

PROFILE CHECKLIST(s)

FACEBOOK · PERSONAL	FACEBOOK CHECKLIST	RE AGENT BIO EXAMPLES
FACEBOOK · BUSINESS	PLAY BY THE RULES	FB BUSINESS PAGE OPTIMIZE
INSTAGRAM · PERSONAL		
INSTAGRAM · BUSINESS	HOW TO USE INSTA FOR BUSINESS	RE MKTG BEST PRACTICES
REALTOR.COM	CHECKLIST	BIO EXAMPLES
ZILLOW.COM	HOW TO	OPTIMIZE YOUR PROFILE
LINKEDIN	CHECKLIST	LINKEDIN FOR RE
YOUTUBE		
PINTEREST		
GOOGLE / GOOGLE MY BUSINESS	GOOGLE PRESENCE	
TWITTER		
MLS HEADER + INFO		
COMPANY WEBSITE	EXAMPLES OF REALTOR BIOS	
EMAIL SIGNATURES : phone + pc		
SHOWINGTIME		
RPR		
AGENT BROCHURE		
MOXI -ENGAGE		
MOXI-PRESENT		
MOXI-WEBSITE		
MOXI-IMPRESS		
MOXI-PROMOTE		

PROFILE CHECKLIST(S) HOW + WHY PEOPLE USE SOCIAL

The distinct stamp of social platforms ¹²

% of each platforms' monthly visitors who mainly use the service for the following

Facebook/Messenger

- 1 Message friends/family
- 2 Post/share photos or videos
- 3 Keep up-to-date with news/the world

Instagram

- 1 Post/share photos or videos
- 2 Find funny/entertaining content
- 3 Follow/find information about products/brands

Pinterest

- 1 Follow/find information about products/brands
- 2 Find funny/entertaining content
- 3 Post/share photos or videos

Reddit

- 1 Find funny/entertaining content
- 2 Keep up-to-date with news/the world
- 3 Follow/find information about products/brands

LinkedIn

- 1 Keep up-to-date with news/the world
- 2 Follow/find information about products/brands
- 3 Post/share photos or videos

TikTok

- 1 Find funny/entertaining content
- 2 Post/share photos or videos
- 3 Keep up-to-date with news/the world

Snapchat

- 1 Post/share photos or videos
- 2 Find funny/entertaining content
- 3 Message friends/family

Twitter

- 1 Keep up-to-date with news/the world
- 2 Find funny/entertaining content
- 3 Follow/find information about products/brands

LET'S GET STARTED

HAIR + MAKE UP
WARDROBE
PHOTOGRAPHER
WRITE A BIO
PROOFREAD + EDIT

UPDATE ALL IMAGES
ADD ADDITIONAL INFO
AWARDS/CREDITS
UPDATE BIO
LINK PAST SALES
ADD TESTIMONIALS
ADD LINKS TO
ZILLOW/REALTOR.COM

FIND ONLINE PLATFORMS THAT FIT
YOUR STYLE, CREATIVITY + AUDIENCE.

REALTOR.COM + ZILLOW

FACEBOOK + GOOGLE + LINKEDIN

HEADSHOT + BIO

WEBSITE + REALTOR TOOLS

OTHER SOCIAL PLATFORMS::
I.E. PINTEREST,
TWITTER, YOUTUBE

UPDATE ALL IMAGES
ADD ADDITIONAL INFO
UPDATE BIO
LINK PAST SALES
ASK FOR REVIEWS!

UPDATE PROFILE + HEADER
ADD INFO + BIO | AWARDS/CREDITS
ADD TESTIMONIALS
PLAN 1-5 POSTS/WEEK
COMMENT, LIKE, ENGAGE + ASK FOR FOLLOWERS