



VISUAL
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SOCIAL MEDIA

GUIDE FOR REALTORS

Volume One

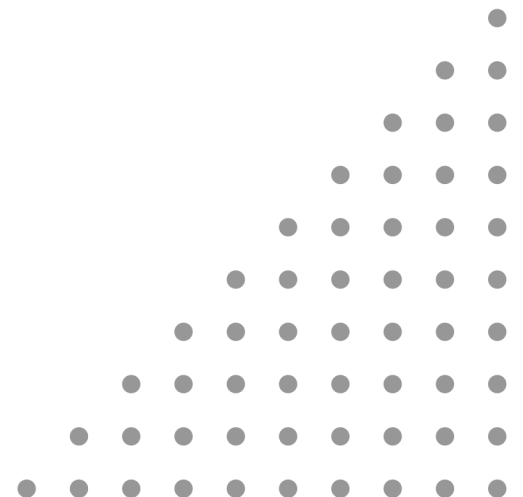
By Visual Marketing & Design



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Summary of Contents

Why Social Media Matters

There are over [4.26 billion people](#) on social media in the world today. That number is expected to reach over 6 billion by the year 2027. Gen-Z and Millennials make up 67.5% of the user base on social media platforms. They also make up the largest real estate buyer pool since Baby Boomers. This is why social media matters!

Platforms for Realtors

In this guide, we go over the following platforms: Facebook, Instagram, YouTube, LinkedIn, and TikTok. The users on each platform have different needs, different ways to consume content, and different ways to interact with you. We give you some key statistics and our thoughts on each platform so you can market smarter - not harder!





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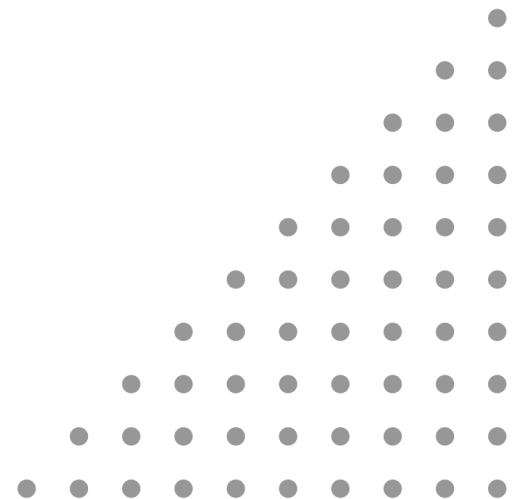
YouTube



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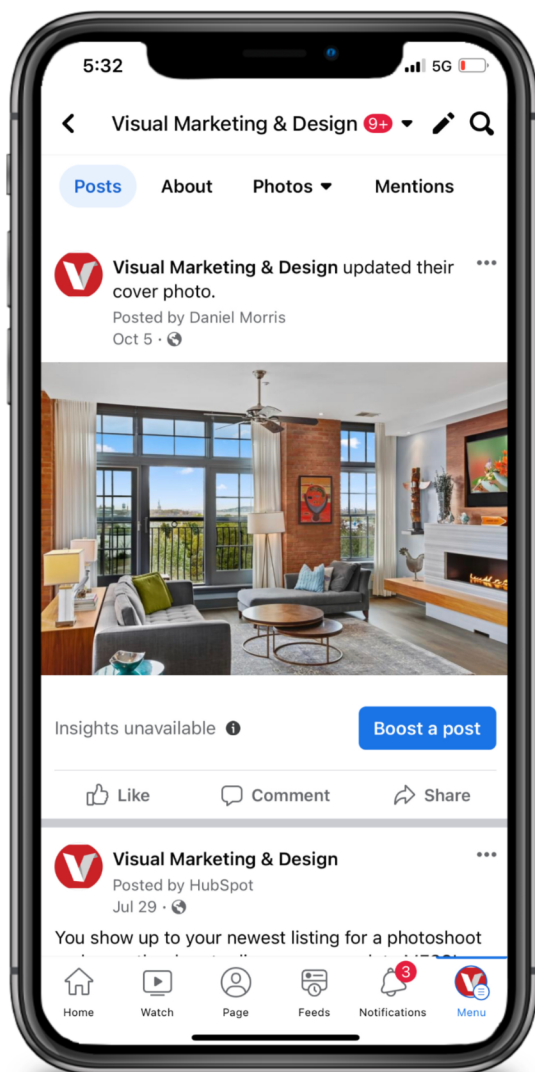
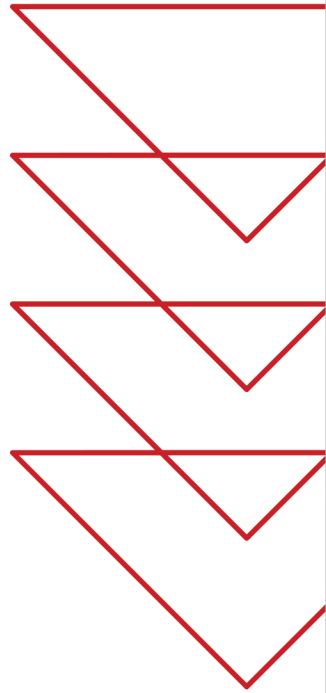


By the numbers

41% of all Facebook users are aged 35 or older

The **largest demographic** of Facebook users are people who identify as male and are between the ages of 25-34

81.8% of users only access Facebook via mobile phone



Additional facts

Facebook is still the most popular social media app with **2.9 BILLION** users

The algorithm has shifted more towards family and friends

The personal page will benefit users with more of an organic reach than a business page

The advertising platform is superior with target marketing



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facebook

Features and content

Facebook Groups is a great way to engage an audience. Over 400 million people belong to a group on the platform

Integrates seamlessly with Instagram.

Posting content on both platforms is very easy and intuitive

Facebook has done more to integrate video content on its platform by introducing features like reels and stories



How to make Facebook part of your marketing

Facebook is considered one of the pioneers in the social media world. While the platform has been modified and modernized to fit more engaging content, Facebook is a great way to stay in touch with your connected contacts. The algorithm is geared towards organic connections and tends to favor personal pages over business (unless you plan to spend on advertising). We recommend that our clients connect with their buyers & sellers on this platform in order to stay in touch and build a strong referral pipeline

Here is a direct link to posting your photo and video content on Facebook: [Managing photo and video content](#)



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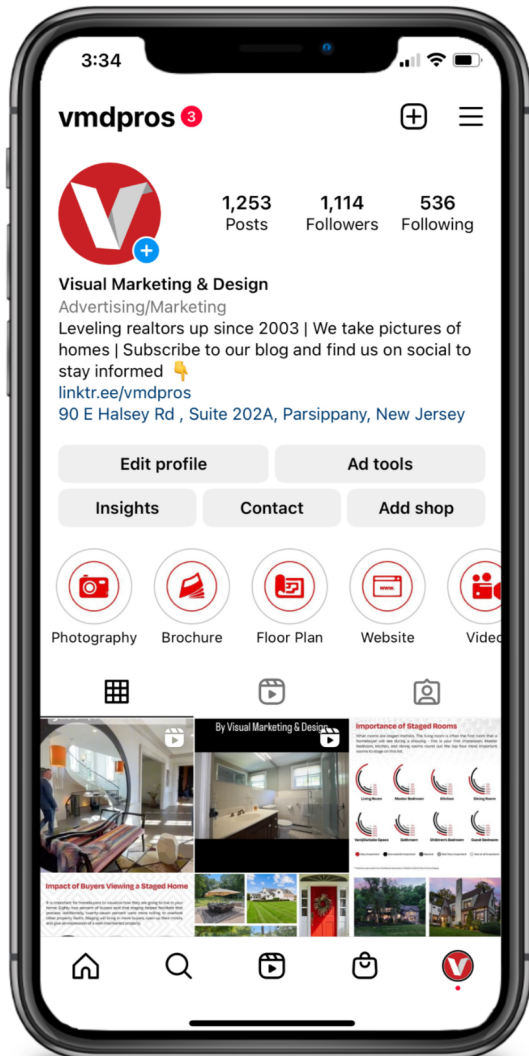
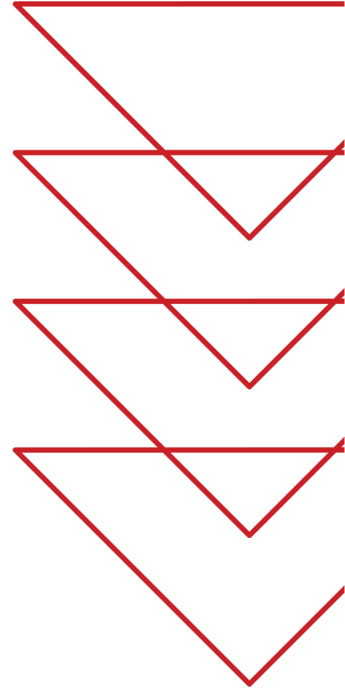
Instagram

By the numbers

Males between the ages of **18 to 24** make up the largest demographic

Most **women on Instagram** are between the ages of 18 and 34 years old

500+ million users are active on the platform every day



Additional facts

Instagram is a photo and video based platform

Images on Instagram get 23 times more engagement than on Facebook

Advertising on Instagram tends to be very successful due to the high engagement on the platform

Most popular features on the platform are Reels, Posts, and Stories



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Reels

Full screen vertical videos where you can creatively express your brand or listing

91% of Instagram users watch videos on the platform every week

Reels can be 15, 30, 60, or 90 seconds in duration

Lifespan is **14+ days** but most engagement occur within the first 48 hours of the post

Reels feed will show content from accounts outside the user's follow lists

How to make Instagram part of your marketing

Instagram is a visual and interactive social media platform that focuses on photo and video content. With the introduction of reels, Instagram is now allowing your content to spread to other accounts besides your connected followers. We highly recommend repurposing your video content to fit the Instagram Reels format. Reels offers a platform for you to engage an audience with your listings and professional advice. Whether you decide to give your audience a peek behind the scenes of how you operate or you want to feature a new listing, Instagram is a great way to build your brand.

Here is a link to a great resource on building a perfect post: [The LinkedIn Algorithm Explained](#)



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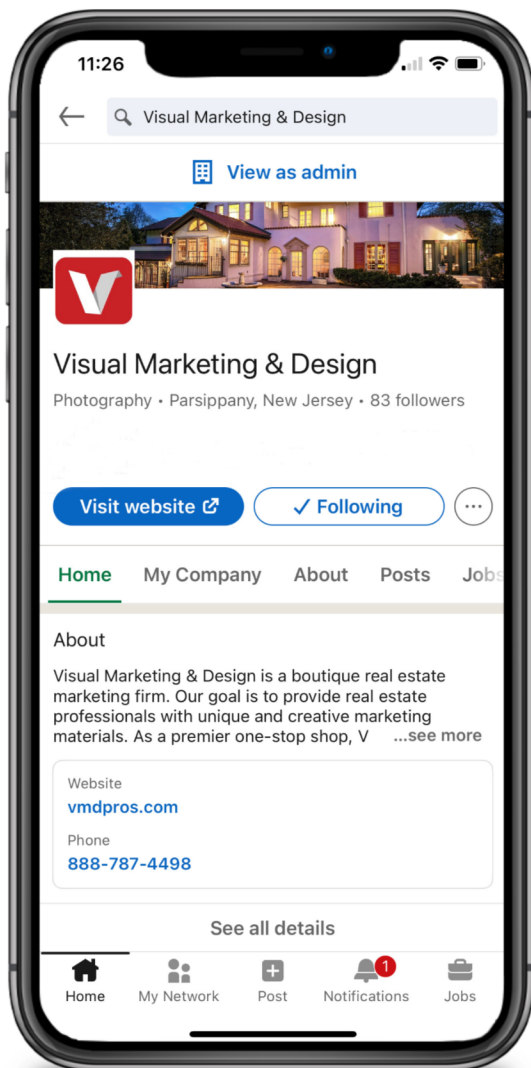
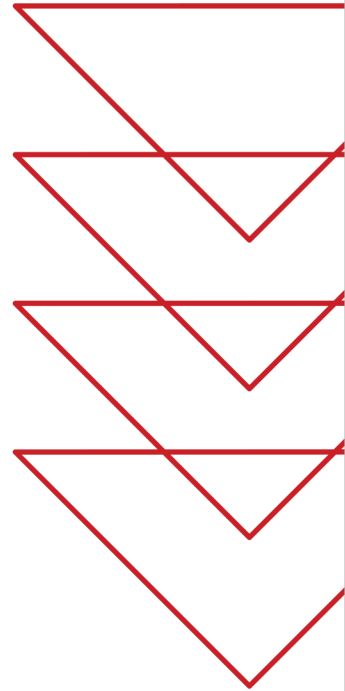


By the numbers

56% of LinkedIn users identify as male
while **43.1%** identify as female

Approximately **60%** of LinkedIn users are
between **25 and 34 years old**

Half of adults that earn \$75K and above
use LinkedIn



Additional facts

LinkedIn is the most popular B2B
networking platform with over 800
million users

A great platform to build thought
leadership in your industry

LinkedIn is full of decision makers in
the industry. As a realtor, if you are
looking to join a team - or build your
own - LinkedIn would be the preferred
platform to network with colleagues
in the real estate industry



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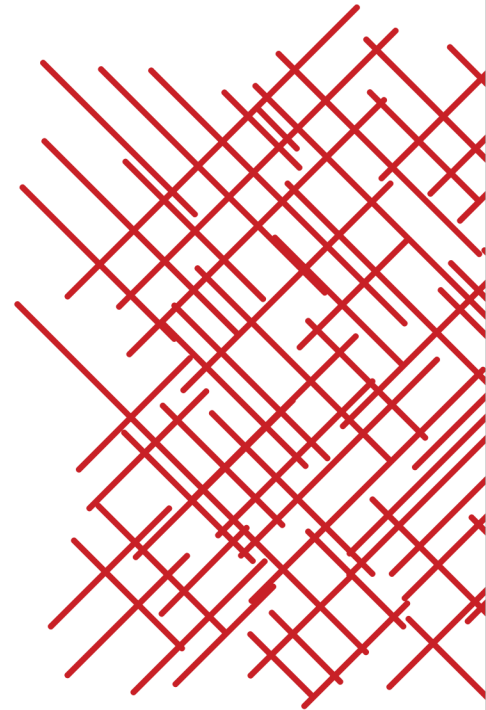


Creating a Successful Post

Avoid over using hashtags when posting. This will avoid having your post be marked as spam by LinkedIn

The first hour of your post is critical. Make sure to post when your followers are online so they engage with your content

Ask a questions to get people to engage with your content. Then, make sure to respond to anyone who comments on your post



Using LinkedIn as a Realtor

LinkedIn is the ultimate B2B platform where you can establish yourself as a thought leader in your industry. Consider utilizing this platform as a digital form of a broker's open or to target commercial real estate buyers/sellers. LinkedIn will gate your content if the algorithm flags you as spam, so it is important to create engaging content that will start a conversation about something in your industry. There is an incredible opportunity for you to build a team on LinkedIn by seeking out other professionals who may be seeking a change in industry.

Here is a link to a great resource about building a perfect post: [The LinkedIn Algorithm Explained](#)



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By the numbers

25% of all TikTok users are between the ages of 10 and 19 years old

Only **18% of U.S. TikTok** users are 50+ years old

60% of TikTok users identify as female

26% of TikTok users are **between the ages 25-44**



Credit: @tomferry

Additional facts

TikTok is the fastest growing social media app with over 1 billion users

The For You Page allows you to see and engage with content from other creators

According to [HubSpot research](#):

TikTok ranks #2 on platforms social media marketers use to build communities - behind YouTube



TikTok Features

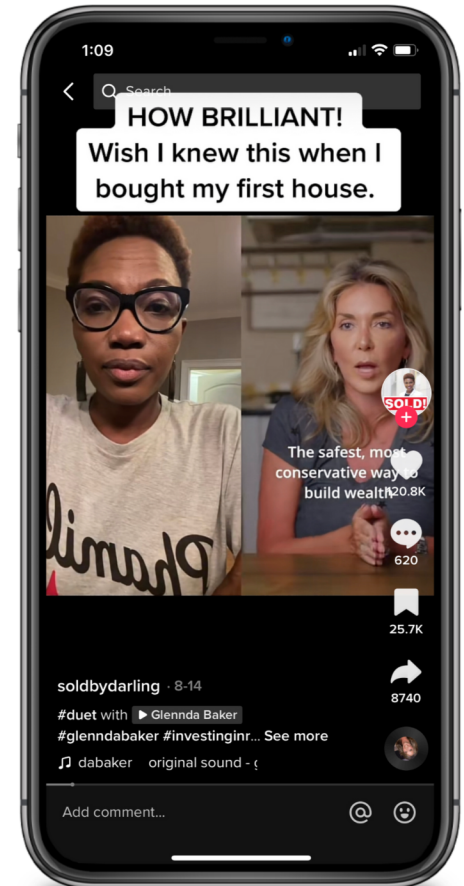
Video length of 15s, 60s, and 3m is allowed on the platform. And 10m videos will soon be available to everyone

TikTok video editing feature is the best and most robust among the social media platforms

Utilize the [stitch and duet features](#) on the app to create engaging content

Explore TikTok's huge library of music to add to your videos and boost engagement

Link to TikTok Help Center: [Creating your first video](#)



Leveraging TikTok for Real Estate

TikTok is the fastest growing social media app and we think that it is here to stay. The app is designed for user engagement with features like stitching and duets. While the demographics on the app are young - for now - we believe that other age ranges will start to go to TikTok's platform for lifestyle, news, and entertainment. Realtors who are utilizing the app are doing so in a way to grow their audience on multiple platforms (YouTube and Instagram). Agents who educate their audience on the industry are well-received by the TikTok audience.



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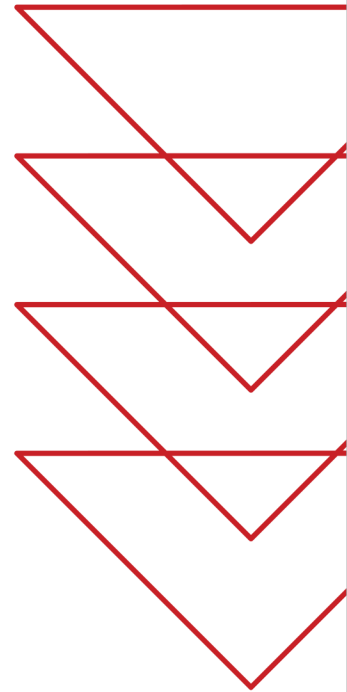


By the numbers

49% of U.S. internet users over 65 years say they use YouTube - while only 13% are on Instagram and 4% are on TikTok

There are over 2 billion users on YouTube today

The **largest advertising audience** (21.2%) for YouTube is 25-34 year olds, followed by 35-44 year olds



Additional facts

500 hours of video are uploaded every MINUTE to YouTube

81% of US consumers say they use YouTube

YouTube is widely considered the number one platform to build an audience. The best type of content to post on the social media juggernaut would be long-form content - any video content that is over three (3) mins in length





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Create Your Channel

Starting a channel is easy. Just go to Google: [Create a YouTube Channel](#)

Post frequently: [Once a week](#) is a great cadence on YouTube

Some great ideas for content: React to industry news, advise buyers on home financing, discuss your process when selling a home, and give your audience a behind the scenes look at your process

Video content should start on YouTube

Short-form video content is preferred on platforms like Instagram and TikTok - so that means there is no reason for long-form, right? Wrong! Creating content can be a cumbersome task. Repurposing your long-form content into short-form videos is a great way to keep up a healthy cadence on your other platforms. Additionally, YouTube is one of the most popular search engines on the internet today - use that to your advantage. Pick topics that are relevant to your industry and educate your audience. Pick 7-8 topics to discuss in a long-form video and then reduce each topic into a 60-second video to post on your Reels and TikTok pages. It's all about working smarter - not harder!