

**For Your
Personal Profile**

14 DAYS OF FACEBOOK POSTS

BY THE PAPERLESS AGENT



Using Your Personal Facebook to Improve Your Online Presence

As we discussed in the [November 5th Coaching Club Session](#), building your online presence is of utmost importance. Your clients — past, present, and potential — are already looking for you online, and they will judge your work competence on what they find.

When someone looks for you as an agent, they are looking for a specific person. Since Google, the largest search engine on the web today, understands this, it will show the searcher the information relevant to you personally. In this age of social media, that means that the searcher will probably see your Facebook profile listed among the first links. Moreover, even if your Facebook profile doesn't show up on Google right away, it is highly likely that the person looking for you will go directly to the social media hub because it is so popular. In fact, one out of five **of all page views on the internet** occur on Facebook!

This is all to say that you need to be conscious of what you're putting on Facebook. [We've talked a lot about your Facebook Business Page](#) and how to run ads on it, but this resource is dedicated to enhancing your ***personal profile***.

So that you do not violate the Facebook Terms of Use, we advocate the 80/20 principle: 80% of your personal profile should be dedicated to your personal life, and 20% should touch on your professional one. This will allow you ample opportunity to remind your network that you're still in business, and to show potential searchers what you do. As a rule of thumb, try to keep three personal posts between business-related updates.

Tone is an especially important consideration when posting about your business on your personal profile. To show you what kind of tone works best for this endeavor, we've created 14 Days of Business Posts for Your Personal Profile. Copy and paste the following posts into your Facebook, edit the content a bit for your area and network, and hit "Post"!

	METHOD	EXAMPLE POST
1	Tag your client when their listing goes on the market, their transaction closes, or they get an offer accepted. If you're not friends with them on Facebook and don't plan to be, take a picture with them at the occasion and post that along with your update. If you don't have a picture, just simply name them in your post.	Congratulations to my wonderful friend and client _____! Today she closed on the sale of her home, and now it is time for the next chapter of her life. Thank you so much for allowing me to be a part of your journey!
2	Use a statistic and a strong call to action.	According to a study by the National Association of REALTORS, 38% of sellers who used a real estate agent found their agents through a referral by friends or family. So, my friends and family, who do you know that needs help selling their home?
3	You can never have too many statistics!	Last year, the typical FSBO home sold for \$184,000 compared to \$230,000 for agent-assisted home sales. Friends don't let friends lose \$46,000! Contact me if you're thinking about selling your home.
4	Use a statistic and a tag in the same post! If you're friends with the vendor you recommend, tag them. If not, simply name them in the post and change the last line to "Message me for details."	84% of buyers value photos over everything else on a listing's website. And I happen to know the best one in town! _____ is amazing.
5	Prove to other agents that you're a good person to work with. You might just get some referrals out of this kind of shout-out. It'll also show potential clients that you have a large network.	Showing houses down south. Thanks _____ for the early peek.
6	Tell your friends about properties near where you live or work.	There are 2 units for sale by the condo I just bought. I want some cool neighbors! Great location off _____, message me for details.

	METHOD	EXAMPLE POST
7	Let everyone know what a hard worker you are! Include a lifestyle photo for a big wow-factor.	Productive morning of door knocking and phone calls! Now for a short break to enjoy the beautiful day here in _____ before getting back to work.
8	Promote an open house you're hosting. Again, photos will make all the difference here.	Come visit me at [open house address]! This house has a great floor plan and is in a beautiful neighborhood. See you there tomorrow from 12pm-2pm!
9	Give value to your network to gain a ton of potential leads.	Have you received your Notice of Appraised Value yet? I can help you protest it and lower your taxes! Message me for details.
10	Appeal to people's emotions.	People nowadays are staying in their homes for up to 10 years before moving. I can help you find the home to make those 10 years the best of your life. Message me to get started!
11	Announce the construction of a new project in your area.	Found another great new-build community today with prices starting at \$280k, minutes from downtown. Let me know if you're interested in a tour!
12	Share an article about the culture in your area.	I love this city! Don't you want to live here too? http://austin.culturemap.com/eventdetail/fun-fun-fun-fest-2014/
13	Point out a specific benefit of using you as an agent.	Did you know that, across all demographics, finding the right property is the hardest part of the home buying process? You can count on me to find the home that's perfect for you. Just message me!
14	Show some personality with a funny real estate-related post! You can find a ton of great posts at https://www.facebook.com/lightersideofrealestate .	Don't settle for less than the best! http://www.pinterest.com/pin/255368241346392138/