

Facebook Best Practices

- 1 Start with the basics.** Before you dive into posting and commenting, make sure your Business Page is up to par. Upload a professional-quality profile picture and use a cover photo that relates to you and your business. These are the first things that people see.
- 2 Pay attention to the “About” section.** After your photos are in place, turn your attention to the “About” section. Include your phone number, website address, street address, hours and email address. Take the time to write a short blurb about you and your business and upload it to the “Story” section on your Business Page.
- 3 It’s all about ENGAGEMENT.** Facebook’s algorithm is built around engagement and conversation. Keep this in mind when posting daily updates. Skip the blanket statements and opinions and focus on questions or fill-in-the-blank content.
- 4 Have a strategy.** A solid Facebook strategy starts with a clear voice. What’s kind of identity and tone do you want on your page? Determine your voice and be consistent.
- 5 Plan content in advance.** “Breaking news” happens and things come up, but a majority of your Facebook content should be planned in advance. Take the time to write out a social media strategy for each new listing and scheduled open house and follow it accordingly. If you have a plan in place, you have more time to focus on selling and customer relations.
- 6 Be human.** In-person relationships are equally as important as online relationships. Thank your customers for the feedback and reward them with interactive content and giveaways (on occasion). Reply to comments using the person’s first name and kill people with kindness.
- 7 Use hastags (but not too many).** Don’t feel the need to use hashtags (#) in every post but use them when they have purpose. One hashtag per post is plenty.
- 8 Offer educational information.** . If you’re doing business the right way, your customers should view you as an industry expert. They should turn to you and your Facebook Business Page for information about the current market, home-buying process and more. Let them trust you to answer the difficult questions.
- 9 Monitor page insights.** Facebook offers a selection of analytics to help you better tell your social media story. Monitor when your page sees the highest engagement (day and time) and post accordingly. Insights will also help you determine which types of posts are working – content only, photos, videos, etc. – and which are not.
- 10 Post photos when applicable.** We live in an image-driven world. Images catch our attention and should be part of your posting strategy. Overall, the engagement rates on photos is the highest among post types. According to industry research, photos get 53% more likes and 104% more comments.
- 11 Be specific.** When posting a new listing, use the content box to highlight location and key features. When advertising an upcoming open house, include the date and time of the event as opposed to “3 p.m. tomorrow.” When is tomorrow? Less work for the buyer the better.
- 12 Be part of the community.** You’re in business to sell homes, but that isn’t possible if the community you’re serving isn’t thriving. Use Facebook to connect with other business and offer support and advice to the local community.

When and How Often Should You Post?

Here's what experts say.



Every audience is different. While this works for some, it may not work for you. Make sure to actively monitor Facebook Insights to see when your audience is online.

1

Low

1

POST PER DAY

Recommended

2

High

To avoid feeling spammy, post once per day

WHEN?

Posting at 1:00 PM will get you the most SHARES

Posting at 3:00 PM will get you the most CLICKS

FAN ENGAGEMENT

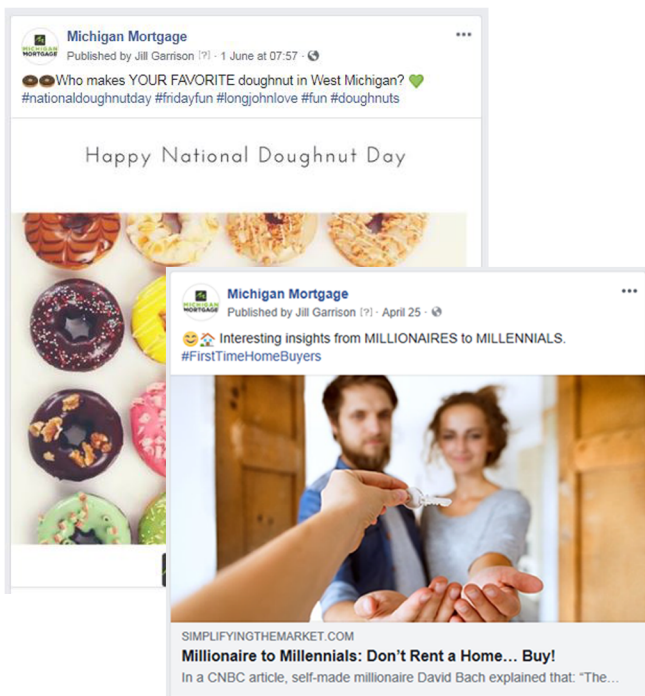
18% ↑

Thursday & Friday

32% ↑

Saturday & Sunday

Here are some Facebook content examples to get you started.



1

Show two pictures of two different homes and ask which they like more and why.

2

Post virtual tours of homes for sale and ask viewers to talk about their favorite aspects of the home.

3

Recognize National Days, Holidays and events in your area.

4

Ask open-ended questions (i.e. What do you look for when searching for a home?)

5

Post helpful, informative articles and blogs that pertain to your audience.