

Always Remember Your Audience

The
80/20
Rule

Business Pages = 80 Business/ 20 Lighthearted
Personal Pages = 80 Personal/ 20 Business



Each platform is different, your posts should be, too. Vary wording, information & images to keep audience interest & avoid being blocked.



- ✓ Events
- ✓ Groups
- ✓ Live Video

54% 18-24 years old

46% 25-34 years old

- ✓ Business Accounts
- ✓ Advertising for Purchase
- ✓ Comment & Like Posts

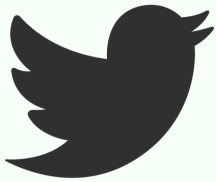
Facebook Red Flags

The following risks being reported or removed:

- ★ Repeated Posts in the Same Day
- ★ Using Copywrited Content as Your Own
- ★ Discriminating or Excluding People Groups (i.e. "REALTOR® only")
- ★ Political Posts



✓ scheduled
Posts = Ideal for busy agents



average age of user

38% 18-29 years old

27% 30-49 years old

46%

34%



280 Characters
Per Tweet

✓ Direct link
to websites on tweets



41% of Users
Under 24
years

Approximately
1 Billion
Users Monthly

Instagram is

Photo-Centric

- ✓ Business Accounts
- ✓ Stories
- ✓ Comment & Like Posts
- ✓ Advertising for Purchase
- ∅ Direct link to websites allowed on posts



Find Fresh Content



www.ccar.net/news-media/blog/

www.nar.realtor/blogs

www.texasrealestate.com/

lightersideofrealestate.com/

*Always credit original source by providing link to original content.



TREC Rules for Social Media:

Advertisements must show the license holder's/team name & broker's name half the size of largest contact info. It may be located on a separate page or user profile page of the license holder/team, if the separate page or account user profile is directly linked & prominently displayed.

Business Profiles must link to Consumer Protection Notice (CPN) & Info. About Brokerage Services (IABS) on the profile page, or link to a website that provides a link to CPN & IABS.

REALTOR®

Always written all CAPS with ®
® = Hold Alt while typing

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COLLIN COUNTY
ASSOCIATION of REALTORS®