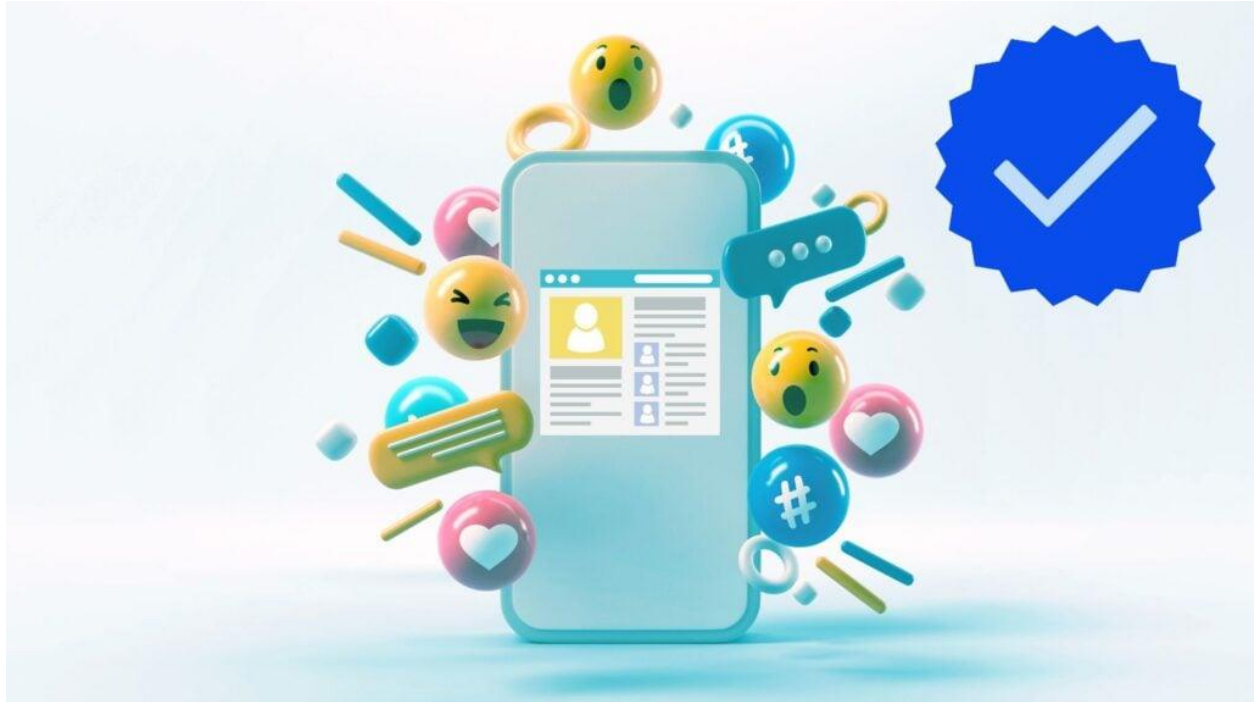


Scroll smarter: Social media do's for real estate pros

Master social media with the etiquette and manners that build trust and connections, with insights from Jessi Healey



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Mastering social media is no longer optional for real estate professionals; it's a cornerstone of building trust, showcasing expertise and connecting with clients in meaningful ways. But knowing how to navigate these platforms with professionalism and authenticity is where the magic happens.

As you plan your strategy for the next year, quarter or even next week, now's the perfect time to refine your approach. Proper social media etiquette isn't just about what you post; it's about how you show up online, the tone you set and the relationships you build.

To help you fine-tune your digital presence, let's break down the must-know strategies for creating value-driven content, engaging thoughtfully and staying true to your brand. With these tips in your toolkit, you'll be better equipped to turn your social channels into powerful tools for growth and connection.

Know your audience

Understanding your audience is the foundation of effective social media. Are you speaking to first-time buyers, empty nesters or luxury investors? Each group has different questions, challenges and goals. Tailor your messaging to resonate with their specific needs.

Remember, not all platforms are created equal. Instagram is a visual playground perfect for showcasing stunning homes and lifestyle content. Facebook is ideal for community updates and deeper conversations. LinkedIn, on the other hand, allows you to connect with industry peers and highlight your expertise.

Keep it professional and approachable

Your online presence should reflect the same professionalism you bring to in-person interactions. Speak with authority, but don't be overly formal. Clients want to know you're knowledgeable, but they also want to feel comfortable working with you.

Responding to comments, messages and reviews is part of the job. Keep responses timely, polite and constructive — even if the feedback isn't glowing. For example, if a client posts a complaint, you can say, "We're sorry to hear about your experience. Let's connect privately to make things right."

Build meaningful connections

Social media isn't just for showcasing listings; it's also for building relationships, encouraging interaction, asking questions or sharing engaging content that sparks a conversation. A simple but effective question is, "What's the one feature your dream home must have?"

While engagement is key, avoid wading into controversial topics or letting negativity get under your skin. Disagreements or hostile comments are better handled offline. A calm and thoughtful response will go a long way in preserving your reputation.

Create content that delivers value

Your audience follows you for a reason — they're looking for insight, inspiration and information. Share tips on navigating the homebuying process, market updates and neighborhood highlights. When you post listings, make sure your photos and descriptions are professional and accurate.

It's also important to strike the right balance. Posting too often or tagging followers excessively can come off as spammy. Focus on quality content that offers real value, and keep your schedule consistent without overwhelming your audience.

Protect privacy, and follow the rules

As a real estate professional, you're bound by regulations that extend to social media. Ensure your posts comply with fair housing laws and MLS rules, and always prioritize client confidentiality.

For example, if you're posting about a recent sale, make sure you have permission to share details or photos. Err on the side of caution to avoid potential privacy issues.

Be authentic and transparent

Clients want to see the real you, not a polished façade. Share behind-the-scenes content, such as preparing for an open house or volunteering in your community. Authenticity builds trust and strengthens connections with your audience.

Transparency is equally important. Let your audience know if you're sharing a sponsored post or collaborating with another business. Avoid exaggerating or making claims that could mislead potential clients.

Stay consistent and accessible

Consistency is key to creating a recognizable online presence. Stick to your brand voice, use high-quality visuals, and align your messaging with your business goals.

Include captions for videos, alt-text for images, and inclusive language to make your content accessible to everyone. These small steps help your content reach a wider audience while showing your commitment to thoughtfulness and inclusion.

Monitor, adapt and grow

Social media isn't static; your strategy shouldn't be either. Monitor your posts for engagement, respond to comments, and pay attention to what resonates most with your audience. Use feedback to refine your content, and focus on what works.

It's good to stay aware of trends, but don't feel pressured to jump on every viral challenge. Focus on trends that align with your brand, and add value to your audience.

Mastering social media etiquette takes time, but the payoff is worth it. You can build a strong online presence that supports your business by staying professional, creating meaningful connections and providing value-driven content. Social media is more than a marketing tool — it's your opportunity to connect, inspire and grow your real estate business.