



Real Estate Social Media Strategy Checklist



Introduction

A robust social media presence is essential for modern real estate professionals. This comprehensive checklist will help you develop, implement, and maintain an effective social media strategy that attracts potential clients, showcases properties, and establishes your authority in the real estate market. Use this checklist to ensure consistency, engagement, and growth across your social media platforms.

1. Profile Setup and Optimization

Platform Selection

- Create business accounts on:
 - Instagram
 - Facebook
 - LinkedIn
 - Pinterest
 - Twitter/X
 - YouTube

Profile Elements

- Professional headshot
- Branded cover images
 - Complete bio with:
 - Real estate license number
 - Service areas
 - Contact information
 - Website link
 - Business hours
 - Custom URL/handle
- Brand colors and fonts established
- Link-in-bio tool setup (e.g., Linktree)

2. Content Planning

Content Calendar

- Create monthly content calendar
- Schedule posts for optimal timing
- Plan content mix:
 - 40% property listings
 - 30% market insights
 - 20% community content
 - 10% personal brand building

Content Types

- Property Tours
 - Professional photos
 - Virtual tours
 - Video walkthroughs
 - Property highlights
- Market Updates
 - Local market statistics
 - Pricing trends
 - Neighborhood insights
- Educational Content
 - Buying tips
 - Selling guides
 - Mortgage information
 - Home maintenance advice
- Community Content
 - Local events
 - Restaurant reviews
 - School information
 - Neighborhood features

3. Engagement Strategy

Daily Tasks

- Respond to comments within 24 hours
- Answer direct messages
- Like and comment on relevant posts
- Share user-generated content
- Engage with local businesses

Weekly Tasks

- Review analytics
- Update hashtag research
- Engage with industry influencers
- Share client testimonials
- Cross-promote with local businesses

4. Visual Branding

Photo Guidelines

- High-resolution images only
- Consistent editing style
- Professional watermark
- Proper lighting
- Staged spaces

Video Requirements

- Stable footage
- Professional intro/outro
- Captions/subtitles
- Branded thumbnails
- Clear call-to-action

5. Advertising and Promotion

Ad Campaign Checklist

- Set campaign objectives
- Define target audience
- Establish budget
- Create compelling ad copy
- Design eye-catching visuals
- Set up tracking pixels
- Monitor performance metrics

6. Analytics and Optimization

Weekly Review

- Track engagement rates
- Monitor follower growth
- Analyze post performance
- Review audience insights
- Measure website traffic
- Track lead generation

Monthly Analysis

- Compare metrics to previous month
- Adjust strategy based on data
- Update content calendar
- Review competition
- Set new goals

7. Compliance and Ethics

Legal Requirements

- Fair Housing Act compliance
- Real estate license disclosure
- Privacy policy
- Terms of service
- Copyright permissions
- Proper disclosures for ads

8. Crisis Management

Preparation

- Create response templates
- Establish approval process
- Define escalation procedure
- Monitor brand mentions
- Backup content library

Action Items for Implementation

1. Schedule monthly planning sessions
2. Create content batches bi-weekly
3. Review analytics weekly
4. Update strategies quarterly
5. Conduct platform audits semi-annually

Remember to customize this checklist based on your specific market, target audience, and business goals. Regular review and updates will ensure your social media strategy remains effective and aligned with current trends and best practices.

Creating a real estate social media content strategy is crucial for boosting visibility for your business. With quso.ai, you can create and manage content on the go, ensuring your posts are optimized for SEO and reach the right audience effortlessly across all platforms.

SIGN UP TODAY!

