



# Social Media

## Best Practices



# SOCIAL MEDIA BEST PRACTICES

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## INTRO

In today's world, the significance of social media can't be overstated. Social media marketing is an integral part of marketing strategies for all businesses, and the real estate sector is no exception to this. In this guide, we will dive into multiple online platforms and explore how they can help you:

- ☑ Grow your business
- ☑ Build and maintain relationships with clients and colleagues
- ☑ Establish and enhance your unique, online presence
- ☑ Manage your online reputation
- ☑ Navigating crisis and culturally sensitive communication

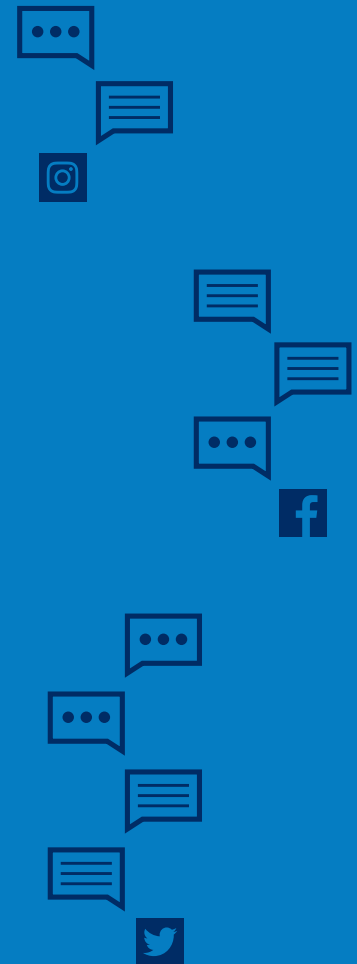


## GROWING YOUR BUSINESS

Social networking is a marketing outlet that enables you to expand your sphere of influence and carry on a conversation, just like you would in person.

### THROUGH SOCIAL MEDIA, YOU CAN:

- ☒ Create and promote a profile that celebrates your successes and defines your niche.
- ☒ Connect with past, current and potential clients.
- ☒ Update and educate your audience about market changes.
- ☒ Advertise listings and open houses.
- ☒ Give virtual tours.
- ☒ Provide information that promotes your reputation as a trusted resource.
- ☒ Create dialogue with clients.
- ☒ Reach clients and prospects wherever they are, through a computer at work, a tablet at home or virtually anywhere else through a mobile device.
- ☒ Attract top talent to your business.



# PERSONAL PROFILE

All social networks require users to create a personal profile to get started. It's easy. Here are some things to think about as you jump in.



## STEPS FOR SETTING UP YOUR PROFILE



### USERNAME

Choose a name that incorporates your actual name. Nicknames or slogans may come across as spam and you want to make sure that you can be easily found online by your audience. Consider including industry terms in your name.



### PASSWORD

Choose a strong password, which typically should include numbers, symbols and capital letters, but make sure it's not so complicated that you can't remember it.



### SAFETY

Beware of "phishing scams" that seek to infiltrate your system and hijack your information. Also, make sure to set up your two-factor authentication. More info on how on page 8.



### PROFILE PHOTO

Choose a profile picture that reflects your personality and conveys you as approachable. Most networks, with the exception of LinkedIn, are more informal. No need for the business suit.



### COMPLIANCE

Before using any RE/MAX material in your profile, make sure you adhere to the RE/MAX Trademark and Graphic Standards. [Click here for more information.](#)



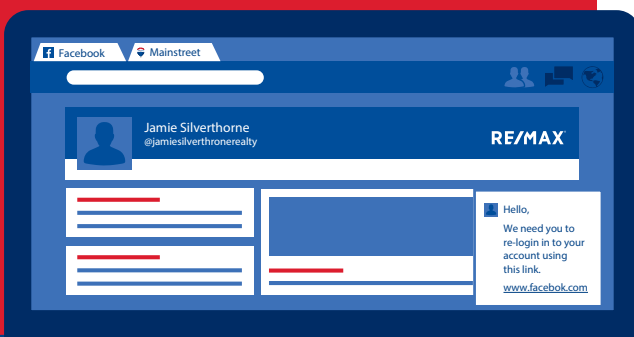
### CONTACTS

Jump-start your social network by importing contacts from your email or CRM account. Click the button that says "import contacts" (or something similar) and follow the instructions.



### YOUR RE/MAX WEBSITE AND EMAIL

Add links to your social media profiles on your agent or office website to help drive traffic to your social network site. This will also help others connect with you. Add linked social icons to your email signature.





## PERSONAL VS. PROFESSIONAL PROFILES

It's standard practice to have dual-purpose profiles on most networking sites, enabling you to share business news and aspects of your personal life in the same place. Maintaining a balance in your content is important.



**We'll go in-depth about best practices for posting later. In the meantime, remember:**

- ☑ Information intended for just friends and family can always be shared by anyone online, so be deliberate about what you share.
- ☑ Never disclose non-public RE/MAX information.
- ☑ Avoid expressing public positions and opinions online that are counter to RE/MAX interests.

### THE FACEBOOK EXCEPTION

Some real estate professionals create a Facebook business page and maintain a personal Facebook profile. Facebook Business pages allow for more of a hard sell, while personal Facebook profiles provide space to cultivate relationships by showing your personality. More information about each is provided in the Facebook section of this guide. See page 8.

# SOCIAL NETWORKING: 10 RULES OF ENGAGEMENT

Here are some basics for communicating via social media.

## 1. Identify Yourself

Let people know you're with RE/MAX when responding to work-related social media posts.

## 2. Show Your Personality

Your personality can be a powerful tool for building relationships – but not if you bury it in business-speak. Be conversational and professional.

## 3. Engage with Purpose

Chime in on industry conversations by liking and commenting on posts. Don't be shy – share your knowledge and establish yourself as a real estate expert with a tip, fact or link to a related article.

## 4. Discuss Ideas, Not People

Feel free to constructively discuss ideas, but not personalities. Never question anyone's motives online in a public setting.

## 5. Think Before Posting

"Think before you speak" applies to conversations on social media too. It's incredibly easy to type something you might regret later – and once your comments are out there, they can always be used against you, even if you delete. Never use profanity or demeaning language.

## 6. Know Your Stuff – And Show It

When making claims, always refer to your sources using hyperlinks when you can. Always give proper attribution.



## 7. Deal with Mistakes

We all make them. Admit it when you do, and do what you can to correct them.

## 8. Listen as Much as You Share

Social media is not a soapbox. That wouldn't be very social. Keep it a two-way conversation.

## 9. If You Respond to a Problem, Own It.

If you become the point of contact for the media, a client or colleague, stay with the issue until it is resolved.

## 10. Ask for Help

Does a social media encounter have you flustered? Reach out to the RE/MAX Social Media team at [socialmedia@remax.com](mailto:socialmedia@remax.com). We're happy to help.

# DO'S AND DON'TS: SOCIAL MEDIA BEST PRACTICES

DO

## SHARE VALUABLE CONTENT

Share content that people will find useful. Mix it up with links to blogs, news, videos and photos. Every post helps establish your reputation as a trusted source for real estate information.

DO

## BE YOURSELF

Let your personality shine across your social media platforms. Whether that be through captions, photos or dialogue, use social media as a way for your audience to get to know you.

DO

## GET ON SCHEDULE

Create a content calendar, modeled after your business calendar, that helps you plan what to post. Include your activities, local market insights, community events and seasonal concepts or holidays.

DO

## DO IT DAILY

Try to post content to one of your social networking sites every day, including a weekly or monthly update on market conditions. Mix personal promotion with other content.

DO

## BE CONSISTENT

Consistency is important when posting on social media. If you can't post every day, then spread out your content to ensure consistency. You don't want to post every day one week, and not have anything to post the following.

DO

## SHORTEN URLS

Plug long URL links into the [rem.ax URL shortening tool](#) to convert them to shortened versions that are much easier to share. This service also provides analytics, so you can get some basic metrics about who is clicking on your links.

### THE PERKS:

- ✓ Shortens any URL to just 13 characters
- ✓ All your rem.ax links are unique to you
- ✓ You can track clicks and see analytics
- ✓ The links are branded!

DO

## RESPOND TO COMMENTS AND REVIEWS, GOOD AND BAD

Respond promptly and courteously to engage readers who post comments or reviews on your social media sites. Be sure to follow the rules of engagement listed in the previous section.

DON'T

## DON'T DISAPPEAR

Nobody appreciates it if you announce your presence on a platform and then disappear for months. Maintaining your presence takes just a few minutes a day.

DON'T

## THINK THAT YOU ARE IN COMPLETE CONTROL

In advertising, you control your message. On social media platforms, you can control only what you post. Other people can pick up the conversation and shape the message. Always be mindful of what you post and how it will be interpreted.

DON'T

## FORGET TO USE VIDEO

Video is an important element of your marketing strategy. Going live is an option or creating a short form video with your phone for example an Instagram Reel or TikTok.

DON'T

## FORGET SOCIAL MEDIA IS PUBLIC

Avoid getting involved in controversial online discussions – your profile is tied to RE/MAX and can be discovered by ANYONE.



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## MANAGING YOUR REPUTATION

Social media sites provide an amazing opportunity for you to know what people are saying about you and be able to respond in a way that builds your reputation. Each platform usually has its own built-in search function.



Search

### SEARCH:

- ☒ Your name
- ☒ Your business name
- ☒ Your local market + real estate keywords (i.e. “Denver + real + estate”)
- ☒ Any other related keywords that might involve you or your local business

## AUTOMATE SEARCHES WITH GOOGLE ALERTS

It’s easy to set up a Google Alert to have relevant information automatically sent to your inbox whenever it appears online. It’s like a virtual assistant, constantly scanning news and blogs for mentions of you, your business or whatever search terms you choose.



For example, you can have Google Alerts send you daily emails with the latest mentions of “Denver real estate.”

## RATINGS AND REVIEWS

Reviews can be a very powerful way to attract new clients and to keep your audience engaged on social media. Allowing people to provide reviews on your social networks gives other potential clients proof of the quality of service you provide. Reputation management should be an integral aspect of your social strategy. Be sure to provide a response to every review (whether positive or negative) to maintain a strong and reputable online presence.

If you’ve been active on your accounts for some time now, be sure to comb through old posts and photos and hide/delete content that you wouldn’t want your clients to see or that doesn’t present you in a professional light.



Facebook is an essential component for any comprehensive marketing campaign. With a network of over 2 billion users, it is a great channel for real estate agents to cultivate relationships, obtain leads, and market their business.



## PROFILES & PAGES

There are two types of presence you can have on Facebook.

### 1. YOUR PROFILE

This is your personal account. Everyone who joins Facebook has a profile. You can have only one profile under your name.

### 2. YOUR BUSINESS PAGE

This is your professional account. Here you can promote new listings, open houses and other information. Visitors expect this type of “push” content from this kind of page.

Create one page for your individual profile and another for your business. Doing so ensures the right kind of content reaches the best audience and you won’t miss out on a lot of essential business features.

## STEPS FOR TWO-FACTOR AUTHENTICATION

### What is Two-Factor Authentication?

Two-Factor Authentication is a security feature that helps protect your Facebook account in addition to your password. When you set up two-factor authentication, you will have an extra step of security where you will enter a special login code to confirm your login attempt.

### Turn on Two-Factor Authentication on for Facebook:

1. Go to your [Security and Login Settings](#).
2. Scroll down to “use two-factor authentication” and click “edit.”
3. Choose the security method you want to add and follow the on-screen instructions.

When you set up two-factor authentication on Facebook, you will be asked to choose one of three security methods:

- Tapping your [security key](#) on a compatible device
- Login codes from a [third party authentication app](#)
- [Text message \(SMS\) codes](#) from your mobile phone

You can learn more about your options [here](#).

## TIPS WHEN BUILDING YOUR BUSINESS PAGE

- ✓ Check out the [RE/MAX](#) and [We Are RE/MAX](#) pages, other business pages and relevant Facebook groups (be sure to go beyond the real estate industry) to see the different ways that brands use Facebook.
- ✓ Make your page the go-to resource offering real estate information for your niche or region. Becoming a reliable resource naturally builds your fan base. Post or link to content that buyers and sellers will find truly useful.
- ✓ Keep your page engaging by posting or linking to all sorts of media, including photos, videos and blog posts – not just articles.
- ✓ Invite past and present clients, friends, family and colleagues to “Like” and review your services on your page. The more fans you have, the greater chance that conversations will develop naturally on your page.
- ✓ Post questions to engage your fans in conversation. For example, “What are the most important things to consider when buying a home?”
- ✓ Join groups and “Like” other pages related to your business, region or specialty to connect with others and learn.

# FACEBOOK (CONT.)

## FACEBOOK BEST PRACTICES

- ✓ Consistently share/post relevant information with your audience.
- ✓ Allow the public to “Like” your business page.
- ✓ Schedule posts for the future. [Here's how.](#)
- ✓ Create a professional photo album to showcase your listings.
- ✓ Link to your Facebook and other social media pages in the signature of your work email.
- ✓ Show you care about your clients by creating content to congratulate new homebuyers on closing day.
- ✓ Reshare content from We Are RE/MAX and the RE/MAX Facebook pages by “sharing” or downloading the graphics from the Marketing Portal in MAX/Center.
- ✓ When resharing a blog or article make sure to add your own caption to give your thoughts on the topic.

## FACEBOOK ADS

Another helpful feature you can use through your Facebook business page are Facebook Ads, which allows you to amplify your message to a larger audience. Audience set-up is limited when marketing real estate ads, however you can still target a location. Although you must set a budget for this feature, it can be very beneficial for gaining leads. To learn more about this topic and to create a fool-proof Facebook strategy, [click here](#).

## FACEBOOK GROUPS

A Facebook Group is a place for group communication and for people to share their common interests and express their opinion. Anyone can set up and manage their own Facebook Group.

Facebook Groups have different purposes than Facebook Pages. Here are the main differences:

	Facebook Groups	Facebook Pages
Visitor Known As	Members	Fans/Followers
Posting Restrictions	Anyone can post	Only the page can post
Exclusivity	Exclusive options (Public, Closed, Secret)	Open to public
Advertising	Advertising is less tolerated	Lots of ad features

## BENEFITS OF FACEBOOK GROUPS FOR BUSINESS

### Learn from One Another

If you're in a group, you'll see all sorts of discussions pertaining to a specific interest. You can gain new learnings and inspirations, which will be helpful to your business.

### Get Important Updates

Aside from learning new insights from group members who share the same interest, you will also get to know important updates on activities, events, “big” information and more.

### Get Honest Feedback

Groups can also be used as a forum. If you ask questions or throw polls, you are likely to get answers. This kind of strategy will be helpful to your business, especially if you're uncertain with some ideas and don't know if they will work with your audience.

### Become a Part of the Community

Facebook Groups build a sense of community. It's not only businesses talking to users; it's users talking to users, who are like-minded individuals.

# FACEBOOK (CONT.)

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	Visitor Known As	Posting Policy	Exclusivity	Advertising Options
Facebook Pages	Fans/Followers	Page Admins Only	Public	Encouraged
Facebook Groups	Members	Anyone	Public or Closed	Not Tolerated

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# INSTAGRAM

Instagram is a great platform for providing your audience with unique visual content while encouraging community engagement. It's perfect for leveraging the selling power of quality images and videos of properties and specific features of homes. Instagram Stories and Reels help show off your personality and connect with potential clients.



## TO GET STARTED ON INSTAGRAM, CONSIDER POSTING IMAGES OR VIDEOS OF:

- ✓ Homes just listed.
- ✓ Teases (sneak peeks) of new homes and services.
- ✓ Office location or home tours.
- ✓ Employees.
- ✓ Clients in a casual setting.
- ✓ Events and open houses you've hosted or attended.
- ✓ Highlights of your successes.
- ✓ User-generated content and tags.
- ✓ Behind the scenes look at your day.
- ✓ Favorite spots in the community.

## INSTAGRAM BEST PRACTICES:

1. Learn from influencers in your niche. Look at the content they post including how they use hashtags, calls to action, and examine the captions they write.
2. Use relevant hashtags
  - a. Use hashtags with two or three words since they're more targeted and more likely to drive relevant traffic to your page.

**Here are some of the top real estate hashtags:**

#realestate #realty #broker #forsale  
#newhome #househunting #property  
#properties #investment #home

**There are also RE/MAX related hashtags:**

#remaxhustle #sellyeah #remax #remaxR4  
(during Convention) #abovethecrowd  
#WeAreREMAX

3. Give your Instagram bio the attention it deserves
  - a. Hook your audience with a unique bio that includes your location and industry terms. Include a RE/MAX shortened link to your website
4. Utilize Instagram Stories and Stickers
  - a. Drive traffic to a new Instagram post
  - b. Ask questions with the "questions" sticker and share the answers
  - c. Conduct a "Poll" or "Quiz" to increase engagement"

## INSTAGRAM REELS TIPS

- ✓ Reels are short videos that are easily discoverable across Instagram.
- ✓ Reels are a great way to participate in trends, show off your personality, and connect with your clients.
- ✓ Try showing off a new listing, share your insights about the market, or try out a fun trend.
- ✓ Instagram is prioritizing Reels in feed which means they are a great way to get more engagement and views.



LinkedIn is where people go to learn more about your business experience and see who you are connected with. In addition to the power of a polished LinkedIn profile, joining LinkedIn groups, building business pages and networking with other LinkedIn users can significantly expand your business.



## TIPS FOR USING LINKEDIN

- ✓ Craft your profile with care. Your brief description and longer summary are key branding opportunities. Include recommendations from past clients.
- ✓ Keep connecting. LinkedIn allows you to reach out and ask others to “connect” with you on the platform. The site will continually suggest people who you may know, or might like to know, based on your existing contacts and their contacts. It’s a great way to reconnect with former clients and colleagues and build relationships.
- ✓ Join groups. LinkedIn groups can be based on professional organizations, university affiliations, industry and subject matter. Joining groups helps you make more connections and stay up-to-date because many groups post information about important events.
- ✓ Build your reputation as a real estate expert by participating in group discussions.
- ✓ Research. Before you meet with someone new, check out their LinkedIn profile to see what, or who, you may have in common.
- ✓ Keep an eye on notifications. LinkedIn lets you know when someone in your network has a job change or work anniversary – great reasons to reach out.

- ✓ See who has viewed your profile. Different LinkedIn membership levels will grant you various bits of information about who has looked at your profile.
- ✓ Provide thought leadership. Try publishing content on LinkedIn that asks hard questions that revolve around your industry. Show your readers your awareness of the field and don’t be shy. Be willing to give insights into your industry or maybe try showing readers a little “behind the curtain” content.
- ✓ Include industry terms in your headline – this is where you can promote an area of expertise or let your personality shine. Headlines show up next to your name every time you comment and share.
- ✓ Follow your interests on LinkedIn to be sure you’re connecting with the right people.

## THE POWER OF LINKEDIN

LinkedIn is a powerful tool to connect with others in the industry, generate leads and recruit, and engage meaningfully with your network. Try creating content around trending industry topics, searching relative hashtags, and messaging potential recruits directly.



TikTok is a social media app that allows you to reach different audiences and hone in on your niche. TikTok isn't just trending dances; TikTok allows you to share the story of your business, show off your personality, and grow your global connections.



### EXAMPLE CONTENT FOR TIKTOK:

- Behind-the-scenes snippets of your business.
- Property highlights set to music.
- Thought leadership videos. Speak to insights about your market and trends you're seeing.
- Educational videos with tips and tricks. Market update and real estate insights.

### TIPS

- ✓ Link your YouTube and Instagram accounts to your TikTok profile. This is a way to drive traffic to those channels and increase your visibility among users.
- ✓ Search for videos using real estate-related hashtags and see what other agents have been posting. This can help give you inspiration for your own content.
- ✓ Pay attention to what is trending on TikTok and take part in the trend!
- ✓ Let your personality shine. This platform is designed to be fun and light-hearted.
- ✓ TikTok's 'For You' page shows users content based on other videos they have liked over accounts they follow. Your opportunity to get found by new people is huge on TikTok.

- ✓ Hashtags and copy are essential. Use niche hashtags and your community will find you.
- ✓ Stitch and Duet with other real estate videos to react and add your own thoughts.
- ✓ Try using different filters, transitions, music, and templates
- ✓ Check out TikTok's business website that provides users with resources and tools to help utilize the app for ad campaigns: <https://www.tiktok.com/business/en>

## YOUTUBE

If you aren't using YouTube, you're missing out. People consume information in video format more each year, making YouTube the second most popular search engine on the internet. Video is a very powerful way to not only showcase your listings, but to show off your real estate expertise.



### YOUTUBE TIPS FOR REAL ESTATE AGENTS

- ☒ Tag wisely. Use tags and titles for the videos you share that will help people find your content.
- ☒ Shorter is not always better when it comes to YouTube. In fact, total view time on YouTube is attributed to long-form content. Shoot for videos that are 3-5 minutes long.
- ☒ Customize your page with YouTube's account settings.
- ☒ Brand your profile background with RE/MAX graphics or images of your own.
- ☒ Subscribe to other users who post relevant content (find them by using YouTube's extensive search tool). This gives you more opportunities to comment and spur conversation.
- ☒ Respond to comments about your videos. Include links to helpful content if questions arise.
- ☒ Link to your YouTube videos from your website and other social media channels.

### 4 TYPES OF VIDEOS

#### 1. Listing Videos

360-degree home tours or casual walk-throughs.

#### 2. Neighborhood Videos

Quick highlights of local attributes.

#### 3. How-To Videos

Explain basic processes, like staging a home.

#### 4. Market Updates

Chat with a local expert or business owner to help illustrate conditions.

## TWITTER

Twitter enables you to share 280-character messages called “tweets” with your followers and new people. Can you sell a house using 280? Likely not. But you can certainly grow leads, promote listings, build your credibility as a real estate expert and keep on top of industry news.



### TIPS FOR USING TWITTER

- ✓ Be sure to complete your bio and link it to your website and other online profiles.
- ✓ Know the language: Twitter is packed with its own terminology that can look like gibberish to the uninitiated. Check out the translations on Twitter’s glossary page.
- ✓ Tweet interesting, helpful content (in addition to information about your next open house). Include images.
- ✓ Follow other Twitter users who tweet about relevant content, like real estate writers, columnists, publications and experts in your region or specialty.
- ✓ Find these users through Twitter’s search tool and by checking out the main RE/MAX account @remax.
- ✓ Engage with your audience.
- ✓ Don’t simply tweet your new listings every morning. Respond to followers and other users.
- ✓ Retweet posts from other sources that may spark dialogue.
- ✓ Have fun with the GIF feature.
- ✓ Tweet questions that encourage a response from your followers.
- ✓ Consider chiming in on industry news by responding and retweeting tweets.
- ✓ Use 1 to 2 hashtags maximum per tweet.
- ✓ Hashtags to use: #Home #HouseHunting #JustListed #remaxhustle #sellyeah #remax #remaxR4 (during Convention) #abovethecrowd #WeAreREMAX #remaxagents #justsold



## PINTEREST

Pinterest is the ideal medium for our highly visual and photo-driven industry, and it's one of the easiest social media platforms to use. It's not just recipes! Pinterest is a dynamite driver for website traffic and an excellent place to pull inspiration.



On your Pinterest page, you can create your own “boards” by category. You can easily post your own images or “Repin” images you find on other sites. The site allows you to browse other boards, “Like” pins, and “Follow” other people and companies.

Once an image is added to your board, it links back to the original page where it was sourced, so you can use the images on your site to drive users directly to your website. These are the followers you want; Pinterest users are generally more mature and have higher incomes than users of other platforms.

### TIPS FOR USING PINTEREST

- ☒ Use high-quality photos and videos.
- ☒ Create boards to inspire and help consumers with topics like curb appeal tips, staging tips, and before and after de-cluttering pics. For tons of examples, go to [pinterest.com/remax](https://pinterest.com/remax).
- ☒ Create boards that include images relating to your specific region or niche.
- ☒ Read Pinterest's copyright policy to ensure you source and credit photos correctly at [about.pinterest.com/en/copyright](https://about.pinterest.com/en/copyright).
- ☒ Follow other pins to grow your following and visit [RE/MAX on Pinterest](https://pinterest.com/remax) for more ideas and pins.
- ☒ Link your blog content to your pins in order to drive traffic and potential leads to your website.
- ☒ More video to your Pinterest boards for more visibility.



# CRISIS COMMUNICATION SOCIAL MEDIA EDITION

A communications crisis can strike at any time. That's why it's important to have a plan set up for action. Crisis communication fights against challenges that tend to harm the reputation and image of your office/brand. Here is a step-by-step plan to help in times of need:

## STEP 1: PAUSE AND PLAN

Pause all content currently scheduled to post across your social platforms. Have a message-crafting process to figure out how the situation needs to be addressed. It is encouraged to have multiple people take part in this process, so all valuable insight is taken into consideration.

## STEP 2: ASSIGN A SPOKESPERSON

Select a designated spokesperson for your brokerage. This person will speak on behalf of your business during a time of crisis. Make sure the person is up to speed and fully supported.

## STEP 3: ADDRESS THE SITUATION

Put out a statement to show your audience that you are aware of the situation at hand. Here are some basic ways to structure your information:

### **Type 1: An incident befell your brokerage and was contrary to what you believe in**

In this case: 1) Acknowledge the situation. If you can do this without naming and shaming, try to. 2) Point out that you don't agree with the situation. If you can, do so by stating positively what you do believe in.

### **Type 2: An incident befell you, was unfortunate or even devastating, but was not caused by your business**

In this case, 1) Acknowledge the situation. 2) Express concern or sympathy for anyone affected by the incident. 3) Share any steps you may be taking to improve the situation or help the people affected. Also share where that information might be found.

### **Type 3: An incident took place, was unfortunate or even devastating, and was caused in whole or in part by your office or an agent that could be connected with it**

In this case, 1) Acknowledge the situation. 2) Express concern or sympathy for anyone affected by the incident. 3) Outline the action you are taking to resolve the situation in however much detail you are prepared to disclose at this point, even if it's just that you are assembling a committee to assess it. 4) Close by again acknowledging your concern or sympathy for anyone affected.

Avoid dealing in absolutes. This is not a good time to promise that you are "making sure it will never happen again." You don't know the cause, and you need to leave room for the information you get in the coming hours or days to impact your decision and process.

## STEP 4: FOLLOW UP

If follow-up questions are asked, stick to the crafted response. You can make small changes to the original ONLY if the same meaning is delivered.

## STEP 5: KEEP IT TOP OF MIND

Work behind the scenes with the key representatives of your office to find answers and solutions.

## STEP 6: EVALUATE AND ASSESS

This is a good time to circle back with your entire team to sort out what happened, the results and how to prevent similar incidents from occurring in the future.



# CULTURALLY SENSITIVE COMMUNICATION

## SOCIAL MEDIA EDITION

When communicating online, it's important to ensure you're being culturally sensitive. Here are factors to consider:

### Values, Faith and Behavior

- Does this post have any religious aspects involved?  
(e.g., A holiday with religious context.)
- Does the post inadvertently insult other cultures who are not in the target group?  
(e.g., Mentioning the American Dream in a way that implies other countries are lazy.)

### Language

- Does this phrase or campaign name translate incorrectly or inappropriately?
- Will humorous aspects of this post be widely understood by target groups?

### Symbols

- Do these colors represent a different message in this culture?  
(e.g., White is worn at funerals in India; blue represents mourning in Mexico.)
- Do the visual aspects of this post contain any important symbols to the target group? If so, does our team have a full understanding of the significance of these symbols, and in which context they should be used?
- Are there any non-verbal signals in this post that should be examined?  
(e.g., Hand gestures, facial expressions)
- Does the imagery in this post align with the copy?  
(e.g., Don't show a picture of noodles for a caption with bibimbap.)

### People and Roles

- Do you have a basic understanding of the thinking, feeling and acting of this target group?

- Does this post consider customary gender roles for the target group?
- Does this post consider current conversation around gender roles for the target group?
- Are cultural aspects of this post applied to the correct roles?  
(e.g., A women's leggings line that showcases a cultural tattoo reserved for men.)

### Rituals

- Do you have a full understanding of the significance of any holidays or events included in the post?
- Do you have an understanding of the appropriate symbols and names for these holidays or events?  
(e.g., Avoid including meat for religious holidays during which people don't eat meat)

### Thought Processes

- Is this post respectful of the cultural practices of others?
- Does this post show an appropriate level of seriousness for the subject matter?

### Politics and Institutions

- Is the posting date of historical or political significance to the target group?
- Does this post consider current events and political climates?  
(e.g. Choosing images that include diverse representation.)



## JOIN RE/MAX ON SOCIAL MEDIA

### **FACEBOOK**

[facebook.com/remax](https://facebook.com/remax)

[facebook.com/weareremax](https://facebook.com/weareremax)

### **LINKEDIN**

[linkedin.com/company/remax](https://linkedin.com/company/remax)

### **INSTAGRAM**

[instagram.com/remax](https://instagram.com/remax)

### **PINTEREST**

[pinterest.com/remax](https://pinterest.com/remax)

### **TWITTER**

[twitter.com/remax](https://twitter.com/remax)

### **YOUTUBE**

[youtube.com/remax](https://youtube.com/remax)

### **RE/MAX NEWS**

[news.remax.com](https://news.remax.com)

### **tiktok**

[tiktok.com/@remax](https://tiktok.com/@remax)

### **FACEBOOK GROUPS**

[RE/MAX Media Moguls](#)

[RE/MAX Elite Club](#)

[PBS & Catalyst Brokers](#)

[The RE/MAX Collection](#)

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[RE/MAX Miracle Makers](#)

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[MAX/Tech Powered by kvCORE for COR Broker/Owners  
and Managers](#)

# SOCIAL MEDIA GLOSSARY

**ALGORITHM** - An algorithm is a set of formulas developed for social media software to perform a certain function. Algorithms are critical for social platforms in developing content promotion strategies.

**AMA** - An AMA, short for “ask me anything,” is a type of interactive post in which someone answers questions, usually in real time.

**ASTROTURFING** - A fake grassroots campaign designed to create the impression of legitimate buzz or interest in a product, service or idea. Often this movement is motivated by a payment or gift to the writer of a post or comment or may be written under a pseudonym.

**BEREAL** - BeReal is a photo-sharing app that prompts users to post one unfiltered photo per day. The app sends daily notifications at random times, and users have two minutes to snap a photo and share it with their followers.

**BIO** - A bio on social media refers to a short bit of explainer text that explains who the user is.

**BITMOJI** - A customized avatar that can be added on social media networks – a cartoon representation of yourself

**CREATIVE COMMONS** - A not-for-profit organization and licensing system that offers creators the ability to fine-tune their copyright, spelling out the ways in which others may use their works.

**CROWDSOURCING** - Harnessing the skills and enthusiasm of those outside an organization who are willing to volunteer their time contributing content, skills or time to solving problems.

**DM/PM** - A Direct Message or Personal Message to your social media account.

**DUET** - Duet is a feature on TikTok that allows you to post your video side-by-side with a video from another creator on TikTok. A Duet contains two videos in a split screen that play at the same time.

**EMBEDDING** - The act of adding code to a website so that a video or photo can be displayed while it's being hosted by another site. Many users now watch embedded YouTube videos or see Flickr photos on blogs rather than on the original site.

**EVERGREEN CONTENT** - Content that stays relevant and fresh, no matter the publication or distribution date.

**FEED** - A web feed or RSS feed is a service that provides users with frequently updated content. By using a news reader to subscribe to a feed, you can read the latest posts or watch the newest videos on your computer or portable device on your own schedule.

**FINSTA** - Finsta is a slang term for “fake Insta”, which means a fake Instagram account.

**FYP** - FYP is an acronym that means “For You Page” and refers to the home page on TikTok that is filled with recommended content and videos the app thinks you’ll enjoy the most..

**HANDLE (TWITTER)** - The @ sign is used to call out usernames in tweets: People will use your @ username to mention you in Tweets, send you a message or link to your profile.

**HASHTAG** - A way to organize content and help people find it online. Twitter and Instagram instantly create links when you add “#” before a term. For example, #OpenHouse.

**HOSTING** - A service that publishes your content online. Companies sometimes host their blogs on their own servers, but a better choice for video or audio is to use a host such as YouTube.

**STORIES** - A feature that lets users post photos and videos that vanish after 24 hours. The photos and videos shared in your Instagram story are ephemeral and can't be viewed once 24 hours have elapsed.

**METADATA** - Information – including titles, descriptions, tags and captions – that describes a piece of content such as a video, photo or blog post.

**METaverse** - Metaverse is a new digital reality that combines social media, AR, VR, and cryptocurrencies to allow people to interact in a new, online digital world.

**MICROBLOGGING** - The act of broadcasting short messages to other subscribers of a web service.

**NEWS READER** - A news reader (sometimes called a feed reader, RSS reader or news aggregator) gathers the news from multiple blogs or news sites via RSS feeds selected by the user, providing easy access to the information in one place. Popular examples include NetVibes and Bloglines (all accessed through a web browser) and FeedDemon or NetNewsWire (applications that run on one machine).



# SOCIAL MEDIA GLOSSARY

**PAID SEARCH MARKETING** - The placement of paid ads for a business or service on a search engine results page. An advertiser pays the search engine if the visitor clicks on the ad (pay-per-click or PPC).

**PERMALINK** - The direct link to content on its site of origin.

**SEARCH ENGINE MARKETING (SEM)** - A series of online tactics that, when combined with Search Engine Optimization, helps to attract customers, generate brand awareness and build trust.

**SEM** - (sometimes called search marketing) seeks to increase websites' visibility chiefly through the purchase of pay-per-click ads and paid inclusion.

**SEARCH ENGINE OPTIMIZATION (SEO)** - The process of arranging your website to give it the best chance of appearing near the top of search engine rankings. As an internet marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing its content, identifying high-traffic keywords and improving the site's layout and design.

**SOCIAL BOOKMARKING** - A method of storing, organizing and sharing the addresses of web pages without being tied to a particular machine. By bookmarking, you can store lists of personally interesting internet resources and usually make these lists publicly accessible. Delicious is the best-known social bookmark site.

**SOCIAL CAPITAL** - The goodwill and positive reputation that flows to a person through his or her relationships with others in social networks.

**SOCIAL NETWORKING** - Interacting with others in an online community by creating profiles, connecting with other users and sharing content.

**STITCH** - Stitch is a feature on TikTok allows users the ability to clip and integrate scenes from another user's video into their own. Like Duet (see above), Stitch is a way to reinterpret and add to another user's content.

**STORIES** - Stories are short user-generated photo or video collections that can be uploaded to a user's Facebook or Instagram account for up to 24 hours.

**TAGS** - Keywords added to a blog post, photo or video to help users find related topics or media, either through browsing on the site or as a term to make your entry more relevant to search engines.

**TAGGING (A PERSON)** - Tagging identifies someone else in a post, photo or status update that you share. A tag may also notify that person that you have mentioned them or referred to them in a post or a photo and provide a link back to their profile.

**TRENDING** - Trending content is a piece of media that experiences a surge in popularity on one or more social media platforms for a limited duration of time.

**TROLL** - Slang for someone who posts controversial, inflammatory, irrelevant or off-topic messages in an online community with the primary intent of provoking other users into an emotional response or to generally disrupt normal on-topic discussion.

**TWEET** - A post on Twitter. In addition to being a noun, it can also be a verb.

**UGC** - User-generated content, an industry term that refers to all forms of user-created materials such as blog posts, reviews, podcasts, videos, comments and more.

**URL SHORTENER** - An online technique through which a provider makes a web page available under a very brief URL in addition to the original address. <https://www.remax.net/shortener>

**WEBCASTING** - Use of the web to deliver live or delayed versions of audio or video broadcasts.

**WIDGET** - A small block of content, typically displayed in a little box, with a specific purpose, such as providing weather forecasts or news, that constantly updates itself (typically via RSS). Widgets make it easy to add dynamic content to your site or blog.



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For more social media resources, including additional  
press release templates, visit **[www.maxcntr.com](http://www.maxcntr.com)**

Please contact the RE/MAX, LLC Public Relations  
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assistance with coordinated public relations  
campaigns and crisis communications.