter*)—join in!
99. **DON'T** Spend all your time on X (*formerly Twitter*) talking about your open house and listings.
100. **DON'T** Link alone. Don't only use a URL as your post—describe the link you are posting.





Social Media Overview

LINKEDIN

According to LinkedIn, it “is the world’s largest professional network with 950 million members in 200 countries and territories around the globe. Our mission is simple: connect the world’s professionals to make them more productive and successful. When you join LinkedIn, you get access to people, jobs, news, updates and insights that help you be great at what you do.”

101. **DO** Use LinkedIn as your networking site to ask for business and ask for real estate referrals.
102. **DO** Lean more towards a professional/business side versus personal/casual, like using a professional head shot as your avatar.
103. **DO** Set up your LinkedIn profile as your online resume. List what your specialty is and what types of homes you sell.
104. **DO** Grow your sphere of influence by making as many connections as possible with people you know. **DO** change and add a personal message with every request for a connection reminding the person how you know them.
105. **DO** Recommend people and ask for recommendations on LinkedIn for yourself. These are powerful forms of client testimonies attributed right to the person giving the recommendation.
106. **DO** Share your blog posts as status updates, or add your RSS feed to your profile, so that LinkedIn enthusiasts can find your posts.
107. **DON'T** Connect with people on LinkedIn that you don't know. Instead, connect with people you may not know by connecting with a mutual connection you both have in common. It's a great way to start conversations! If you do want to connect with someone that you don't know, explain who you are and why you would like to connect with them.





Social Media Overview

TIKTOK

TikTok lets REALTORS® connect with a primarily younger audience through short, engaging videos. Share property highlights, insights, and creative content while building your brand and online presence. Leverage TikTok's trendsetting appeal to market properties and establish yourself as an industry expert in a fresh, exciting way.

108. **DO** **Create Engaging Content:** Make your TikTok videos interesting and engaging. Use creative storytelling, visuals, and music to capture viewers' attention.
109. **DO** **Showcase Properties:** Highlight your listings with high-quality videos. Walk through the property, highlighting its unique features and benefits.
110. **DO** **Educate Your Audience:** Share valuable information about the real estate market, buying process, or local area. This establishes you as a knowledgeable authority.
111. **DO** **Use Trending Hashtags:** Research and use trending hashtags related to real estate to increase the discoverability of your content.
112. **DO** **Interact with Comments:** Respond to comments and engage with your audience. Building a community and rapport with viewers is essential.
113. **DO** **Collaborate with Others:** Partner with local businesses or influencers for collaborations that can expand your reach and credibility.
114. **DO** **Show Your Personality:** Be authentic and let your personality shine through. TikTok users appreciate genuine content.
115. **DO** **Incorporate Call to Action (CTA):** Encourage viewers to follow, like, share, or visit your website for more information about properties.
116. **DO** **Use Text Overlays:** Add text overlays to your videos to provide context or key information, especially for viewers who watch without sound.
117. **DO** **Be Consistent:** Post regularly to maintain an active presence and keep your audience engaged.

118. **DON'T** Oversell: Avoid overly promotional content that feels like a sales pitch. TikTok users prefer informative and entertaining content.
119. **DON'T** Post Lengthy Videos: Keep your videos short and snappy. TikTok has a 3-minute maximum, but shorter videos tend to perform better.
120. **DON'T** Neglect Video Quality: Invest in good lighting and stable camera work. High-quality videos are more likely to gain traction.
121. **DON'T** Ignore Copyright Issues: Use royalty-free music and be cautious about using copyrighted images or videos in your content.
122. **DON'T** Neglect Captions: Use captions to make your videos accessible to a wider audience, including those who are deaf or hard of hearing.
123. **DON'T** Ignore Trends: Stay updated with TikTok trends and incorporate them into your content strategy when appropriate.
124. **DON'T** Discuss Controversial Topics: Stay away from sensitive or controversial subjects that may alienate potential clients.
125. **DON'T** Share Personal Information: Protect your privacy and avoid sharing personal contact information in your videos.
126. **DON'T** Overwhelm with Information: Keep your content focused and avoid overwhelming viewers with too much information in a single video.
127. **DON'T** Ignore Analytics: Pay attention to TikTok's analytics to understand what works best for your audience and adjust your strategy accordingly.



OTHER SOCIAL MEDIA PLATFORMS

128. **DO** Think long term with Snapchat use and share everything BUT real estate to build an audience since you will more than likely have next to no audience on it.
129. **DO** Use Snapchat to network with other agents so if you're a big referral agent staying top of mind there is key; answer the "How's the market?", "What's going on in your town?", and other problem solving questions with them.
130. **DO** Tell a story of your business. Record quick video tips and tricks to save for a home, record home improvement ideas and short interviews with service providers that solve problems for you and your clients. Show off your community and neighborhood points of interest.
131. **DO** Use descriptive titles and tags for your content on YouTube.
132. **DO** Use the embed method to share your video content from YouTube to your website. This gives a better user experience than using the link method.
133. **DO** Upload short videos of your listings, your community, interviews with affiliates, client testimonials, etc., to YouTube, Snapchat, Instagram, Facebook, and/or TikTok.
134. **DO** Join and interact on groups that many social networking sites have in place that share a common interest or location.
135. **DO** Use Pinterest to share boards relating to home maintenance, decorating, and community interests.

WRAPPING IT UP

Resources To Keep In Mind

These tips will get you started using social media tools, but remember that social media is constantly changing and evolving. You will need to constantly change and evolve to stay on top of what is going on. Remember that if you put in some time and make an effort, you will start to see the return you are looking for. Here are additional resources that may be helpful:



INSTAGRAM
[instagram.com](https://www.instagram.com)

PINTEREST
[pinterest.com](https://www.pinterest.com)

SNAPCHAT
[snapchat.com](https://www.snapchat.com)

YOUTUBE
[youtube.com](https://www.youtube.com)

FACEBOOK
[facebook.com](https://www.facebook.com)

LINKEDIN
[linkedin.com](https://www.linkedin.com)

X
[x.com](https://www.x.com)

TIKTOK
[tiktok.com](https://www.tiktok.com)

WORDPRESS
[wordpress.org](https://www.wordpress.org)

GOOGLE ALERTS
[google.com/alerts](https://www.google.com/alerts)

BIT.LY
bit.ly

TINY URL
tinyurl.com

FEEDBURNER (RSS FEEDS)
feedburner.google.com

HOUSELOGIC REALTOR® CONTENT RESOURCE
[HouseLogic.com/members](https://www.houselogic.com/members)

.REALTOR™ AND .REALESTATE DOMAINS
[get.realtor](https://www.get.realtor)

REALTOR.COM® FREE PROFILE WEBSITE WITH THE .REALTOR™ DOMAIN
[get.realtor](https://www.get.realtor)

THE NATIONAL ASSOCIATION OF REALTORS® SOCIAL MEDIA PROFILES
[nar.realtor/topics/social-media](https://www.nar.realtor/topics/social-media)

NAR LIBRARY REFERENCES
[nar.realtor/library-archives/references](https://www.nar.realtor/library-archives/references)

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Social Media for REALTORS®: 101+ Dos and Don'ts

is part of the NAR Social Media for REALTORS® series, an easy-to-understand tool that will help real estate professionals like you take your business to the next level. Using the power of online social media tools, you will save you time, money, and effort by getting started with key dos and don'ts.

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