

10 Foolproof Steps

Social Media for Realtors 101 by Nickel City Funding, Inc.

1 Sign into Your Personal Facebook Account

Log in to your personal Facebook account. If you don't have one, you'll need to create one before proceeding. This personal account will serve as the administrator of your business page.

2 Create a New Facebook Page

1. Click on the downward-facing arrow in the top-right corner of your Facebook homepage.
2. From the dropdown menu, select "Create Page."

3 Choose a Page Category

Facebook offers several page categories. For a realtor, "Local Business or Place" or "Real Estate" is typically the most appropriate choice. Select the category that best fits your business, and then choose "Real Estate Agent" as the subcategory.

4 Complete the Basic Information

Fill in the following details:

- **Page Name:** Use your real estate business name, and make sure it's easily recognizable.
- **Category:** This should already be set as "Real Estate Agent."
- **Street Address, City/Town, State, and Zip Code:** Provide your business's physical address if you have a brick-and-mortar office. If you work remotely or don't want to display your address, you can choose to hide it.
- **Phone Number:** Enter a contact number for your real estate business.
- Continue to the next step.

5

Add Profile and Cover Photos

Upload a professional profile photo, such as a headshot or your business logo. Your profile photo should be 180x180 pixels. Next, upload a cover photo that represents your brand or showcases your listings. The recommended size for cover photos is 820x312 pixels.

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Customize Your Page

Take some time to customize your business page:

- **Add a Button:** Click "Add a Button" to choose a call-to-action button for your page, such as "Contact Us," "Learn More," or "Book Now."
- **Create a Username:** Under your profile picture, you can create a unique username (also known as a vanity URL) to make it easier for people to find your page. It should be concise and memorable.
- **About Section:** Complete the "About" section with a brief description of your real estate services, including your expertise and areas of operation.

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Add Additional Details

In the left-hand menu, click on "Edit Page Info" to provide more details about your business. Add your business hours, website URL, email address, and other relevant information.

8

Add Content

Start adding content to your page. Share posts about your listings, market insights, real estate tips, and engaging visuals. Remember to use relevant real estate hashtags to increase visibility. Or, check out Nickel City Funding, Inc's "Resources for Realtors" page to download pre-made Canva templates.

9

Invite Friends and Promote

Invite your friends and contacts to like and follow your business page. You can also consider using Facebook advertising to reach a broader audience.

10

Monitor and Engage

Regularly check your business page for messages, comments, and interactions from your audience. Respond promptly and engage with your followers to build relationships and grow your online presence.

BONUS

Visual Learner?

[Click here](#) to watch a quick step-by-step video on how to set up your business Facebook page.