



Social Media

Playbook

KW Where Entrepreneurs Thrive

Welcome To The Social Media Playbook

On the 13th anniversary of Facebook, Mark Zuckerberg published an open note to all users saying "There are many of us who stand for bringing people together and connecting the world." If that was his intent, it is hard to argue with the success that social media providers have had. According to an article published by Statista in January 2023, 4.76 billion, or 59.4 percent of the world's population, are social media users. As the old saying goes, it's easier to go where the people are than to make the people come to you.

Social media allows us to scale a message, at little to no cost, directly into the feeds of our sphere of influence like never before in marketing and advertising history. If done with the intention to scale likeability, we can be more likable, to more people, more often. This is important because people do business with people they like, thus making social media one of the most powerful tools you can use to deeply connect with your sphere of influence. The next page shows the 4 primary reasons why we love social media.

This playbook is designed to help you turn social media into your SOI secret weapon!

The 4 Primary Reasons Why We Love Social Media For S.O.I.

1 Reach	59.3% of the total world population uses social media. In the United States, 82% of the population uses social media. Social posts and paid ads on social media provide you with one of the greatest opportunities to expand your database.
2 Targeted Advertising	Most social media platforms offer targeted advertising. As an agent this means you can promote your brand and your listings to potential clients who are most likely to respond. Promote listings on a golf course to golf enthusiasts and the loft downtown near the theater district to musicals aficionado.
3 Return on Investment	Advertising on social media has some of the lowest costs per lead and it easy to track the results of your campaigns and posts.
4 Engagement	Social media platforms create the opportunity to interact with their audience and build relationships at scale.

Social Media

Step One

Post to Social Media

1. Use the LIKE Model to Create Content
2. Schedule Posts



Step Two

Run Paid Social Ads

1. Target My Database



Step Three

Interact with Friends and Followers

1. Comment
2. Direct Message
3. Like and Share



Step Four

Add New Friends

1. Follow New People



Step Five

Create and Curate an Online

1. Create a Niche Facebook Group

Step 1: Post to Social Media

Posting to Social Media is an easy way to stay top of mind and engage with your sphere of influence. Remember, people do business with people they like and social media allows us to be likable with more people more often than ever before. The acronym that we use to explain the types of posts that will make you more likable over time is LIKE. Keeping LIKE top of mind and using technology to schedule posts, posting to social media will be efficient and effective.

1. Use the LIKE Model to Create Content

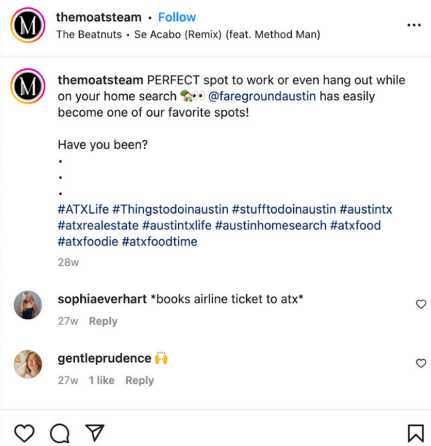
Local Lowdown
Information
Know Me
Engage in conversation

Local Lowdown

Posting about your local community shows that you're actively involved and knowledgeable about where you live and work.

Examples of local community content could be:

1. The history of your town or area
2. Upcoming community events
3. School events or calendar
4. Community service activities
5. Interviews of prominent community members
6. School or college sports games and scores

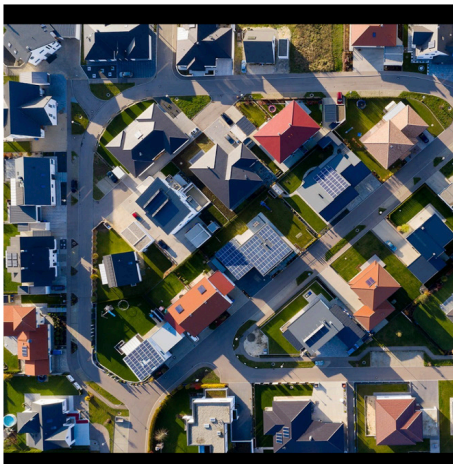


Information

Sharing your real estate knowledge should make your followers more informed and educated whether you're posting about the market or your business. If you're posting about the market or industry, the information should be easy to understand. Use short videos and graphics to easily grab their attention.

Examples of real estate content could be:

1. Market updates about your area
2. Industry news
3. Tips for buying or selling
4. Myths about the real estate industry
5. Top reasons your service is important
6. Upcoming seminars or events you are hosting
7. New listings or open houses
8. Client success stories or closings



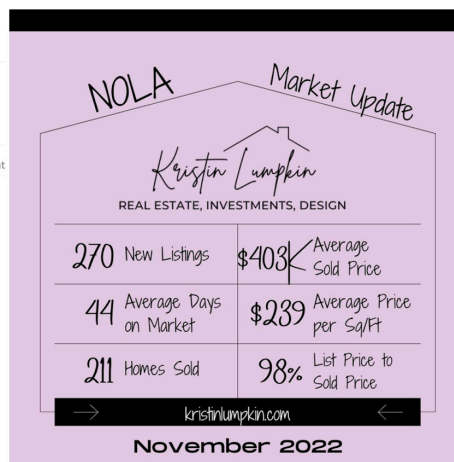
summitpghouston

summitpghouston ! POP QUIZ !
Do you know how much the average home is going for in your neighborhood?
If you don't, that's what I'm here for! As your local real estate expert, I know how much homes are selling for and how fast they are selling, and I'd love to talk to you about it. Shoot me a DM if you're interested in learning the ins and outs of your market.

12w

1 like
OCTOBER 7, 2022

Add a comment



kristin.lumpkin · Follow
New Orleans, Louisiana

kristin.lumpkin → NOLA Market Update →

Here's some stats on last month's trends: Prices are down slightly and the average days on market is up. We're definitely seeing more opportunities for our home buyers. 🏡

Curious to know more?
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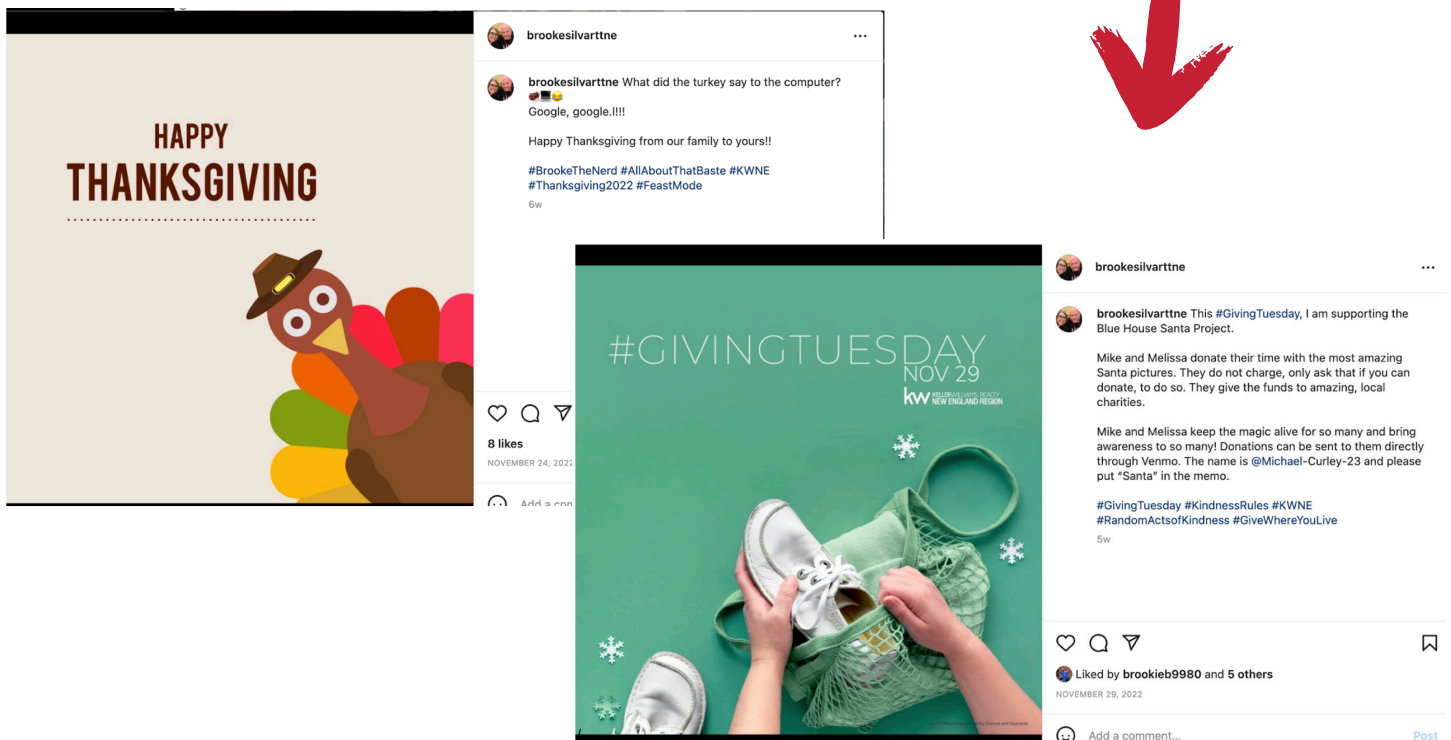
3 likes
DECEMBER 8, 2022

Know Me

Posting about your life as an individual person and not just a real estate agent allows your SOI to get to know you better and feel they can relate to you more. You don't have to post deeply personal information about you or your life, rather post about your hobbies and interests. Use your personal posts to encourage interactions and deepen relationships.

Examples of personal content about you could be:

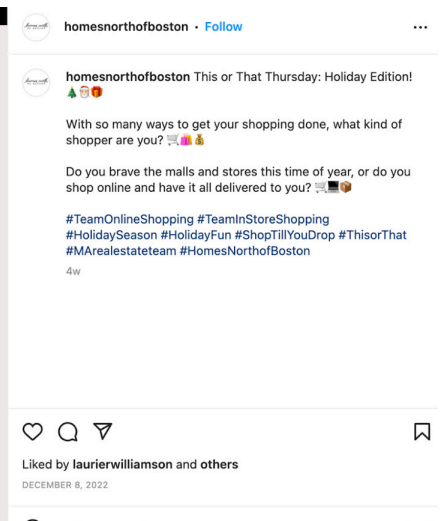
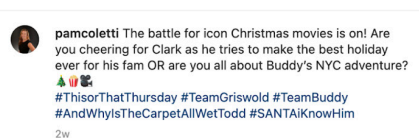
1. **Hobbies:** Share what you love doing outside of work. Do you love to watch musicals or play tennis?
2. **Travels:** Post about trips you've taken or want to take.
3. **Books and Music:** Post about a book you've just read or a new favorite playlist.
4. **Gratitude:** Post about what you're grateful for.
5. **Quotes and memes:** Share quotes you find inspiring and memes that make you laugh. Be sure your memes and quotes are universally relatable, your goal is likability!
6. **Holidays:** Make holiday posts all year round.



Engage

When it comes to emotional proximity, a one way conversation is good, but a two way conversation is infinitely better. When people are encouraged to engage and share their ideas, photos, opinions, and beliefs, it allows them to feel heard and like they're contributing to the conversation. Your job is to provide the conversation starters and ask for their participation.

1. **Take Polls:** Take a poll on favorite house styles, designs, pie versus cake!
2. **Ask Questions:** Ask simple questions like what kind of dogs your followers have or their favorite candy.
3. **Host Competitions:** Host a competition and pick a winner.
4. **Do Giveaways:** Get follower participation by doing a giveaway.



The beauty of posting to social media is that you can not only post to your feed, but you can post to stories or reels, post videos, easily create polls and get really creative with your content! Use Designs in Command to create or use marketing materials.

2. Schedule Posts

Create more time for yourself by scheduling social posts to your business page in advance.

Easily schedule holiday posts a year in advance or other thematic posts like quotes or memes a month in advance. In addition to scheduling posts, you can easily leverage posting across multiple social media platforms in Command or using another third party site.

Posting to social media doesn't need to be overwhelming or difficult. Simply use the **LIKE** model and schedule your posts in advance! Give yourself a running start to engaging your SOI on social media by using the [KW Calendar of Social Posts](#). March - June can be found at the end of this playbook.

Post 10 times per week

Reference Tech Play [#15](#), [#17](#), [#23](#) and [#19](#) to learn more about how you can use technology in this section.

Step 2: Run Paid Social Ads

It's important to understand that when you make a post on social media, it doesn't mean that everyone you are friends with will see the post. Social media companies use an algorithm to decide which users see what posts at certain times. You need to make a decision to help your followers see your posts by engaging your SOI via social media ads. With Command's integration with Facebook and Instagram, you can run ads that specifically target people in your database at an exceptionally low cost. This is done using the "Target My Database" feature in Campaigns in Command.


1. Target My Database



Staying in front of your database ensures that you are the agent they think of when buying, selling, or referring!

Targeting your database is a creative way to stay top of mind and promote your business. Targeting your database is done by creating an audience of contacts based on the contact tags that have been added to their contact record and/or the neighborhoods associated with the contacts.

Examples of personal content about you could be:

1. Specific neighborhoods or zip codes
 2. Clients with kids or pets
 3. Hobbies (golf or tennis)
 4. Clients that have referred business
 5. Clients that have bought and sold more than once
- 

You don't need to create new posts with new messages, you are specifically targeting your database with the same posts.

Note: In order for database targeting to work effectively, ensure that the contacts you plan to target in your database have a valid phone number and/or an email address saved to their contact record. Campaigns will use the primary phone number you have added to their contact record (preferably their mobile phone), or the primary email address to try and match the recipient's profile within Facebook/Instagram.

Reference Tech Play [#20](#) to learn more about how you can use technology in this section.

Step 3: Interact With Friends and Followers

Curating LIKE content is the first step in connecting with people. The next step is interacting with your friends and followers. Not only do you have to post captivating content, you also need to engage with your friends and followers to get the most out of social media. By interacting with your friends and followers you are showing them that you care. You are showing them that you take the time to be involved in their lives and demonstrating interest in their posts. Think of a "comment" like a virtual hug and "likes" as high-fives.

1. Comment

When commenting on a friend's post or story, it's important to be genuine and show interest. Reciprocally, you should always respond to comments from friends on your posts. Commenting does not mean arguing or correcting, rather you are deepening relationships.

2. Direct Message (DMs)

DMs can also be a really valuable social media tool. Choose a few people a week to DM and ask about something they've recently posted or just check in. This is an easy way to get your contacts in!

Hi (client name)!
I just saw that you (insert life event). I wanted to congratulate you! This is so exciting! What's next for you?

or

"Hi (client name)!
I just saw that (insert life event). I am so so sorry to learn of this. Is there anything I can do to help or someone I can connect you with?"

3. Like and Share

In combination with commenting, like and share your followers posts. While it seems like a small thing, you are putting yourself top of mind again when they get a notification.

Interact with 75 people per week


Step 4: Add New Friends

1. Follow New People



The easiest way to build your SOI through social media is to follow new people and accept follow requests. As your influence grows on social media, more people will request to follow you as well.

Examples of personal content about you could be:

1. Specific neighborhoods or zip codes
 2. Clients with kids or pets
 3. Hobbies (golf or tennis)
 4. Clients that have referred business
 5. Clients that have bought and sold more than once
- 

Add 7 friends per week



Step 5: Create and Curate an Online Community

Up to this point, you've been making posts through your personal social media profiles that have been seen by your friends and followers. This undoubtedly will keep you top of mind and move you closer to emotional proximity with your SOI. If you are looking for a way to engage a larger number of people and draw new people into your SOI then creating and curating an online community is your next step.

1. Create a Niche Facebook Group

You can create a community for anything: an online book club, small business owners in your city, or a cause you're passionate about.

Currently you're connected with people online because they are interested in you and your life and vice versa. With an online community, people would be there because they are interested in either a topic, a location, or a movement/cause. In this case, the connective tissue of the community is why they are there and you are the proctor of the community.

There are 7 things to consider when starting a community:

- 1. Know your purpose and ensure it's in alignment with your values**
Your community should represent something you're passionate about.
- 2. The name must clearly represent your purpose**
Choose a name that shows potential members exactly what your group is. A good example is "Girls LOVE Travel." This is a Facebook group where female travelers share their stories and travel tips.
- 3. Find your voice**
Be authentic in your posts and engagements within the group. Be yourself, be honest, and interact with community members the same way you would your friends and clients.
- 4. Post consistently**
Establish yourself as the leader of the community with daily posts and comments on posts made by community members. Time block weekly to schedule your posts for the week and daily for replying to comments and commenting on posts in the community feed.
- 5. Show value**
Post content that is relevant to your purpose and encourages engagement. Your primary job is to start conversations and keep engagement high by interacting with community members.
- 6. Be responsive**
The members need to feel valued and you need to respond to their thoughts, questions, and comments in a timely fashion.
- 7. Have a plan**
You don't need to always plan what you're going to post, but you need to make your calendar match your goals. Determine how many times you will post weekly, what some of your content will focus on, and how many people you should be interacting with.

When you start the community, you may be the only one posting and engaging with members. As you go, you may add admin and moderators to help you. These are people you trust to keep the conversation going, ensure posts are appropriate to the group, and share your vision and values. They can be people in your world or leaders that show up within the group.

Follow steps #1 through #4 above with your community the same way you would personally.

As always,
THE PATH IS IN THE MATH.

The power of this system is that the daily activities compound over time.

If you follow this simple **5 step plan** to engage your SOI on social media you will make

1. 520 LIKE posts
2. 364 new friends
3. 3,900 opportunities to engage with friends & followers

Combine this with your community, and you can double or even triple your numbers. You are on the path to generating more business from your SOI than ever before!

KW Calendar of Social Posts

Utilize the LIKE method with the March - June calendars to stay top of mind with your SOI.

MAR 2023

Use the LIKE method to create content that makes you likeable over time

- Local Lowdown
- Information about Real Estate (always include a call to action on I posts)
- Know Me
- Engage with Followers

SUN	MON	TUE	WED	THU	FRI	SAT
			E 01	I 02	K 03	L 04
			Use a Women's History Month Design in Command	Debunk a mythunderstanding about mortgage rates (use the Mortgage Hacks Playbook)	Who is an employee or team member you are grateful for on Employee Appreciation Day?	Post about a local plant nursery with a tip for spring gardening
L 05	E 06	K 07	K 08	E 09	E 10	E 11
Share a local market update	Post spring cleaning tips	Tell a story about a time you learned a lesson about how to be a better agent	Post about a woman who has inspired you for International Women's Day	Post a video tour of a listing or a neighborhood	Who is your top pick for March Madness?	Remind your database to change their clocks for Daylight Savings
K 12	E 13	K 14	I 15	L 16	E 17	I 18
Post a photo of a fun event.	Think of someone you are grateful for and give them a compliment	What is your favorite type of pi(e)? Happy Pi Day!	Post 3 tips for staging a home	Thank a vendor for a great job on a specific deal	Use a St. Patrick's Day post from Designs in Command	Share 3 reasons having an agent is important for buyers
E 19	E 20	I 21	E 22	I 23	E 24	K 25
What is on your spring playlist?	Use Spring Equinox posts from Designs in Command	Debunk a mythunderstanding about buying a home	Use a Ramadan post from Designs in Command	Explain what the Fed meeting means for mortgage rates	Is a hotdog a sandwich?	Post about a restaurant you love.
E 26	E 27	K 28	I 29	E 30	L 31	
Share a tip for spring home maintenance	Try a social media challenge and encourage followers to do the same	Share your favorite recipe to make with friends/family. Ask your followers to share too	Debunk a mythunderstanding about selling a home	Share an inspirational quote	What is your favorite spring activity in our town?	

APR 2023



SUN

MON

TUE

WED

THU

FRI

SAT

						E 01 Use an April Fools Day graphic from Designs in Command
K 02 Post a quote from your favorite children's book. Ask your followers to share theirs.	E 03 Use a National Fair Housing Month post from Designs in Command	L 04 Share a local market update	E 05 Post a Passover Design from Command	I 06 Give an introduction to homebuyer assistance programs in your area	K 07 What is your favorite book/podcast/T V show?	K 08 Post about local business you love
E 09 Use an Easter graphic from Designs in Command	E 10 Thank a teacher in your area. Ask your followers to thank and tag a teacher they love	I 11 Share tips for getting the most out of the mortgage interest tax deduction	K 12 What are you reading now?	K 13 Share a photo of an activity you love	E 14 Share a first time home buyer story for National Fair Housing Month	E 15 Share a pro tip for working with difficult people
E 16 Share an inspirational quote	I 17 Use a Tax Day post from Designs in Command	L 18 Thank a service industry worker and tag the business. Ask your followers to do the same	I 19 Post an teaser video for a mortgage hack	E 20 Post a high five video and wish everyone a happy national high five day	L 21 Post a fun fact about housing architecture in your area	E 22 Use an Earth Day graphic from Designs in Command
I 23 Post about a vendor partner's homebuyer assistance program	L 24 Share a video at local park	K 25 Thank someone who encouraged you in your business.	K 26 What is your favorite game?	I 27 Debunk a myth about buying a home	E 28 Share a photo planting a tree for Arbor Day	L 29 Recommend a local physician and tag them. Encourage your followers to do the same

30

Debunk a myth about closing on a home

Use the LIKE method to create content that makes you likeable over time

- Local Lowdown
- Information about Real Estate (always include a call to action on I posts)
- Know Me
- Engage with Followers

MAY 2023



SUN	MON	TUE	WED	THU	FRI	SAT
	E 01 Use a Asian American Heritage Month post from Designs in Command	E 02 Use a Mental Health Awareness Month post from Designs in Command	I 03 Share a tip from the Mortgage Hacks playbook	K 04 What book are you listening to now?	L 05 Share your favorite dish at a local restaurant	K 06 Share a local market update
K 07 Share your favorite way to relax after work.	I 08 Post a video tour of a neighborhood	K 09 What was the last movie you saw? Tag someone who should see it	I 10 Share a listing something unique about the home	L 11 Thank a local dentist or orthodontist and tag them	E 12 Elton John or Prince?	I 13 Debunk a myth/understanding about selling a home
E 14 Rate this house (post with a photo of a home)	I 15 Explain how to budget for a future mortgage	L 16 Post your favorite drink at a local coffeeshop and tag it	E 17 Try to put your pants on with the opposite leg first	I 18 Post a tip on how to get started in real estate investing	K 19 Share a hidden talent. Encourage your followers to do the same	L 20 Post 5 fun date ideas in your areas
I 21 Debunk a myth about student loans and buying a home	L 22 Thank a local physician and tag them	I 23 Share one reason real estate investing is path to wealth	L 24 Post about a local outdoor space and why you love it.	E 25 What superhero power would you want?	I 26 Share how you help sellers with multiple offers	L 27 Post about local retail shop and tag it
E 28 Share an inspirational quote	E 29 Use a Memorial Day post from Designs in Command	E 30 Anti-Bucket List, What is something you'll never do again?	I 31 Explain closing costs			

Use the LIKE method to create content that makes you likeable over time



- Local Lowdown
- Information about Real Estate (always include a call to action on I posts)
- Know Me
- Engage with Followers

JUN 2023



SUN	MON	TUE	WED	THU	FRI	SAT
				E 01	K 02	E 03
				Use a Pride month graphic from Designs in Command	Post about a current or previous pet	Post something you love about a current listing
K 04	I 05	E 06	L 07	I 08	E 09	L 10
Who is your favorite Disney character and why?	Share a local market update	Thank the military in memory of D-Day	Post a video at a local site of interest	Debunk a myth about selling a home	Biggie or Tupac?	Thank a local waitstaff person and tag the restaurant
I 11	K 12	K 13	L 14	K 15	I 16	E 17
Post a teaser video for a tip from the Mortgage Hack Playbook	Share why you love Mondays	Who has the best French fries?	Post staycation ideas in your area	Tell a story of a time you learned a life lesson from a client	Debunk a myth about buying a second home	Share a summer safety tip
E 18	E 19	I 20	E 21	L 22	I 23	K 24
Use a Father's Day graphic from Designs in Command	Use a Juneteenth graphic from Designs in Command	Debunk a myth about PMI	Use a Summer Solstice graphic from Designs in Command	Post somewhere to cool off in your area	Share one tip for landscaping for curb appeal	Share a story about summer adventure
E 25	L 26	E 27	E 28	I 29	L 30	
What is best type of cookie?	Thank a vendor who was amazing on a recent deal and tag them	Tell a story about a great client	Post an Eid al-Adha graphic from Designs in Command	Debunk a myth about buying a condominium or townhouse	Post a video tour of a neighborhood in your area	

Use the LIKE method to create content that makes you likeable over time

- Local Lowdown
- Information about Real Estate (always include a call to action on I posts)
- Know Me
- Engage with Followers

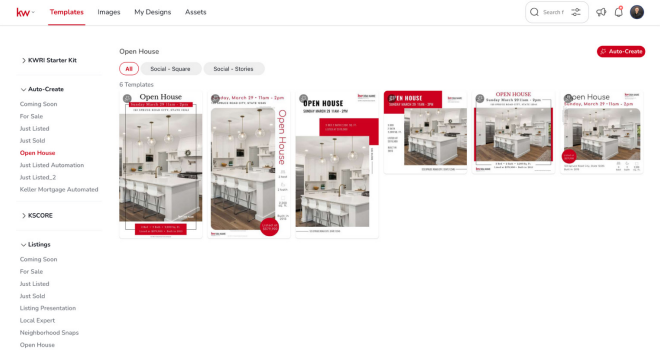
#15 CREATE MARKETING MATERIAL

Command's Designs applet allows agents to customize hundreds of social or print design templates. Preferred materials, DBA logo, headshot, & team images can be saved as custom assets. Select collections offer design automation. Choose open house collection, select listing, provide open house details, confirm agent info, and create six different templates automatically.



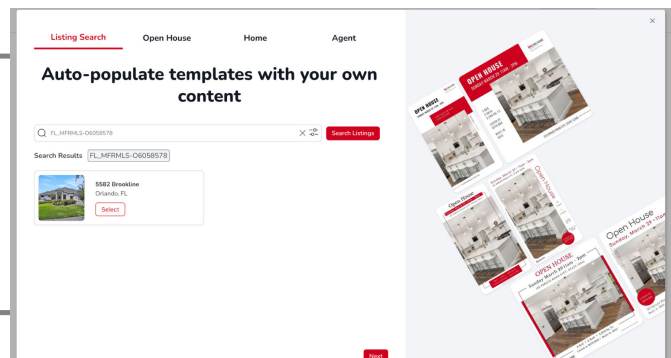
SELECT AUTOMATED COLLECTION

1. Browse automated collections on left menu
2. Choose "Auto-Create"



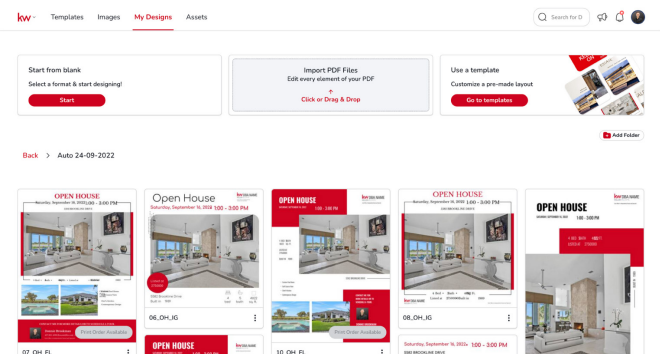
CONFIRM DETAILS

1. Search for Listing
2. Confirm Open House details
3. Confirm property details
 - a. Brought in from MLS
4. Confirm Agent info



VIEW COMPLETED DESIGNS

1. All templates from collection will be added to folder
2. View, download, or save any template desired



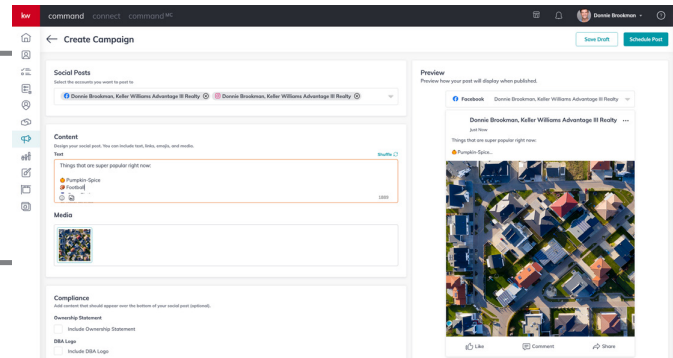
#17 USE MARKETING MATERIAL (PRE MADE)

Command offers a variety of “ready to use” marketing pieces. HTML Email Templates, Social Media Posts, Direct Mail, & SmartPlans are some examples.



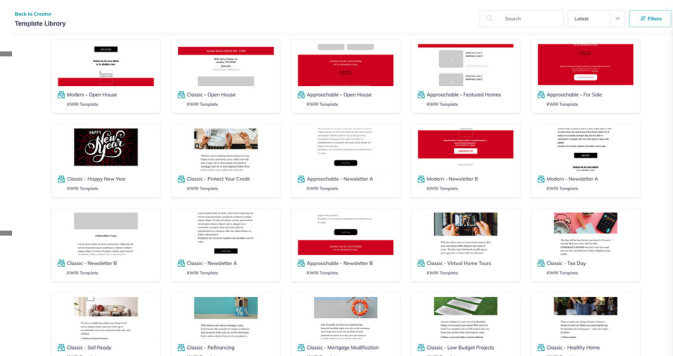
QUICK SOCIAL POSTS

1. Campaigns > Social Posts
2. Browse “Quick Posts” and use share button
3. Choose to publish immediately or schedule post



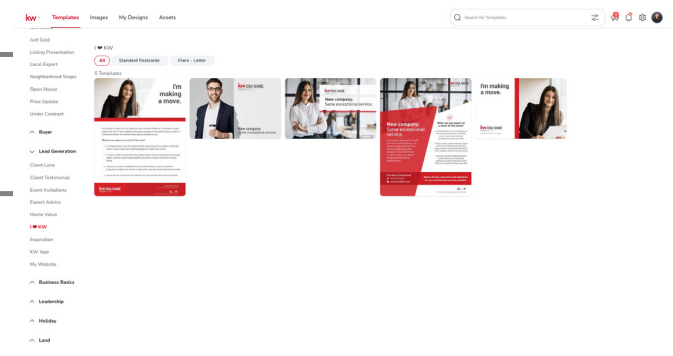
HTML EMAIL TEMPLATES

1. Campaigns > Email
2. Create Campaign > Email
3. Browse 70+ ready to use templates



POSTCARDS AND FLIERS

1. Designs > Create Design > Print
2. Lead Generation category > I ♥ KW



#23 **MANAGE DAILY TASKS**

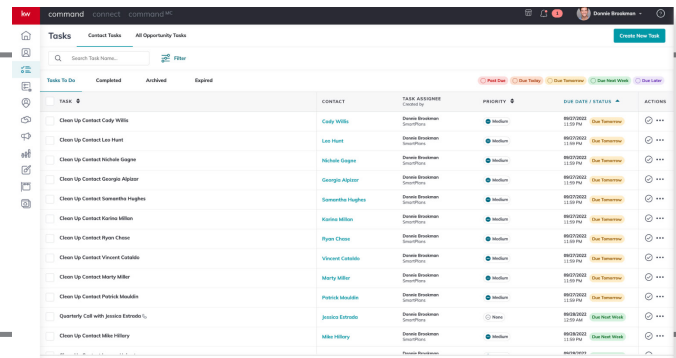


Command's tasks applet helps agents stay on top of daily tasks. Tasks can be related to a contact, opportunity (transaction), or general. Tasks created from SmartPlans and Opportunity checklist templates will appear in the tasks applet. Team rainmakers can manage tasks for themselves and team members. On the go, agents can quickly see what is due today, soon, or past due using the Command App. The Command App can be used by agents to complete, reschedule, or delete tasks.



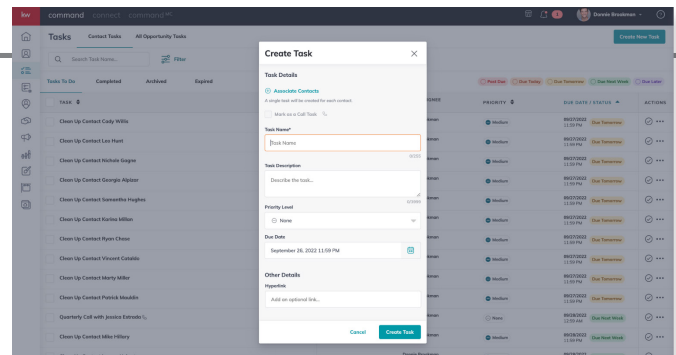
MANAGE DAILY TASKS

1. See contact tasks or opportunity tasks using tabs
2. Check off tasks to complete a bulk action (complete/reschedule)
3. Check off tasks when done
4. Filter by due date or priority



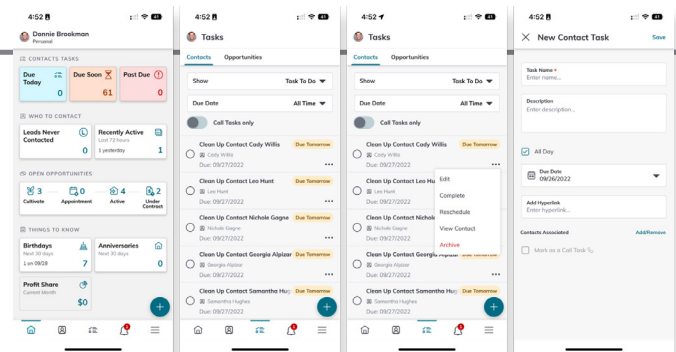
CREATE A NEW TASK

1. Tap "Create New Task" button
2. Associate contact(s) (optional)
 - a. Will log to contact's timeline
3. Provide task description
4. Determine priority level
5. Due date + time
6. Add hyperlink (optional)
7. "Create Task"



MANAGE DAILY TASKS (COMMAND APP)

1. View Due Today, Soon, and Past due on dashboard
2. Click tasks applet to filter specific tasks by status or due date
3. Use menu to edit, complete, reschedule, or display associated contact
4. Use blue + to create new task



#19 POST TO SOCIAL MEDIA FREE

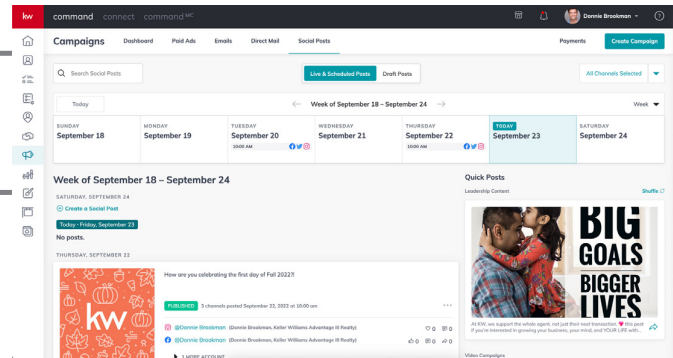


Create and manage organic reach social media posts through Facebook, Twitter, or Instagram. Media can be uploaded directly from the agents computer or pulled from Designs. Agent's can share ready-to-go "Quick Posts" directly to social platforms with no required editing.



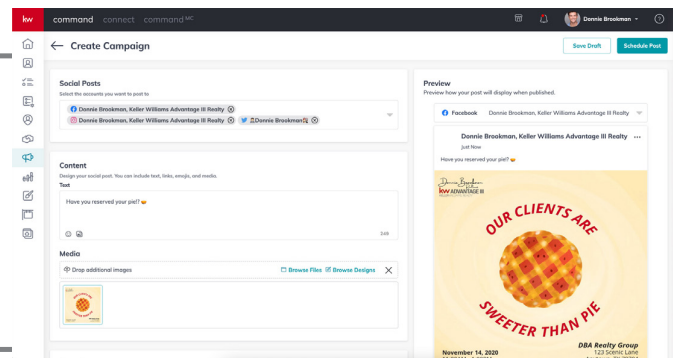
CREATE A SOCIAL POST

1. Click Create Campaign
2. Select Social Post



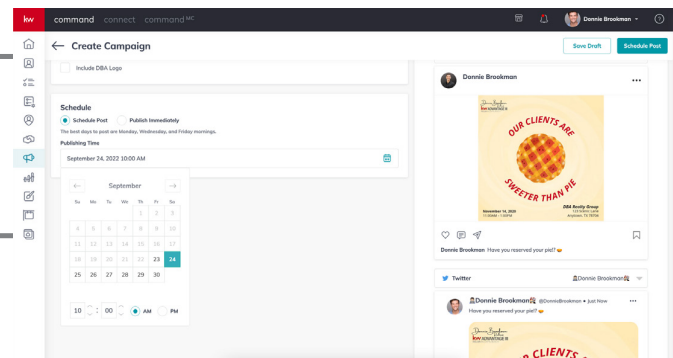
CUSTOMIZE POST

1. Choose Social Channel(s)
2. Write Text
3. Add Media
 - a. Upload from computer
 - b. Browse from Designs
4. Preview posts by Social Channel



SCHEDULE POST

1. Schedule post by date/time
2. OR Publish immediately
3. Confirm selection



#20 RUN PAID SOCIAL MEDIA ADS

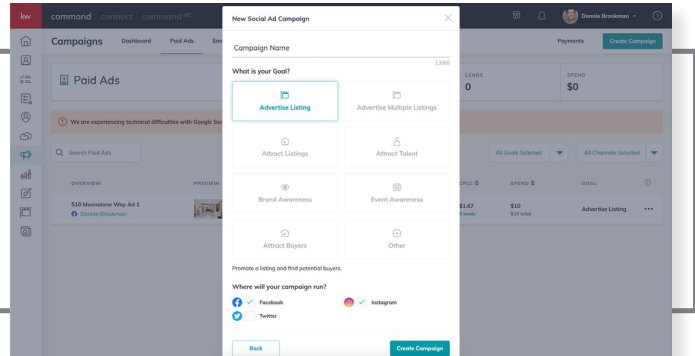


Agents can run social media ads through Command on Facebook, Instagram, Twitter, and Google. Campaigns > Social Ads provides a dashboard to monitor ads and track leads. Leads captured are added to Contacts. Lead settings allow for auto-tagging & triggering SmartPlans. Listings are connected to bring in description and media from MLS.



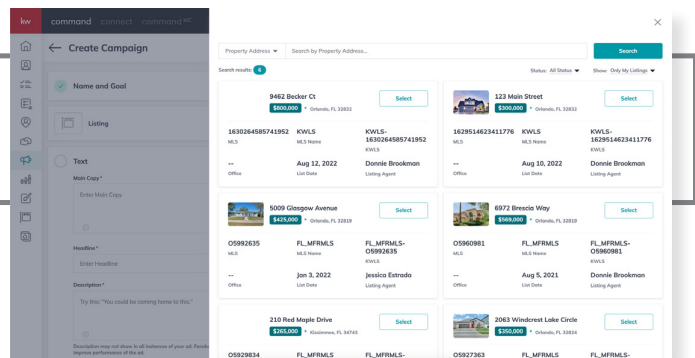
CREATE SOCIAL AD

1. Choose Create Campaign
2. Select Social Ad
3. Name the campaign
4. Choose campaign goal
5. Select Social Channel(s)



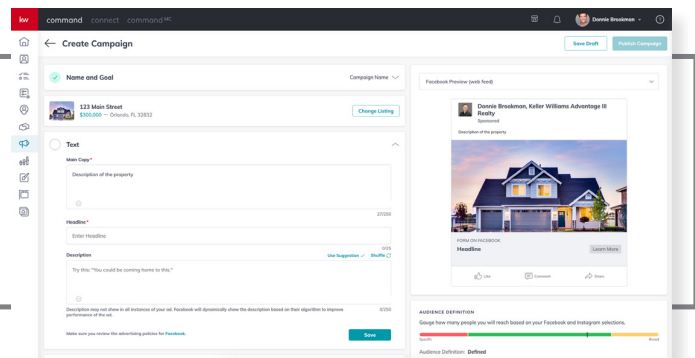
IMPORT FROM A LISTING

1. Browse and select a listing
- Photo media and description will pull in from MLS



CUSTOMIZE SOCIAL AD

1. Customize text
2. Customize media
 - a. Select multiple listing photos from MLS
 - b. Select images from Designs
 - c. Upload directly from computer



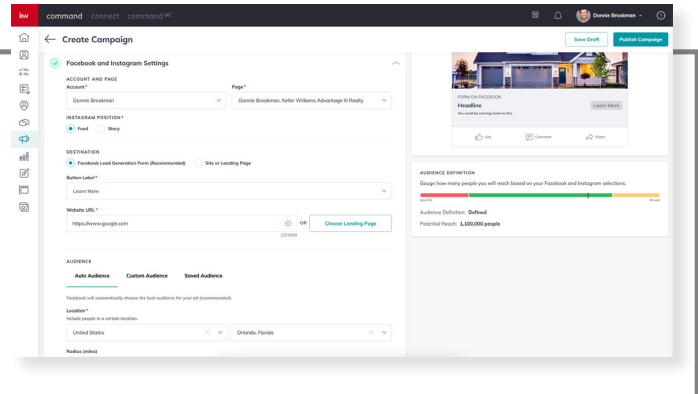
#20 RUN PAID SOCIAL MEDIA ADS (CONT.)

Agents can run social media ads through Command on Facebook, Instagram, Twitter, and Google. Campaigns > Social Ads provides a dashboard to monitor ads and track leads. Leads captured are added to Contacts. Lead settings allow for auto-tagging & triggering SmartPlans. Listings are connected to bring in description and media from MLS.



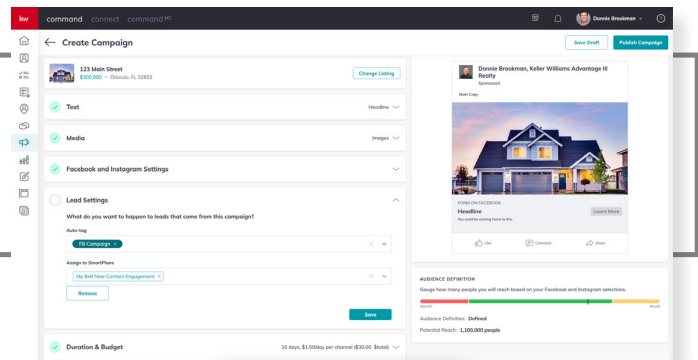
SOCIAL SETTINGS

1. Confirm Social Pages
2. Select Destination
 - a. Lead Capture Form - bring lead into Contacts
 - b. Site/Landing Page - redirect to external source
3. Audience
 - a. Auto, Custom, or Saved



LEAD SETTINGS AND BUDGET

1. Choose contact tag(s) added to leads captured
2. Select SmartPlan(s) triggered for leads captured



MONITOR AD METRICS

1. Dashboard to monitor lead metrics and leads captured
2. Duplicate an ad
 - a. Duplicate and run
 - b. Customize and run

