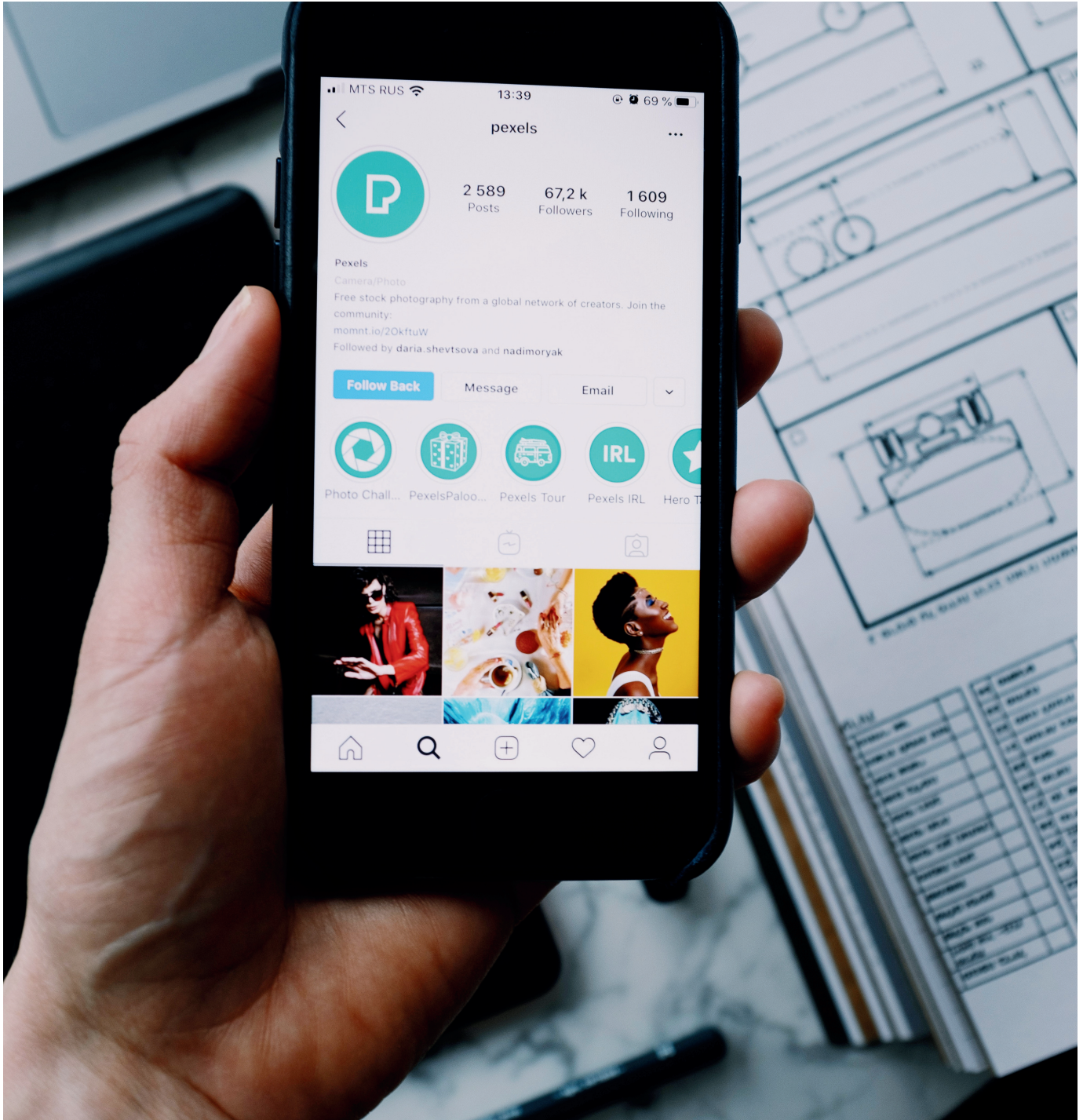


STEPS ON HOW TO: SOCIAL MEDIA POST



the **FOREVER BRAND** OF REAL ESTATE
BERKSHIRE HATHAWAY HOMESERVICES GEORGIA PROPERTIES

STEPS ON HOW TO CREATE A SOCIAL MEDIA POST

Step 1: Choose Your Platform

Decide where you want to post. Each platform has a slightly different style:

- Instagram – Visual focus, hashtags important
- Facebook – Good for longer captions, events, links
- LinkedIn – Professional tone, industry insights
- X/Twitter – Short updates, timely news
- TikTok/Reels – Short-form video, fun/fast-paced
- Pinterest – Graphics and inspiration

Step 2: Define Your Purpose

Ask yourself:

- Are you sharing a listing?
- Promoting an event?
- Showing appreciation?
- Educating or inspiring?

Step 3: Create or Choose Your Visuals

Visuals are key! You can use:

- Property photos or video
- Headshots or team photos
- Graphics, quotes, or stats

 Use tools like Canva, Adobe Express, or your phone's camera for easy design and editing.

Step 4: Write Your Caption

- Include a hook (grab attention in the first sentence)
- Include a Key info or value
- Include a call to action (ex: "Call me today," "Tap the link in bio," "Tag a friend!")

 Use emojis, spacing, and personality to make it pop!

Step 5: Add Hashtags (If Applicable)

Hashtags help your post get discovered:

- Use local tags (ex: #AtlantaRealEstate)
- Industry tags (ex: #JustListed, #DreamHome)
- Don't overdo it (5-10 relevant ones is great)

Step 6: Post It!

- Double-check spelling, visuals, and links
- Choose the right time for your audience (typically mornings, lunch, or evenings)
- Hit "Post" (or schedule it if using a tool like Later or Meta Business Suite)

Step 7: Engage

- Respond to comments or messages
- Like and reply to others' posts
- Keep showing up consistently!