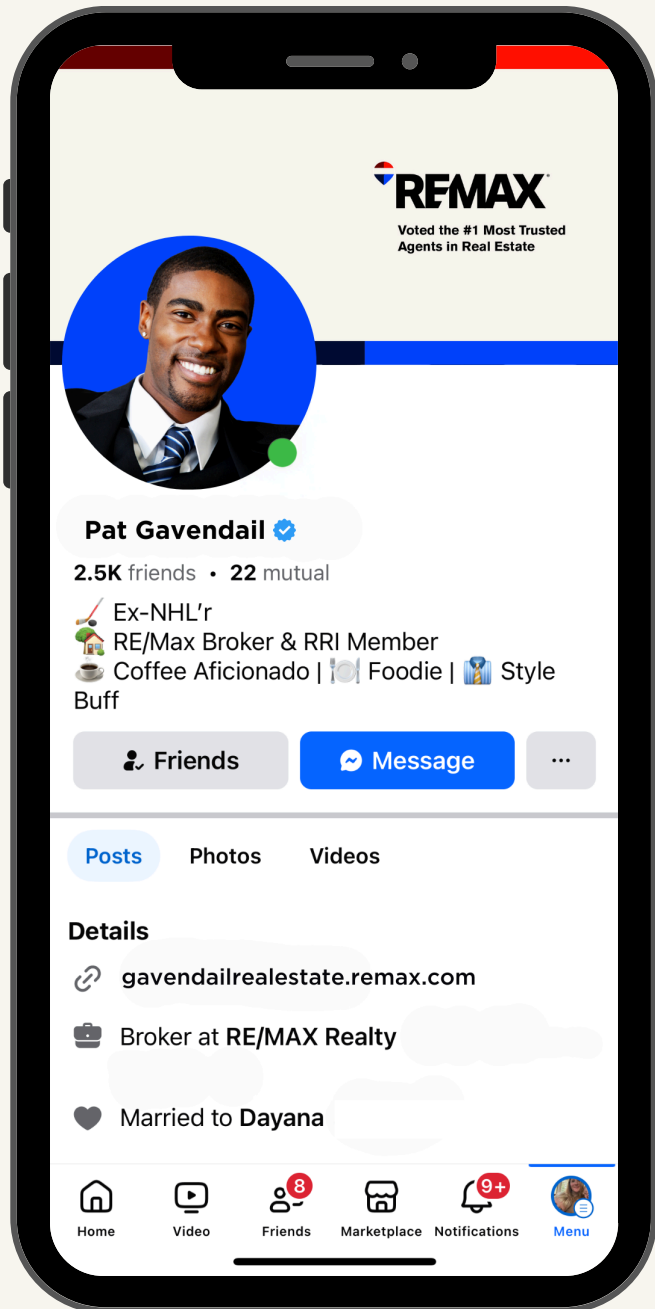




Social Starter Tips

Best practices to maximize your opportunity.



1

Create a professional business account to access better options for scaling your page, personalizing it with your business information, viewing metrics, and running ads.

2

Choose a profile picture that is up close, reflects your personality, and conveys you as approachable.

3

Use the Brand Standards and assets to inject RE/MAX in your profile as a way to quickly and visually signal what you do.

4

Create content that will educate and engage your audience in an authentic way to your personality and your business goals

5

Platforms prioritize video content. Keep your videos short for more engagement, vertical, and personalize your content.

- Start with a compelling hook to grab attention within the first 3 seconds.
- Dive into the topic of the video.
- End with a clear call-to-action (CTA) in the last 3 seconds.

6

Content ideas to get you started: Day in the life, industry updates and insights, home buying and selling tips, home tours, be a local guide highlighting neighborhoods or community, client success stories

Don't forget social media is public.

Anything you post on social sites may be found and shared, even on private accounts. Avoid engaging in controversial online discussions that could hurt you or your business's reputation.