

Getting Personal (on Social Media)

Blog piece designed to help real estate professionals improve their social media marketing.

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Is it possible to be *too* focused on real estate in your social media marketing efforts? As a real estate professional, your clients and prospects want to get to know you as a human being. After all, your personal brand is rooted in trust and kinship, and if you're *all* business, all the time, you may be missing an opportunity to connect on a personal level. Of course, it goes without saying that you want to avoid controversial topics on your professional Facebook, Twitter, and Pinterest pages. That said, even after you've taken the political rants and edgy humor off the table, there are countless topics to choose from when it comes to social media posts.

If you're at a loss, begin by making a list of your passions. Many people place their family on the top of that list, and that's a great place to start. Did your daughter just graduate from college? Share your pride with your community! Everyone loves a cap and gown photo, and even though these milestones don't directly relate to real estate *transactions*, they have everything to do with the *idea* of real estate. Remember, you aren't just selling a plot of land—you're opening doors to a hopeful future. Real estate is all about building strong communities and happy families. When you share your joys, you show your friends and followers that you share their dreams as well... that you're one of them!

What else can you post to connect with potential clients on a personal level? Share pictures of yourself engaged in your hobbies, clubs, or service organizations—and tag your friends in the photos (assuming they don't mind the exposure)! Remember, every time you tag a friend, your post appears on their wall, which means it will pop up on more people's newsfeeds. You can also post human-interest stories from a local news source. These articles are rarely controversial, and they tug on our heartstrings.

Like everything in life, getting personal in social media marketing campaigns is all about balance. Potential buyers and sellers *do* want to know that you're serious about real estate, and a page that's "all personal" is no more effective than a page that's "all business." Whether you're 60% personal and 40% business or the other way around is entirely up to you.

The wonderful thing about social media is that you instantly know what's popular by the number of likes, comments, shares, re-tweets, etc. You can adjust your posts according to their popularity, but never give up entirely on business-related posts. Just because a listing video gets fewer comments than baby pics doesn't mean the video isn't important. Baby pics are a

perennial favorite, but listing photos and videos will appeal to anyone thinking about buying or selling a home, and the current owners of the home you're featuring on your Facebook page will appreciate the exposure.

Business and personal posts are the yin and yang of an effective social media campaign in residential real estate, and both will help you thrive in today's tech-driven market.