

Get Tons of Attention by Using Social Media!

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It is all about tooting your own horn on social media! After all, if you don't toot your horn, who will? Currently, Facebook and LinkedIn are the only Social Media platform we can utilize for this. Instagram and Tik Tok are in discussion for the best way to manage the compliance of these platforms. Stay tuned for updates on this.....

How do you go about marketing yourself on social media?

- 1) Make sure you have a business page to use for promoting your business. People will take you more seriously!
- 2) Use this business page consistently. If you don't post often, no one will pay attention.
- 3) On the other hand, if you post redundant posts too often, they will unlike you or unfollow you.
- 4) Balance is key to social media along with relevance. Make it relevant to them.
 - a. If you have a marketing team that will assist you, allow them to!
 - b. Fill in their call-to-action posts with posts that will draw people to your page such as
 - i. Local events
 - ii. Local things to do
 - iii. Highlight local businesses (and have them reciprocate!)
 - iv. Highlight local food drives, community awareness topics, etc (stay unbiased and non-political!)
 - v. Offer to promote local events and happenings with local businesses as a quid pro quo.
 - c. Don't make the posts too lengthy. Users of social media are all about the scroll!
 - i. Pictures are important – use them wisely
 - ii. GIF's are widely used to share messages – get to know them and how to make them!
 - iii. Short videos will be watched – again, use them wisely
 - d. Keep your page balanced with messages that relate
 - i. To what you sell
 - ii. Who you are
 - iii. Why they should work with you
 - iv. How you help them
 - v. Educating them on the process and of owning a home
 - vi. To the area you service
- 5) Share posts to your personal page from your business page. Shares generate more views than simply posting on your personal page. Encourage posts that will want others to share your post. This is key to being a successful marketer on social media. Comments and shares get you attention.
- 6) Keep encouraging your friends, family, and customers to like your business page. The more likes, the better the following, the more you will be thought of when it is time for them to refinance or purchase.
- 7) As in all marketing...be consistent. If you start...keep it going.
- 8) Follow the FSB rules for social media marketing. See the [FSB Examples of Unacceptable Advertising](#)
- 9) Be creative and have fun with social media marketing. But remember that once something is on the internet...it never goes away.
- 10) Never use your page to plug your political views. We want all customers to come to us, regardless of political stance or agenda.
- 11) Be cautious of your comments, political views, and posts on your personal page. People do judge and this can ultimately affect your business. If you truly feel the need to be political...consider having a separate page for this. School teachers and other role model positions often have a pseudonym account for the purpose of creating a buffer between their position/role and allowing them the freedom to express their opinions.
- 12) Never click to pay for an ad. We have a process for this that helps target the ad to specific characteristics of your audience. Always go through the marketing process for this.
- 13) Do see what your competition is doing. Then determine how you will counter market!