



BUILDING YOUR SOCIAL MEDIA STRATEGY IN UNCERTAIN TIMES

@katielance



Katie
LANCE

About me



- Founder of Katie Lance Consulting and the #GetSocialSmart Academy
- Author of the book #GetSocialSmart
- Featured in Inman News, The Huffington Post, Social Media Examiner, Women 2.0
- For the past 10 years I have been working with agents and brokers to help them get smarter about social media to grow to their business
- My specialty is in helping real estate agents and brokers achieve big results using social media WITHOUT spending a ton of time!

Today:

- What can you share on social media now?
- Examples and ideas
- Do's and dont's
- Tips and ideas for getting on video and/or FB Live
- Resources/tools
- Q/A

Be helpful

- Who needs the most help in your community?
- Look on Nextdoor or your local FB groups for who needs what
- Look up your favorite 5-10 local restaurants and businesses – support them financially and/or share their posts on Facebook or Instagram – help them get the word out

ONLY BY
GIVING ARE
YOU ABLE
TO RECEIVE
MORE
THAN YOU
ALREADY
HAVE

- JIM ROHN

It doesn't always need to be all about business....

- **Kindness counts.** Be in this business for the long haul. Be human and it is amazing what will come back to you!
- Reach out to your current and past clients:
 - How are you?
 - Do you need anything?
 - Can I help you with anything?
 - Is there anything I can do for you?
- **Be reassuring and calm**



you
will
never
regret
being
kind

Examples of what to post



What can you share on social media now?

Do's

- Be mindful
- Be helpful – highlight others
- Be an encourager
- Share your own story, journey, struggles, ups and downs
- Be empathetic
- Resources for keeping kids busy (local chamber, local city, school district Facebook pages, etc.)
- Share good news (goodnewsnetwork.org)
- Share local restaurants
- Your new routine

Don'ts

- Do not mindlessly share
- What is the source of the article?
- Be wary of a friend of a friend of a friend
- Be careful with funny jokes or memes – use good judgement
- Think before you type
- How will this look in one year? Five years?
- Remember - we are leaving a digital legacy

Examples of what to post

 **John Mangas**
April 6 at 4:21 PM · 🌐

We at RE/MAX Preferred Associates are so proud of Marcia and what she is doing for our community! She has shared her mask patters and "best practices" with others around the country so her reach extends well beyond northwest Ohio. Marcia Hayes Rubini has a giver's soul!




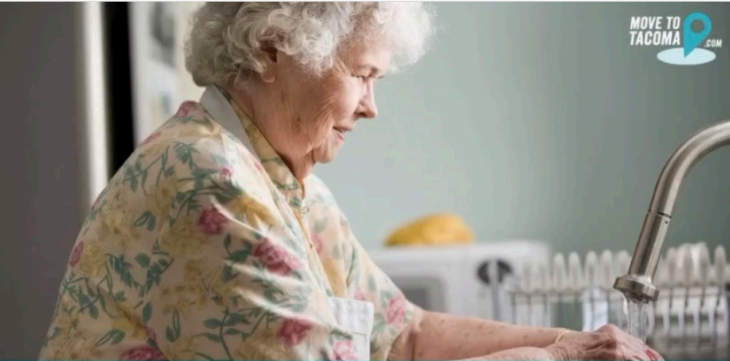
INMAN.COM

An Ohio agent is protecting her community 1 mask at a time
Toledo-based RE/MAX agent Marcia Rubini has made more than 100 masks...

You, Tom Maynor, Kathy Kuyoth and 95 others 11 Comments 2 Shares

@katielance

 **movetotacoma**
Tacoma, Washington




Move to Tacoma Podcast
Host Marguerite Martin

Elliot Stockstad & David Duea
from Lutheran Community
Services Northwest

HOW CAN WE HELP TACOMA SENIORS DURING COVID-19?

117 views · Liked by alyssawchristensen

movetotacoma Depression and anxiety were already high among senior citizens in our community before the COVID-19 pandemic reached Tacoma. Today we... more

 **Shannon Milligan**
Friday at 2:25 PM · 🌐

✈️ Please allow me to explain how my job, the job of a real estate agent, works. Basically, we are like air traffic controllers. We help our pilots (buyers, sellers) get their planes in the air. We let the pilots know where the turbulence is, we share new flight patterns, we relay pertinent info from the ground. We are constantly launching new planes into the air, which can be stressful on a perfectly good weather day.

🌪️ Now, imagine a storm brewing and we have all these airplanes in the air. We need to get those planes landed in the fastest, yet safest way possible. Some airplanes will need to land quicker than others because they are running low on fuel.

🦠 This virus is causing logistical nightmares in the real estate industry. We agents are doing the best we can to navigate the Bermuda Triangle. We promise we will help you land those planes, but some of the planes may have to circle the runway for a little bit if the court house is closed or if we end up having a quarantine that shuts down closing companies and other pertinent vendors during a real estate transaction. We are trying our best to divert the traffic and get some landed so there is less congestion in the air.

🤗 So virtually hug your agent today. The good ones have literally been on the phone for DAYS trying to bring your plane down, safely.

Love Comment Share

You, Katie Ahern Clancy and 302 others

157 shares

Now is not the time for “marketing as usual”

- Send texts or calls – thinking of you, how about you doing, is there anything I can do to support you
- Do not go door-knocking or leave flyers
- Use FB groups as a way to be helpful not sell yourself
- Turn off automation
- Consider starting a FB group for: your neighbors, moms group, groups you are already a part of (i.e. Rotary, Little League etc.)
 - Consider hosting weekly happy hours or weekly virtual meet ups



Now more than ever is the time to get on camera (and create original content!)

- Create one-to-one videos – people you are thinking of, use FB Messenger, text or BombBomb
- Consider getting on FB live or IG Live once a week to talk about a local business. Use BeLive.TV to do a two-person FB Live.
- Instagram Stories – share how you are coping, the day to day
- Use Zoom for group video chat, virtual happy hour with your neighbors!



A hand holding a smartphone with a YouTube logo on the screen. The background is a blurred teal color.

MOST PEOPLE RETAIN

95% OF THE

MESSAGE IN

A VIDEO COMPARED

TO ONLY 10%

OF WHAT THEY

READ IN TEXT

Tips for video or FB live - logistics

- Quiet space
- Backyard or as you go for a walk
- Earbuds (Apple ones are great!)
- Lighting – face a window
- Upload videos directly to FB and/or YouTube, IGTV – cross post



Tips for video or FB live - script

- Intro, middle, end
 - Name, brokerage
 - Welcome people who are watching live or the replay (for FB Live)
 - What you are going to talk about
 - Point 1, 2, 3 etc (have notes if needed)
 - Wrap-up, ask people to comment below or direct them to your website
- SMILE!
- Have energy!





6 video and FB Live ideas right now

- 1. Virtual open houses (from your home office)**
 - Schedule in advance using Be.Live
 - Screenshare pictures of the home
- 2. Share from the heart:** how are you managing stress/anxiety, how you are making the most out of working from home, managing family/kids
- 3. How you can help serve your clients remotely**
- 4. Things your future sellers could do now**
 - Decluttering, cleaning
- 5. Things your future buyers could do now**
 - Create dream boards on Pinterest, review expenses cut anything not needed, re-evaluate budget/spending plan
 - View neighborhoods online, do online neighborhood research
- 6. Highlight local businesses** (you don't need to be there in person) – you can highlight them on a video or FB Live. Share why you love them, what services/specials they have now, contact info etc.

5 tips for creating valuable blog content

1. If you enjoy writing, this may be a great time to write about your experiences, lessons learned, how you are navigating a “new normal”
2. Keep it positive and helpful. What have you learned? What tools are you using?
3. Create blog content on LinkedIn or Medium (both free)
4. Share the blog posts on Facebook, IG and/or to your email database
5. Check out CopyBlogger.com for helpful writing and blogging tips.

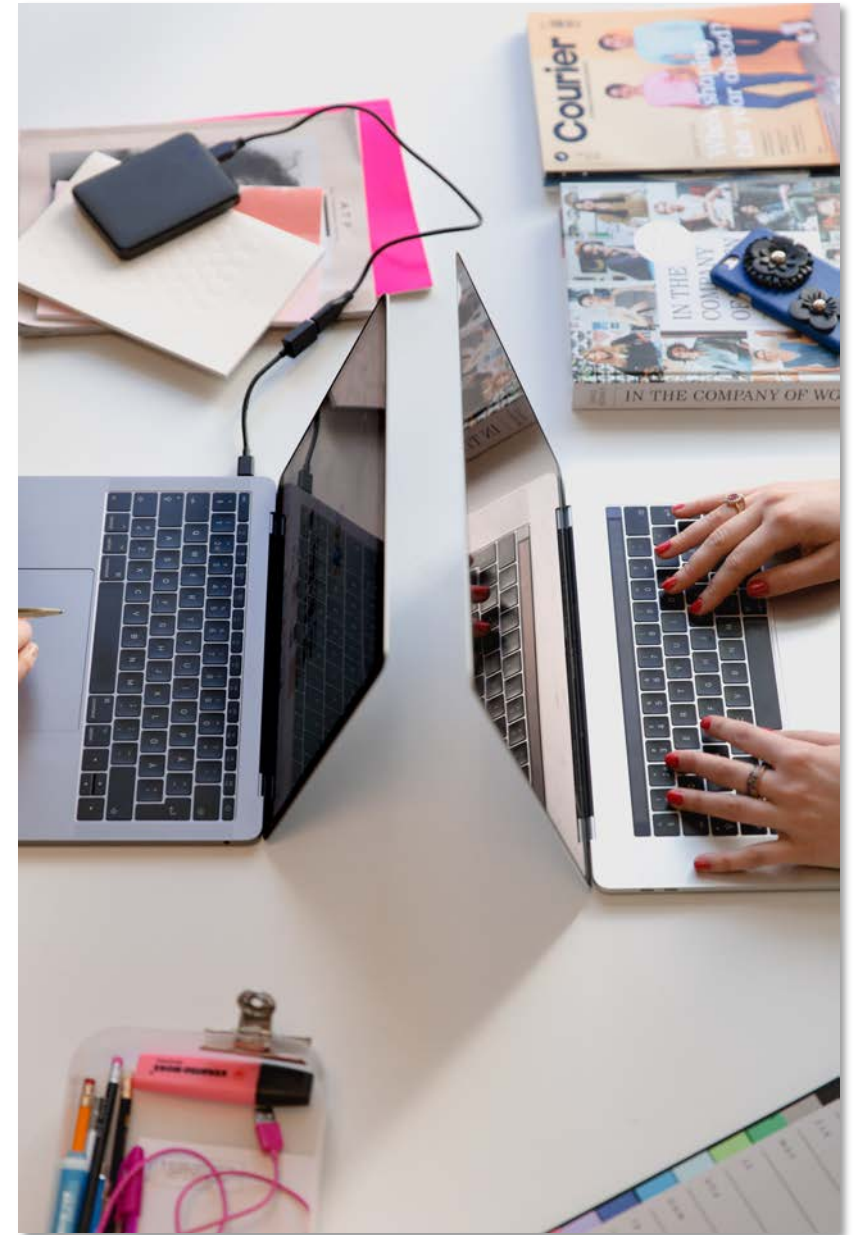




Now is a good time to update your social media profiles – do a self audit! Check your links, contact info, update your cover photos, etc.

Resources and tools

- Zoom - video conferencing
- Google Hangouts – video conferencing
- Be.Live – Facebook Live
- Asana – project management
- Canva – graphic design
- BombBomb – video email
- Videoshop app – video editing
- Voxer – walkie-talkie app (team)
- MailChimp – email marketing



Recap

- It doesn't always need to be all about business....
- Now is not the time for “marketing as usual”
- Be a helper, be kind!
- Now more than ever is the time to get on camera (and create original content!)
- Make the most out of video and FB Live
- Use this time to update your social media platforms and hone your skills

Don't count the
things you do.
Do the things that
count.

- Zig Ziglar



SOCIAL
media is
A MARATHON
not a sprint.

How can I help you?

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