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Social Media Class – 10/28/2014
Introduction to Facebook for Agents

This side contains facts and discussion for today'

Statistics about Facebook Usage

- 1.317 billion monthly active users
- 829 million of those use it daily
- 152 million of those are in US and Canada
- Out of all adults who use the internet, 72% will visit facebook at least once a month
- 66% millenials (15-34) use Facebook
- 25-34 you make up nearly 30% of facebook users
- Highest traffic happens midweek from 1-3pm

Measuring ROI

- It isn't effective marketing if you can't measure it and replicate it. Thankfully, Facebook has built in analytics to measure content interactions and demographics/categories of your users.
 - Impressions – the number of times your marketing is seen by a consumer
 - Clicks – the number of times your marketing fostered a direct online action by the consumer
 - Engagement – the number of times your marketing was shared, liked*, and clicked.

Company Pages and Personal Profiles

Your Facebook Page is a hub of the content and information you want to share as well as information to contact you with.

Personal Profile is the standard account used on FB. It allows you to network with friends, colleagues, or strangers if you so choose. You can share content as well as see up to the second updates from people you choose to follow. This can be family members, kids, etc.

A Company Page is a specially formatted account page that showcases some kind of business entity. These pages have optimized search engine coding and allow your business to be marketed on targeted levels.

Why using a company page over a personal profile is more effective

1. It allows you to focus on real estate. This narrows down your postings to information that is of specific interest to your real estate clients. You can even monitor what personal items you want people to see (if any). If you were to use a Personal Profile page, you'd have to update a myriad of custom privacy settings in order to have your page functioning safely. While doable – it isn't easy and takes a lot of time.
2. Being Current, appreciating the value of being social. This is a key tool that consumers are using. Selling will always keep up with the consumer's habits.
3. When you utilize Facebook to post your real estate listings it demonstrates that you are actively marketing beyond just your website.
4. Promoting your personal brand
5. It shows you as expert in the real estate field. All you have to do is post about topics or questions people often ask you and link to your own site or other sites that might resolve those questions.
6. Invites "fans" to rely on you as a source of knowledge, encourage lead generation.
7. Facebook Pages have many tools – polls and giveaway features to entice engagement. As well as a number of add-ons both free and paid for to increase traffic on your site.

STEP P1: Do you have a Facebook Account?

STEP P2: When prompted choose “Sign up for Facebook”

- 2a: Fill in your First and Last Name (it does not have to be your real information if you do not want this part to be.
- 2b: Your e-mail address (you’ll have to confirm you’re a real person). Then retype your e-mail address
- 2c: Choose a password – one that you will remember.
- 2d: Enter your birthday. There are age restrictions on facebook.
- 2e: Choose your sex (it doesn’t really matter they just use this to see how many men or women use facebook.)
- 2f: Click Sign Up

STEP P3: The next series of options is for customizing a profile – for now you can choose to SKIP these steps, there is a small skip link at the bottom on each question.

STEP 1: Log in if you have not already, We are now looking at your TimeLine – some of you have lots of posts, some of you will have none. To create a page we have a few options.

- On the LEFT PANEL scroll down until you see the PAGES section and click on “Create Page”
- Or, in the footer on every facebook page you will see a “Create Page” link. If you do not see it, click the “More” link and then select “Create Page”
- Or, go to www.facebook.com/pages/create

STEP 2: Choose Local Business or Place

- 2a: Choose Real Estate
- 2b: Name – Real Estate Agent
- 2c: Enter your address – feel free to use any of the RHR office locations
- 2d: Use your phone number that you want leads to call
- 2e: Click Get Started

STEP 3: About Section

- 3a: categories are phrases that identify your page
- 3b: a description is a few sentences that describe your mission statement or specialties
- 3c: Website link – put your link here if you have a site
- 3d: Choosing a Unique Facebook address
- 3e: Choose that yes it is a real establishment

STEP 4: Profile Picture

You can change this all the time. I recommend a professional high quality photo.

STEP 5: Add to Favorites

This adds a quick link to the LEFT PANEL area so you can easily access it.

REACH MORE PEOPLE box – skip this for now, you do not need to enter a payment method at this time.

Useful Links for Inspiration:

<http://www.KeepingCurrentMatters.com>

<http://inspiration.pipelineroi.com/>

<https://www.facebook.com/pages/Carr-Long-Real-Estate/170332983030863>