

Consumer Social Media Manager Tasks

Platforms to Manage:

- RE/MAX LLC Facebook
- Instagram
- TikTok
- YouTube
- Twitter
- Pinterest
- Spotify

Tools to Use:

- Emplifi
- RE/MAX Marketing Portal
- RE/MAX News
- Photoshop
- Premiere
- Lightroom
- Canva
- Unfold
- InShot

Teams to work with:

- Marketing
- Communications
- Global
- Approved Suppliers
- Events
- Regional Development
- Canada
- Production
- Graphics
- Product Support
- Outside of RE/MAX
 - V9
 - Chelsea Peitz
 - Emplifi
 - Meta Support
 - Camp + King (sometimes)
 - Tombras (sometimes)

Tasks:

- Content Creation (work 2 months in advance):
 - Brainstorming 8-15 unique graphics per month for V9 to design
 - Brainstorming 2-5 unique graphics per month for Caitlin to design
 - Brainstorming 2-5 videos per month for V9 to create
 - Brainstorming 2-5 videos per month for myself to create
 - Creating 1 holiday content calendar for Marketing Portal per month in Photoshop
 - Repurposing RE/MAX News articles
 - Repurposing live events & webinars

* Quick-turn content created on the fly when trends are applicable to our brand

- Posting
 - RE/MAX LLC Facebook – 1-2x per day in-feed & added IG stories to FB stories
 - Instagram – 1-2x per day in-feed/reels & 1-5x per day on stories
 - TikTok – 1x per day
 - YouTube – As content comes in
 - Twitter – 3-4x per day
 - Pinterest – 1x per day
 - RE/MAX Marketing Portal – 1x per week with upcoming graphics

- Boosting
 - 5-7 posts boosted on LLC FB per month
 - \$400 budget allocated by Melissa

- Social Monitoring (2-3x per day)
 - RE/MAX LLC Facebook
 - Instagram
 - TikTok
 - YouTube
 - Twitter
 - Pinterest
 - Facebook Groups
 - Momentum
 - Media Moguls
 - Elite Club
 - Growth Masters
 - kvCORE
 - Torchbearers
 - RE/MAX Commercial
 - The RE/MAX Collection
 - PBS & Cat
 - Miracle Makers (Public Group)
 - Tech & Tools (Public Group)
 - R4 2023 (Public Group)

+ Extra time spent for any escalations that arise

- Reporting

- Quarterly RE/MAX Earnings Report
- Quarterly Channels Report
- Monthly RE/MAX NHR Report
- Monthly LLC Boosted Posts Report
- Event Coverage Reports
 - HQ Ambassadors Program Touchbase
 - Toastmasters
- Live Shows (Prep & coverage)
 - Monthly Keepin' It Real with Nick Bailey
 - Bi-weekly Marketing Mastery with Chelsea Peitz
- Event Coverage
 - R4 (On-Site)
 - BOC (Off-Site)
 - Commercial Symposium (On-Site)
 - Luxury Forum (Off-site)
 - Albuquerque Balloon Fiesta (On-Site)
- Comms Plans
 - Events
 - Large global holidays/recognition months
 - Month of Miracles
- Meetings
 - Weekly
 - Marketing Standup (2x per week)
 - Comms Touchbase (3x per week)
 - TikTok Engagements (2x per week)
 - Twitter Engagements (2x per week)
 - V9 Digital Marketing Meeting
 - Social Team Touch Base
 - Keepin' It Real Planning Meeting
 - RE/MAX News Meeting
 - Toastmasters
 - Katie 1-v-1
 - Melissa 1-v-1
 - TikTok Touch Base

+ Last-minute meetings & touch bases added weekly
 - Monthly
 - R4 Meeting (2x per month)
 - Chelsea Peitz Marketing Mastery (2x per month)
 - Global Touchbase
 - Approved Suppliers Meeting
 - Strategic Alliances Touchbase
 - MarCom Touchbase
 - RE/MAX Balloon Touchbase

- RE/MAX News Meeting
 - Events Touchbase
 - Keepin' It Real
 - Facebook Deactivations
- Extra
 - Awards season
 - R4 session building & presenting
 - Regional agent event session building & presenting
 - Office trainings/session building & presenting
- Weekly Hours Spent
 - 8 hours editing video
 - Creating TikToks or Reels from scratch
 - Editing down videos sent by the network
 - Small edits to cut down video length to best fit each platform
 - 6 hours scheduling
 - 3 hours monitoring
 - 4 hours content ideation & trend-tracking
 - 1-2 hours show prep/coverage
 - 1 hour reporting
 - 10-12 hours meetings
 - 1-2 hours Toastmasters officer position (VP Communications/Marketing)
 - 5 hours misc./one-off requests or projects that come through

+ Event coverage usually extra hours (days-long events)

+ Additional time spent on Meta deactivations this year

Yearly Projects:

- National Ad Campaign
- Month of Miracles
- Brand Awards
- Event Coverage
- RE/MAX Around the World
- Heritage months/cultural celebrations
- Luxury home tours reels
- Luxury listings in-feed
- Listings of the week IG stories
- Keepin' It Real with Nick Bailey promotion & coverage
- Twitter polls
- Instagram story polls
- RE/MAX Commercial listing highlights
- Spotify Playlists
- Marketing Portal Social Creative Calendars

- Social Cover Photos
- Holidays
- RE/MAX Creator Network
- Monthly Housing Reports
- Quarterly Earnings
- Consumer giveaways