

Social Media

GETTING STARTED

on Facebook



Facebook is a fun, effective way to reach prospects, generate leads, and connect with current and former clients year-round. Follow us! www.facebook.com/bhhscalifornia

USE FACEBOOK TO

- Start a conversation or pose a question
- Showcase your community knowledge and expertise
- Offer invaluable advice to homeowners, buyers, sellers, and renters
- Connect with your community, local businesses, and charitable organizations
- Share listings, behind-the-scenes photos, and personal anecdotes
- Take advantage of inexpensive advertising to reach thousands of potential clients
- Hold a contest to engage with and reward your followers
- Promote your business with information relating to your specialties, real estate, and why clients should choose you

HOW TO GET STARTED

- 1. CREATE A BUSINESS PAGE:** From your personal Facebook page, create a page for a “Local Business or Place.” Use your full name as the name of the page, and fill out as much information as possible.
- 2. UPDATE YOUR PROFILE PICTURE, COVER PHOTO, AND “ABOUT ME” SECTION**
Profile Picture: Use a professional headshot—the same one you use on your website, your business cards, and promotional materials.
Cover Photo: Use a listing photo, a photo of your community, or download one from MyConnect>Marketing>Social Media.
About Me: Give a brief explanation of the community you serve, your specialties, and a call to action that encourages potential clients to contact you.
Website: If you have a personal website, include its link on your page. If not, link to your profile on www.bhhscalifornia.com.
- 3. CREATE YOUR FIRST POST:** Share photos, links, videos, and more. If you’re ever in need of inspiration, you can find a content grid filled with suggestions of what to post on MyConnect>Marketing>Social Media. There you will also find a library of network-specific images.
- 4. SOCIALIZE:** Search for local business or services you have used or would like to use. “Like” their pages, engage with their posts, and share their posts to your own page.
- 5. PROMOTE:** Let clients know you have a Facebook page, add a link to your page in your email signature and newsletter, and add “Find me on Facebook” or the Facebook icon to your promotional materials.
- 6. GET STARTED!** Find more information on how to set up your profile, what types of content to post, social media etiquette, and more in our **Social Media Best Practices Handbook** on MyConnect>Marketing>Social Media.

#FeaturedListing #SanDiego #REALESTATE
#Ventura #CALIFORNIA #SOCAL #LosAngeles
#SantaBarbara #DREAMHOME #REALTORLIFE
#BHHSCalifornia #INTERIOR #ORANGECOUNTY
#NEIGHBORHOOD