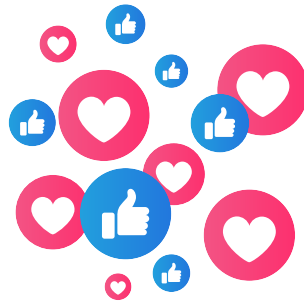




SOCIAL MEDIA MAGIC

Turning Posts into
Prospects, Likes
into Leads

INTRODUCTION



Social media isn't just another marketing "spoke in the wheel" of your business; think of it a little like your stage, your online handshake, and your personal "open house" with the world—all rolled into one! Every post or story is like a quick hello, and every comment as a way to make connections. It's a way for people in your community (both online and off) to get to know you better, to build trust and interest, and to spotlight yourself as resource and expert that is consistently ready to serve.

That was a lot of metaphors, we know, but since Darryl is often referred to as the "godfather of real estate metaphors and analogies", we thought it would be a fun way to kick off this empowering social media guide to success. Our goal for you is to use this playbook to grow your business by adopting the step-by-step strategies, creative ideas, and POWER AGENT® Pro Tips we've curated to make your social media not just memorable, but magnetic. Ready to turn those likes and comments into clients and closings? Let's dive in and make every post count!



Power Agent® Pro Tip: Success on social media comes from consistency. Think of each post as a "touchpoint" with potential clients. The more touchpoints, the more top-of-mind you'll be when they're ready to buy or sell. Know that there is an entire library of [social media graphics waiting](#) for you to easily customize and post in your Classroom!



1. Defining Social Media Goals and Objectives

Setting clear goals is like setting your GPS—without them, you’re driving aimlessly, hoping to end up somewhere good. When you have specific objectives in place, every post, story, and comment has a purpose, steering you closer to where you want to be. Goals help you prioritize what to post, who to engage with, and how often to check in on your progress. Whether it’s growing your follower count, boosting engagement, or generating more leads, these goals provide structure for your efforts and create a roadmap for success.

- **Step 1: Set Clear Goals with Defined Metrics**
 - Set measurable outcomes, such as “Gain 1,000 followers in three months” or “Engage with 30 comments weekly.” Use **Google Sheets** for tracking, and [Instagram Insights](#) to monitor engagement.
- **Step 2: Assign Goals by Platform**
 - Match each goal with the platform that best supports it. [Instagram](#) shines for visual storytelling, while [LinkedIn](#) excels in professional networking.
- **Step 3: Schedule Goal Check-Ins**
 - Schedule monthly check-ins on [Google Calendar](#) to review progress and refine goals.

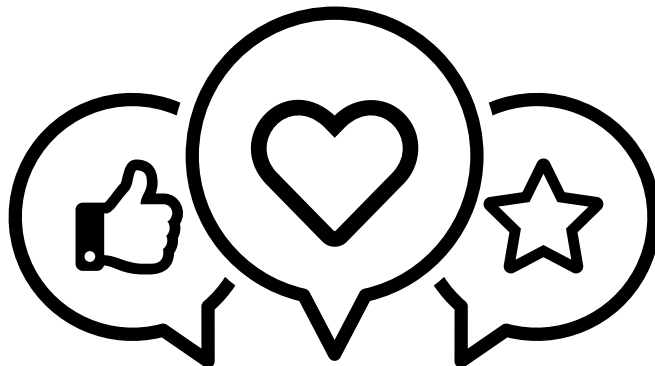
Power Agent® Pro Tip: We’ve got a great guide for you to tap into what it takes to begin to be an influencer! [Read 8 Great Ways to Become a Social Media Influencer here.](#)

2. Choosing the Right Platforms

Choosing the right social media platforms is like picking the perfect farm area—you want to focus where your audience is most active and engaged. Just as you wouldn't invest in a neighborhood that doesn't have high potential, you don't want to spread yourself thin on platforms where your ideal clients aren't spending their time. By zeroing in on the right channels, you can reach more of the right people and maximize your efforts without feeling overwhelmed.

To help you get started, we've done a bit of the groundwork and added links to each platform's tools and training resources. These links will guide you through setting up profiles, accessing analytics, and using engagement tools so that you can tailor each platform's strengths to your strategy. With a focused approach and the right resources, you'll be able to establish a strong presence on the platforms that matter most, creating real connections where they count.

- **Step 1: Research Audience Preferences**
 - Use [Facebook Insights](#) and [Instagram Analytics](#) to see where your target audience is most active.
- **Step 2: Set Platform-Specific Goals**
 - Tailor strategies to each platform's strengths. Visual platforms like [Instagram](#) are perfect for showcasing properties, while [LinkedIn](#) helps connect with industry peers and high-end business professionals.
- **Step 3: Consistent Profile Branding**
 - Keep profile branding consistent across platforms. Resources like [Instagram Bio Tips](#) and [LinkedIn Profile Optimization](#) can help polish your presence.



Power Agent® Pro Tip: Use [Canva](#) to create a consistent visual style with your logo, colors, and fonts for every platform. Our own in-house experts did a deep dive on how to get creative using Canva! [Find that powerful training here.](#)



3. Content Strategy

Content is more than just posts—it's the story you're telling about who you are, what you stand for, and why clients should trust you. A well-rounded mix of content isn't just about variety; it's about showing up with purpose. When you share a balanced blend of posts—some that spark curiosity, others that offer real value, and a few that showcase your expertise—you create a dynamic social media presence that keeps people coming back for more. Your content should help followers see you not just as an agent, but as an ally in their real estate journey.

- **Step 1: Define Content Themes**

- Choose 4-5 themes, like listings, community stories, community advocacy, local business spotlights, and real estate tips. Consider using [Canva's Content Calendar](#) to help you keep themes on rotation.

- **Step 2: 6-to-1 Posting Ratio**

- Follow the 6-to-1 ratio, with six value-driven posts for every promotional one. (In other words, six community-minded posts that “give” to every one post about anything real estate.)

- **Step 3: Implement Weekly Features**

- Add routine features like “Home of the Week.” Tools like [Buffer](#) can help you schedule posts in advance.

Power Agent® Pro Tip: One of our FAVORITE social media real estate rock stars is POWER AGENT® Traci Palmero who earned six figures her first year in real estate in large part to using Facebook Community Groups to digitally farm the neighborhoods she wanted to own. You can learn all about how she did that and download some of her secret strategies here. [Traci Palmero: From 0-6 Figures in 12 Months.](#)

4. Engagement Plan

Engagement is where real connections take root. It's not enough to simply post and walk away; the real magic happens when you interact. Every comment you reply to, every question you answer, and every conversation you start shows your audience that you're present, listening, and invested in them. These genuine interactions build trust and make you memorable. By showing up authentically, you demonstrate that you're not just a real estate agent—you're someone who cares about their needs, questions, and dreams. When engagement is done right, it turns casual followers into loyal clients and advocates.

- **Step 1: Daily Engagement Routine**

- Dedicate 15 minutes each day to responding to comments and messages. Tips from Instagram Comment Tips can help you craft effective responses.

- **Step 2: Monthly Engagement Events**

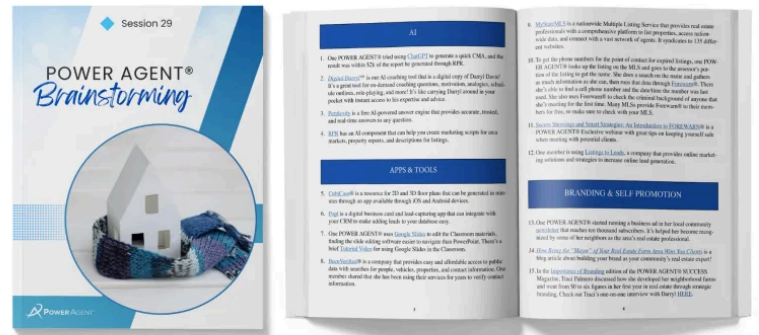
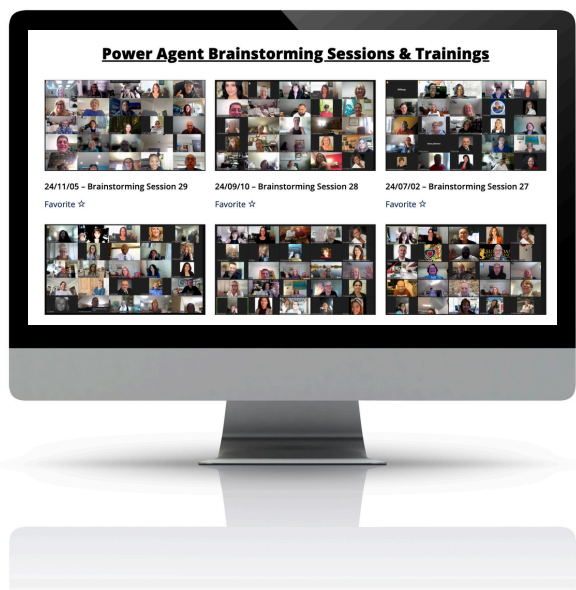
- Host contests or Q&A sessions using Instagram Stories to engage your audience monthly.

- **Step 3: Position as a Local Resource**

- Post local news and join community groups. Being a source of helpful information strengthens your brand.



Power Agent® Pro Tip: Consider offering a digital copy of the customizable monthly newsletters that are in your Classroom or pull the content from them to post on your platforms to add value for your audience.



5. Consistency and Scheduling

Consistency is the backbone of a strong social media presence. Think of it as showing up to work every day—your audience learns to trust you because they see you're committed, reliable, and there for them. Posting regularly isn't just about staying visible; it's about building a reputation. When followers see you show up consistently with valuable insights, updates, and personality, they start to feel like they know you, which is the foundation of trust. A regular posting schedule also keeps engagement steady, letting your audience know that you're active, accessible, and dedicated to helping them reach their real estate goals. Just like in real estate, where being top-of-mind can lead to that next listing, consistent social media presence makes sure you're the agent they think of first when it's time to buy or sell.

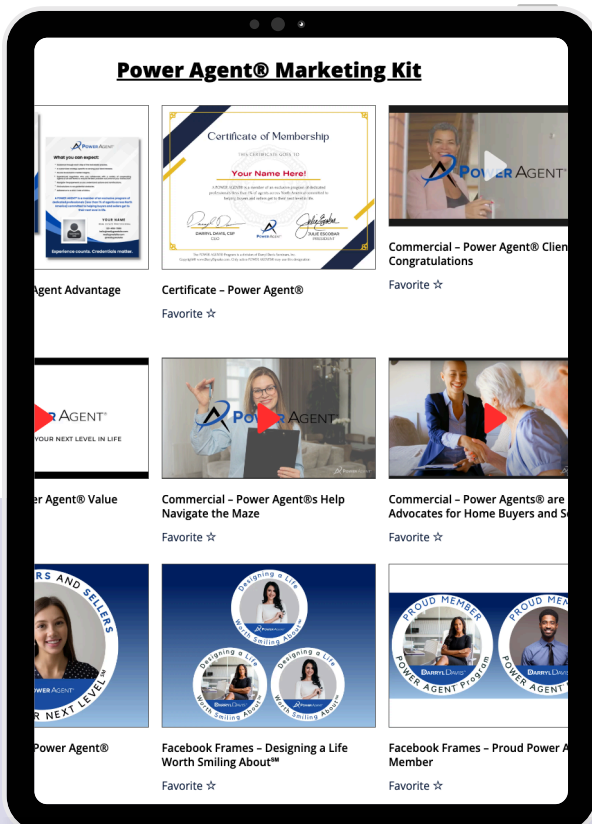
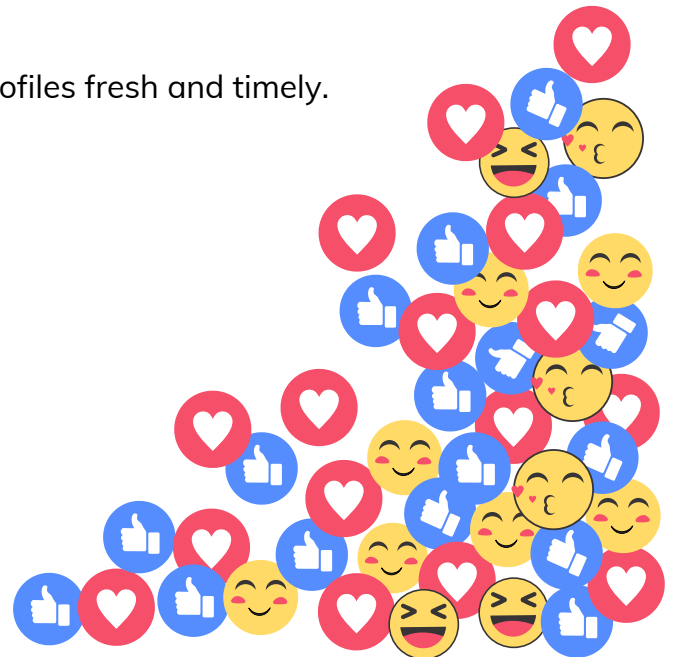
- **Step 1: Weekly Posting Schedule**
 - Create a weekly posting schedule—daily on [Instagram](#), three times a week on [Facebook](#).
- **Step 2: Automate Content with Tools**
 - Use scheduling tools like [Hootsuite](#), [Buffer](#), or [Later](#) to maintain a steady posting flow.
- **Step 3: Monthly Audits**
 - Review engagement metrics monthly and refine based on top-performing posts.

Power Agent® Pro Tip: Track which post types perform best and adjust your content strategy to align with those that generate the most engagement. Get incredible ideas and inspiration from your fellow members by checking out the [Brainstorming Sessions and Guides in the Classroom](#). They are filled to the brim with strategies to stay top of mind and consistent in your marketing and in your business.

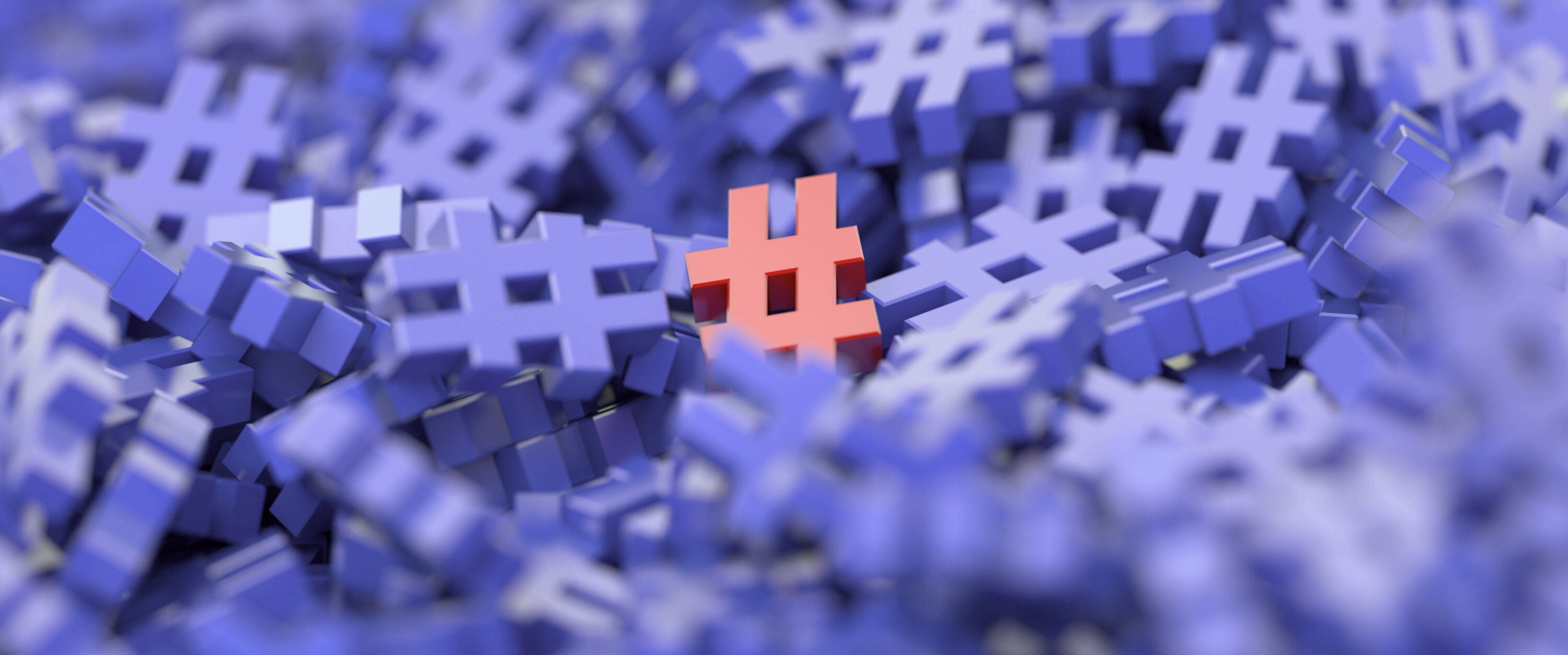
6. Visual Branding and Aesthetics

Your visuals are often the very first thing people notice about your brand, and they play a huge role in shaping that initial impression. Think of them as the “curb appeal” of your social media—clean, professional visuals tell followers right away that you’re trustworthy, polished, and serious about your work. High-quality, consistent visuals create a unified look that makes your content instantly recognizable, whether someone is scrolling through Instagram, LinkedIn, or Facebook. This consistency across platforms not only builds brand recognition but also makes your presence feel cohesive and intentional.

- **Step 1: Establish Brand Guidelines**
 - Use Canva’s Brand Kit to set brand colors, fonts, and image styles.
- **Step 2: Quality Visuals**
 - Be sure to use high-quality photos for listings and brand photography to enhance your image.
- **Step 3: Seasonal Refresh**
 - Update visuals seasonally to keep your profiles fresh and timely.



Power Agent® Pro Tip: Use your POWER AGENT® Marketing Kit for Facebook Profile Frames and branding tools that help spotlight your designation a member of an exclusive program of dedicated professionals (less than 1% of agents across the world) committed to helping buyers and sellers get to their next level in life.



7. Influencer and Community Collaboration

Building connections with influencers and community figures is a powerful way to expand your reach and boost credibility. Influencers and local leaders act as “connectors” with established trust in your target market, so when they vouch for you, it introduces you to new audiences in a trusted way. Collaborating with respected community voices—whether through co-hosting local events, spotlighting businesses, or creating joint social media content—shows you’re not just a real estate agent but a dedicated member of the neighborhood. This kind of partnership extends your visibility and reinforces your role as a go-to resource in the community.

- **Step 1: Identify Influencers**
 - Search [Instagram](#) for local influencers for potential partnerships.
- **Step 2: Plan Collaborations**
 - Plan quarterly collaborations, such as events with a local business.
- **Step 3: Tag and Promote Collaborations**
 - Use tags and relevant hashtags to amplify reach. Here’s a link to [Hootsuite’s 71 REALTOR Hashtags to Shine on Social Media](#) to help you get started.

Power Agent® Pro Tip: Collaborate with local businesses for “Spotlight” posts—this promotes both your business and theirs, creating win-win exposure. Here’s a [POWER AGENT® list of great interview questions to ask local business owners](#) for an engaging social media live (or recorded) video for your platforms!

8. Social Media Advertising

Boosting posts or running ads is a strategic way to amplify your reach beyond what organic efforts can achieve on their own. Paid promotions put your content directly in front of targeted audiences, allowing you to reach potential clients who might not find you otherwise. Whether you're boosting a popular post to gain more visibility or running targeted ads for specific demographics and locations, these methods help you cut through the noise and make a strong impression. By starting with a small budget, testing different ad types, and monitoring performance, you can refine your strategy and maximize your investment—ensuring your message reaches the right people at the right time.

- **Step 1: Allocate Ad Budget**
 - Start small, with a monthly budget between \$100-\$500. Refer to the [Facebook Ads Guide](#) to get started.
- **Step 2: Target Custom Audiences**
 - Build audiences by location and interests using [Facebook Audience Insights](#).
- **Step 3: Monitor and Adjust Ads**
 - Track analytics weekly and reallocate your budget to top-performing ads.



Facebook Ad Cheat Sheet for Real Estate Agents

Quick Facts to Know Before You Start

1. You'll need a **Business Page** to advertise on Facebook. [Check out our steps to create one here!](#)
2. Create your **Business Manager Account** if you do not have one already.
3. Install your **Facebook Pixel** onto your website & pages. Not sure what your pixel is? Head to your [Ads Manager Account](#) here. This will make sure you are tracking the activity from Facebook!
4. Determine your **budget**. It's important to have a set budget for your Facebook ads!

Specs for Creating Ads

| | |
|---|--|
|  Recommended Sizes 1,200 x 1,200 Pixels (Feed) 1,080 x 1,920 Pixels (Stories) |  Required File Type JPG or PNG |
|  Ad Text Length Body: 125 characters Headline: 40 characters Description: 30 characters |  Video Ads Less than 1 minute in length. Shorter is better! |

 Since you're most likely advertising property for sale, you must advertise under the **Housing Special Ad Category!**

Include the **Equal Opportunity Housing Logo** on your Ad Image itself to differentiate your ads as non-discriminatory! 

 If your ad falls under the Housing Special Ad Category - you will have more limited targeting options. That's okay! Home in on your **Geographic Areas** to capture your leads!

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Power Agent® Pro Tip: We've got a Facebook Ad Cheat Sheet to help you with quick facts, graphic specs, special category information and more! [Check it out here.](#)



9. Measuring Success and ROI

Measurement is essential for understanding what resonates with your audience and what needs adjusting. By tracking key metrics like engagement, follower growth, and conversions, you get a clear picture of what's working and where to refine your approach. Regular measurement helps you identify top-performing posts, optimize your content strategy, and make data-driven decisions. This process of evaluating results not only allows you to continuously improve but also ensures that your social media efforts stay aligned with your business goals. Think of measurement as your social media “compass”—guiding you toward smarter strategies and stronger connections with your audience.

- **Step 1: Define Key Metrics**
 - Focus on growth, engagement rates, and conversions. [Instagram Insights](#) and Google Analytics can provide these insights.
- **Step 2: Monthly Analytics Review**
 - Set a monthly review to assess patterns and top posts.
- **Step 3: Simple Quarterly Reports**
 - Summarize metrics quarterly, noting key takeaways and future adjustments.

Power Agent® Pro Tip: Use your analytics to determine your audience's favorite content. Double down on high-engagement posts to increase visibility.

52 Social Media Post Ideas

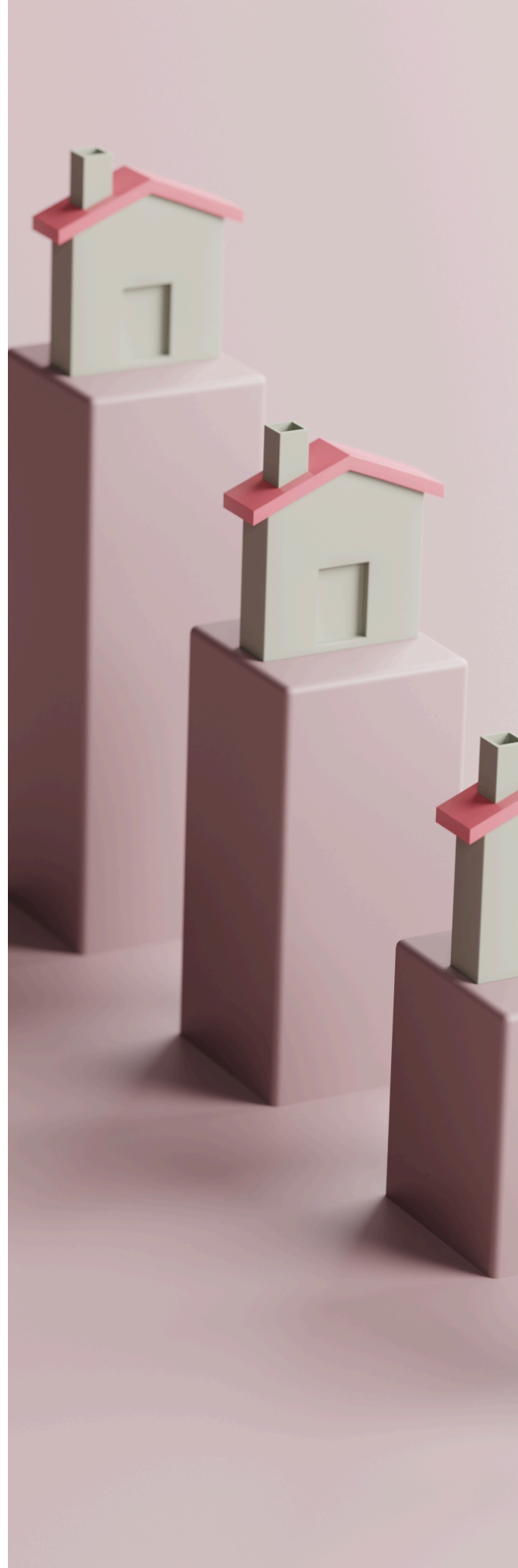


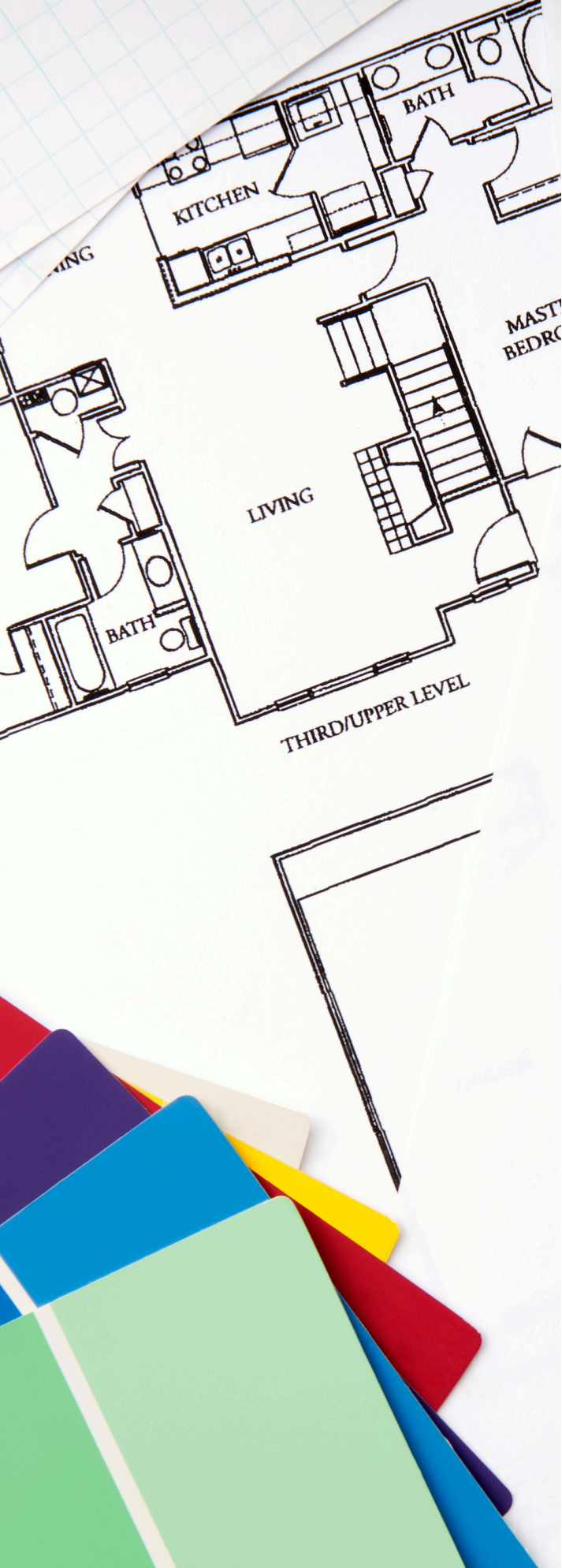
Keeping followers engaged means consistently delivering content that resonates, educates, and entertains. By sharing a diverse mix of value-driven posts, you give your audience reasons to keep coming back, building trust and interest along the way. Your social media should be more than just a showcase of listings—it should be a resource, a conversation starter, and a reflection of who you are as an agent. A well-rounded content strategy adds dimension to your brand and helps potential clients feel more connected to you long before they're ready to buy or sell.

Here's a list of creative post ideas to get you started, each designed to capture attention, offer value, and strengthen your online presence:

- **Before and After Staging Photos:** Show the transformation of staged homes with before-and-after shots, highlighting your staging skills and making for visually engaging content.
- **Client Testimonials with Personal Story:** Share client quotes alongside a brief story about the client's journey, showcasing your dedication and personalized service.
- **"Did You Know?" Real Estate Facts:** Post quick, interesting real estate facts to educate your audience about the market or homeownership.
- **Weekly Market Snapshots:** Use simple graphics to share weekly market data, such as average home prices or new listings, keeping followers informed.

- **Local Business Spotlight:** Feature a local business you love, tagging them to show community support and build relationships.
- **Tips for First-Time Homebuyers:** Break down complex steps in home buying to make it approachable for first-time buyers.
- **Behind-the-Scenes of a Listing Photoshoot:** Share candid shots from a photoshoot to show the effort you put into presenting listings.
- **Your Journey as an Agent:** Tell the story of how you became a real estate agent to connect personally with clients.
- **Most Memorable Sale Story:** Highlight a memorable sale, focusing on the client experience to make it relatable and heartfelt.
- **Answering Common Real Estate Questions:** Address frequently asked questions in real estate to provide value and demonstrate expertise.
- **Client Closing Day Celebrations:** Post photos (with permission) of clients on closing day to showcase your happy clients and celebrate their milestone.
- **Neighborhood Feature - Local Landmark:** Highlight popular landmarks in neighborhoods you serve to build local interest.
- **Funny Real Estate Encounters:** Share a humorous story from your work to add a lighthearted element to your page.
- **“What I Love About My Job” Post:** Share what you find fulfilling about being an agent to humanize yourself and build rapport.
- **Mortgage Basics Explained:** Break down mortgage-related terms to make financing less intimidating for followers.





- **Real Estate Jargon Decoded:** Simplify a different real estate term each week to make your content accessible and helpful.
- **Neighborhood Walking Tour:** Post visuals from a walking tour of a neighborhood, showcasing key spots and amenities.
- **Home Improvement Q&A:** Hold a Q&A on home improvement topics via Instagram Stories, adding value to homeowners.
- **Sharing a Personal Hobby or Interest:** Post about a personal interest to connect with followers beyond real estate.
- **“Why I Love This Neighborhood” Post:** Describe what makes a particular neighborhood special, appealing to potential buyers.
- **Client Moving Day Celebration:** Share a moving day photo with clients, showing the excitement of new beginnings.
- **Day in My Town Photo Series:** Post a series highlighting lifestyle elements of your town to attract potential buyers.
- **Home Decor Tips:** Share decorating tips to attract design-conscious followers.
- **Favorite Local Coffee Shop:** Spotlight your favorite local café or hangout, showing your support for local businesses.
- **Time-Lapse of a Home Renovation:** Post a time-lapse video showing a property transformation for a visually engaging post.
- **Discussing Market Trends:** Explain current market trends and what they mean for buyers and sellers in simple terms.

- **Personal Challenges and Successes in Real Estate:** Share an inspiring story of a professional challenge you overcame, making you more relatable.
- **Favorite Home Features Series:** Highlight a unique feature in a listing each week to create interest in properties.
- **Tips for Staging a Home:** Share staging tips for sellers preparing their homes, establishing yourself as a knowledgeable resource.
- **Local Community Events:** Promote upcoming community events, showing your involvement and connection to the area.
- **Why Hire a REALTOR® Post:** Explain the value of working with a professional agent to establish your credibility.
- **Celebrating Community Success Stories:** Feature inspiring local stories to build goodwill and community connections.
- **Answering Follower Questions:** Use the “Ask Me Anything” feature to engage directly with your followers and answer questions.
- **Spotlight on a Historic Property:** Feature a historic property and share interesting details about its history.
- **Importance of Home Inspections:** Explain the benefits of home inspections to educate potential buyers.
- **Thank You Post for Client Referrals:** Post a thank-you message to acknowledge clients or colleagues who’ve referred you.
- **Personal Reflections on Real Estate:** Write about what motivates you in your career, adding a personal touch to your page.





- **Funny or Unusual Property Listing:** Share a quirky listing to entertain your audience and keep things fun.
- **A Client's Home-Buying Journey:** Highlight a buyer's journey to illustrate your support and dedication throughout the process.
- **Discussing Eco-Friendly Homes:** Post tips on energy efficiency or sustainable home features to attract environmentally conscious clients.
- **Debunking Real Estate Myths:** Address common real estate misconceptions, helping followers feel more informed.
- **Local Market Comparison Over Time:** Compare market stats from previous years with an infographic, showing market trends.
- **Advice for Downsizing:** Share advice for clients considering downsizing, catering to a specific audience segment.
- **Highlighting a Unique Property Feature:** Focus on an unusual or standout feature in one of your listings to draw interest.
- **Client Anniversary Shout-Out:** Celebrate a "house-iversary" to show long-term commitment and client appreciation.
- **Tips for Relocating to the Area:** Offer advice for newcomers on schools, transit, and amenities, adding local expertise.
- **Guide to Local Schools and Amenities:** Create a helpful guide about the schools and amenities in your area, appealing to families.
- **Investment Property Insights:** Post tips on investing in real estate, adding value for first-time or prospective investors.

- **Celebrating Team Member Milestones:** Showcase team members' birthdays or achievements to add a personal and team-oriented touch.
- **Seasonal Home Maintenance Tips:** Provide seasonal home maintenance checklists to offer practical value to homeowners.
- **End-of-Year Reflections:** Share reflections on your accomplishments and goals for the future to wrap up the year.
- **Inspirational Quote of the Week:** Post a motivational quote each week to engage and inspire followers regularly.

Power Agent® Pro Tip: Save time by batching content. Set aside one day a month to create posts in advance, using [Canva](#) and [Buffer](#).







35 Social Media

Video Ideas for Real Estate

Facebook Live Video is the perfect vehicle to drive customer engagement with the folks in your market area, create credibility for you as a real estate professional and resource people can turn to, and increase your online presence and clout.


- First rule of thumb:** Have some FUN. (When you have fun, the people watching will too!)
- Second rule:** Don't worry about perfection. (It's the casual, impromptu feel and nature to these videos that make them enticing to viewers.)
- Third rule:** Consistency is key – host your live events weekly or bi-weekly – around the same time and day.

- 3 Quick tips to create curb appeal.
- 3 Questions to ask yourself if you're considering selling your home.
- 4 Things to look for in a mortgage professional.
- 3 Questions you should ask every real estate agent.
- 3 Market changes you should know about now.
- 5 Top reasons to invest in real estate.
- 3 Myths about selling your home.
- 3 Myths about buying a home.
- 4 Things I love about being an agent.
- 3 Insider secrets about local parks.
- The best Italian restaurant in the area (spot review, interview owner or chef).



- The best Asian restaurant in the area (spot review, interview owner or chef).
- The best Seafood restaurant in the area (spot review, interview owner or chef).
- The best Greek restaurant in the area (spot review, interview owner or chef).
- The best Deli in the area (spot review, interview owner or chef).
- The best Bakery in the area (spot review, interview owner or chef).
- 3 Best places to market your home.
- 3 Ways to support your local PTA.
- Spotlight on a school – Name, Events, Website, Mascot, Rating, Fun Fact (Elementary, Middle, High School in the market.)
- 3 Questions EVERY seller asks you.
- 3 Questions EVERY buyer asks you.
- 3 Remodel Ideas that have a good return on investment.
- 3 Remodel Ideas that have the worst return on investment.
- 5 Things every first-time home buyer should know.
- Seasonal events in the area. (monthly video)
- Monday Market Updates. (weekly video)
- What to look for in a listing agent.
- 5 Things you had no idea a real estate agent does to sell a house.
- 4 Reasons to price your property right the first time.
- Walking tour of the neighborhood.
- Open House Sneak Peek (with permission).
- 6 Reasons people DON'T buy a listing.
- 4 Ways to get more money for your home.
- 3 Do's and 3 Don'ts of buying a home.
- 6 Expert staging tips for selling your home.

See you Live in 3...2...1...



By incorporating these strategies, you'll be well on your way to building a strong, authentic social media presence that sets you apart. Remember, each post, story, and interaction is a chance to connect with potential clients, showcase your expertise, and let your personality shine. With consistency, creativity, and genuine engagement, you'll build a reputation as a go-to resource in real estate, someone people trust and remember when it's time to buy or sell.

For even more resources, tools, and support, consider joining the POWER AGENT® Program at www.TryThePowerProgram.com. Our program is packed with exclusive training, expert coaching, and everything you need to take your social media—and your business—to new heights.

Now, let's get out there and make every connection, post, and message count toward building a successful business. Your clients are waiting to be inspired, informed, and engaged—let's show them what makes you the agent they'll choose every time.



Ready to keep learning?

Join us for Weekly Webinars!

In today's market, there is a LOT to keep up with. Changes and challenges abound – and that often means steep learning curves for agents on the topics that matter most for building your business.

Like...

- How to **get listings and build inventory**, even in challenging markets
- How to *stay ahead of industry news and change*
- How to **keep distractions at bay** and **productivity high**
- How to *tap into the top technology tools* without needing an engineering degree
- How to **master time management** so you can have a career and a life
- How to build a referral base and *create customers for life*

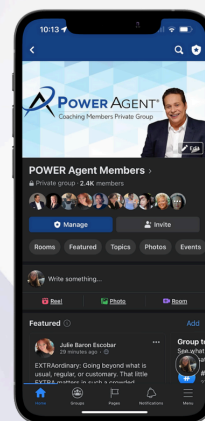
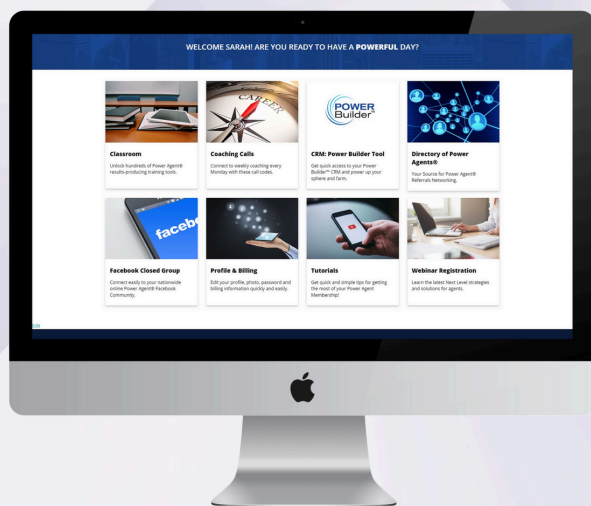
And of course....

How to stay top of mind consistently to create a flowing pipeline of listing and buyer leads and how to convert those leads.

Tap in every week! **There's no cost** or obligation, so feel free to invite some friends and tap into business-changing training.



www.PowerAgentWebinar.com



Consistent marketing and self-promotion are integral parts of a successful, long-term real estate business. They are what will allow you to stay top of mind with your sphere and farm.

The problem most agents have is that they get stuck in the “what to do and when to do it” dilemma, and indecision leads to inaction.

In our **POWER AGENT® Program**, we deliver the marketing resources, tools, coaching, and training agents need to master the art of prospecting and farming – without trying to reinvent the wheel.

Each week, we host a coaching call where agents can get their questions answered, solve a problem, and learn new ideas and strategies in a fun, engaging, and informative session.

Each week we host an hour-long, action-packed training webinar on the topics that most impact agents in the market.

We offer a robust Classroom filled to the brim with everything agents need to succeed with more ease. Prospecting, Farming, Coaching, Listing Appointments, Webinars on Demand, Objection Handling, Negotiating, Tech Tools and Training, Social Media Tools, Technology, Recommended Vendors – and more.

What do YOU want to learn first? We've got you covered.

**Try Our 30-Day All-Access Trial
and Become a Power Agent® Now!**

**Learn more at
www.TryThePowerProgram.com**