

Social Media

GETTING STARTED

on Twitter

Twitter is one of the best platforms to use if you want to connect with people around the world who have similar interests. In fact, a December 2015 article on www.inman.com says it is vital to have a presence on social media sites, like Twitter, to promote your services and connect with potential clients (for example, Millennials who are preparing to purchase their first home).



USE TWITTER TO

- Connect with potential clients from all over the world
- Share your real estate and other professional knowledge
- Discover new ideas, trends, and information
- Start a conversation around trending topics
- Ask a question to the general public or a public figure
- Give advice by answering questions or offering insight
- Promote your website, listings, and photos
- Follow other agents, companies, and informative accounts to stay ahead of the competition

HOW TO GET STARTED

1. DOWNLOAD THE APP OR HEAD TO WWW.TWITTER.COM AND CREATE AN ACCOUNT

Use the same username and headshot that you use for your other social media accounts, as well as the same information in your bios.

2. IMPORT AND SEARCH FOR FRIENDS

You can import your Gmail, AOL, Outlook, or Yahoo contacts, search for friends by their name or username, and find celebrities or influencers you want to follow. Once Twitter gets an idea of what types of accounts you like, it will start to suggest accounts for you to follow.

3. CREATE YOUR FIRST POST

Twitter only allows you to tweet 140 characters at a time, which includes images, mentions, and URLs. Make sure your tweets are concise and to the point, and only use well-known abbreviations.

4. DON'T FORGET TO USE RELEVANT HASHTAGS AND TAG OTHER USERS WHEN APPLICABLE

Doing both of these will make you, your tweets, and your account more discoverable. If you would like to send a tweet to someone, use the @ symbol followed by their handle. This will notify the user you've mentioned. Use the # symbol followed by a relevant word or phrase (no spaces!) to include a hashtag and join a conversation about a specific topic.

5. POST OFTEN

You can post as often as you'd like to Twitter, the key here is consistency. A scheduling site (such as Hootsuite, Tweetdeck, or Buffer) can help you plan and manage your tweets. If you're just starting out, aim for 3 to 5 tweets per day. Remember, it's OK to repost a tweet.

Follow us @bhhsocalifornia and find more tips in the [Social Media Best Practices Handbook](#) located on [MyConnect>Marketing>Social Media](#).

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