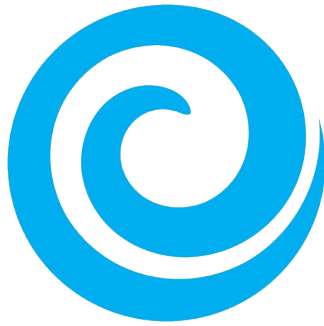




COMMON MISTAKES
MOST AGENTS
MAKE ON FACEBOOK



And How to Avoid Them



ABOUT

KEEPING CURRENT MATTERS

KeepingCurrentMatters.com is a community where real estate agents come to understand what's happening in the market and WHY it's happening.

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COMMON MISTAKES

MOST AGENTS MAKE ON FACEBOOK



1 WORRYING TOO MUCH ABOUT LIKES

WHY THIS IS A MISTAKE:

How many people “like” your page and also how many likes each of your posts get are both artificial engagement metrics. Having a lot of page likes actually means practically nothing if they’re aren’t high quality.

If you have a ton of page likes because you asked family, friends, in-laws, and everyone else you know to like your page, but no one actually engages, is that really a success? Not to mention, if you ever go to advertise on Facebook and you target your page likes, Facebook will knock you if you have a low engagement rate among your fans. And let’s face it, people who only liked your page because you begged them and will never actually buy or sell with you, they’re not likely to engage with your posts or ads.

On the page post side of things, if you post a link for example, and it gets 10 clicks but no likes, does that mean it was a failure? Not if one of those people who is now on your website turns into a lead and that lead turns into a client.

Additionally, sometimes just the presence of certain posts on your page can help you even if no one directly engages with them. When a prospective client looks you up on Facebook, and trust us, they’re going to check you out online, it’s important that they see helpful, relevant content on your page. These people are very unlikely to comment or like anything, but the type of content you’re sharing will matter to them nonetheless.

HOW TO AVOID THIS MISTAKE:

- 1) Focus on building an audience of qualified page likes – don’t worry about your total number of likes and getting everyone and their brother to like your page. Run a page like ad campaign targeting homeowners who live in your town, possibly limiting to a certain age range or income level depending on your ideal target market. Page likes can be acquired at a very reasonable rate (sometimes less than \$0.40 per like), and Facebook advertising allows you to pinpoint exactly the right type of person to like your page. Forget asking friends, family, or coworkers – unless they are specific people you know are likely to use you as their agent in the future.
- 2) Do not, under any circumstance, ever buy page likes – unless it’s via Facebook advertising, that’s a different type of buying likes. If you see someone offering a ton of likes for a very low price (such as Fiverr or similar), do not do it. These likes will not do anything to benefit your page or business, and you do NOT need them.
- 3) Focus on sharing content that’s helpful and relevant for your audience. If you share links to articles, look at how many **CLICKS** you get. If you share a link to a free home evaluation that asks for contact information, look at how many **LEADS** you get. Don’t worry about whether or not the post gets any likes, and for that matter, don’t worry if it doesn’t get any comments.
- 4) Prioritize quality over quantity – as long as your deeper engagement metrics are getting some traction and you’re building your page with quality likes, you’ll be in a good spot to generate real results.



COMMON MISTAKES

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NOT POSTING OFTEN ENOUGH

WHY THIS IS A MISTAKE:

Facebook constantly changes their super top secret, crazy complicated algorithm that decides who sees which status updates from each of their friends or pages they like.

And the bad news about this is they've made it more and more difficult to reach your audience without paying for ads. This evolution in the algorithm creates a challenge for your organic reach – on average, only 11% of your page likes [actually see your posts](#).

So if you're only posting once every few days, or even worse – once a week, you're going to reach just a tiny fraction of your audience every now and then. And if your audience barely ever hears from you on Facebook, they're pretty much going to forget who you are. And when they do see your posts, their likelihood of engaging will be pretty low since they're not in the habit of seeing you in their newsfeed with the rest of their friends and pages they like.

HOW TO AVOID THIS MISTAKE:

The “recommended” number of times you should post to your page is constantly changing, just like the Facebook algorithm. But a quick Google search will help you stay up to date with the current best practices.

At the writing of this guide, the [current recommendation](#) is anywhere from 5-14 posts per week – and the key there is AT LEAST 5! Many agents are afraid to post this frequently for fear of annoying their audience, but the reality is the majority of your page likes won't even see your posts. This makes quantity extremely important if you actually want to reach your audience.

Some experts in the industry recommend posting even more often than 14 times per week since the organic reach for each post is so incredibly low – some say you should post 3-5 times per DAY. That's 21-35 times per week!

We're not quite at that extreme, 1-2 times per day seems more reasonable to us, but it's important to keep up to date with the changing recommendations. Again, [a quick Google search](#) every now and then should help you make sure you're evolving as Facebook does.

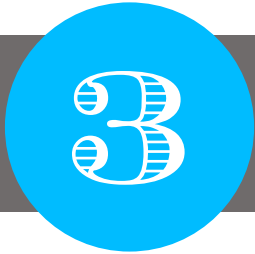
But this is not to say you should sacrifice quality for quantity – because each of your page likes will see so few of your posts, you need to make sure each and every post is of high quality so that you make each one count. Posting frivolous, irrelevant content is just going to kill your engagement rate and cause your posts to be served to an even smaller fraction of your audience.

You can also look into affordable paid advertising on Facebook in order to actually reach your audience if you aren't satisfied with your organic reach. [You can use Facebook to generate big results on a small budget](#).



COMMON MISTAKES

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ONLY POSTING THEIR LISTINGS

WHY THIS IS A MISTAKE:

Any solid relationship is built on the foundation of give and take. Sometimes we give, sometimes we take. But the key is that there's at least a somewhat even balance of give versus take.

Only telling people about YOUR listings and never providing information that is really helpful to THEM is a take, take, take scenario. And this will only result in an unengaged audience who's sick of you pushing things on them.

Not to mention, when someone checks you out on Facebook to see what kind of agent you are, they'll see you pushing your listings constantly. This is somewhat helpful since it shows you actually have listings, but that doesn't outweigh the downside that they'll see you as someone who's going to constantly promote things to them and try to sell them something. As a real estate agent, you never want to be seen as a salesperson. You want to be seen as a trusted, expert advisor. And pushing nothing but listings on your social media page is only going to paint you as a salesperson.

Plus, varying your Facebook posts is a great way to keep your audience engaged. If you're constantly posting essentially the exact same thing, there's no reason for people to look forward to your next post. A solid Facebook presence requires you to keep things fresh, relevant, and interesting. Posting the exact same type of post over and over again is a mistake whether it's a listing, or just blog posts, or just open houses, or just anything. Variety is the spice of life, right?

HOW TO AVOID THIS MISTAKE:

Put your audience's needs before your own. Focus on GIVING content and information that your audience wants to see and will find value in.

What types of content do you think would be most relevant for them? Perhaps an article about things to consider when buying or selling a home, an infographic on ways to improve the value of their home, or a news story on a recent development area in your town they may be curious about.

There are so many different things you can post on your business page other than your listings – the possibilities are pretty much limitless – and they aren't too hard to find.

Anything related to the real estate market, home values, home maintenance, your community, home ownership, etc. is helpful and relevant. Plenty of other topics can be covered as well, these are just a few of the options to consider.

If you sprinkle in posts about topics like these in addition to your listings, when you do post about a new listing or a price reduced listing, your audience will respond well. They won't see it as you talking about YOUR stuff all the time because you've also provided additional information about things that THEY are interested in.

Just brainstorm your own list of different things you could post and try each one out. If you run out of ideas, ask Google!



COMMON MISTAKES

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4

BEING OVERLY PROMOTIONAL

WHY THIS IS A MISTAKE:

Facebook is a platform people use to socialize with their friends, keep up with what everyone's talking about, "stalk" old friends from high school, and share things about their own lives that are important to them.

And while Facebook's advertising platform has exploded in recent years and is an amazing tool for businesses of all shapes and sizes, Facebook is still not a place people go looking for someone to sell them something. (Really, does anyone every go looking for that though?)

In fact, Facebook even made changes to its algorithm to give less priority to posts that are overly promotional. This means your promotional posts are LESS likely to show up in the newsfeed of your audience. Facebook will do whatever they need to do to make sure users continue to enjoy spending time on Facebook, and it's clear from their surveys that users are not okay with overly promotional posts.

So you absolutely cannot be too promotional with your posts, you need to be as natural as possible. If you are constantly encouraging people to contact you or to check out your listing, you're going to show your audience that you're just here to get business. Instead, you need to show them that you are here to HELP them.

HOW TO AVOID THIS MISTAKE:

- 1) As mentioned previously, post more than just your listings. Aim to provide helpful, relevant content for your audience – don't just promote your own things.
- 2) Do not ever post status updates with something like "Call me to sell your house! 555-123-4567! Anytime!" Never EVER post anything remotely like that. And do not ever comment on someone else's post encouraging people to contact you. Commenting on others' posts is a great way to socialize and potentially drive traffic to your page, but your comments should be helpful reflections on the post itself and not self-promotional in any way, shape, or form.
- 3) When you post, you can say things like "if you have questions about this, comment below and I'd be happy to help!" That is a simple way to encourage someone to reach out without coming across too sales-y or overly promotional.
- 4) In every post and every comment, approach your wording from the perspective of trying to assist. Provide useful commentary, insights, or information relevant to whatever link, photo, etc. is being shared. Do not beg people to contact you or scream at the top of your lungs about how awesome your latest listing is.
- 5) Only offer direct support or suggest someone contact you via phone/email if you've had a back and forth conversation with them already via Facebook comments. Or at that point, just Facebook message them, don't even comment suggesting they reach out. As a general rule of thumb, try to post and comment on Facebook the same way you would talk to someone in person.



COMMON MISTAKES

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NOT HAVING A GAME PLAN

WHY THIS IS A MISTAKE:

We all know that if you fail to plan, you plan to fail. Rarely does flying by the seat of your pants pay off when it comes to growing your real estate business.

Yet SO many agents don't take the time to put together a strategy and an action plan when it comes to social media. Why? Maybe it's because they don't think it's worth the time and energy, or maybe it's because they haven't even thought of it. Whatever the reason, let's make one thing clear: planning is VERY important for social media!

Without a game plan, you waste a ton of time and energy brainstorming Facebook posts each day, and you're always under pressure to figure out "what am I going to post today?!" Plus, if you're crunched for time and you end up posting something random and irrelevant, that can actually hurt your engagement and results on future Facebook posts.

Knowing in advance what you're going to post and when you're going to post it will lighten your load and free you up to focus on more important things, such as helping your buyers and sellers. If you schedule these planned posts in advance, you can forget about posting daily unless something timely comes up, such as a new listing or a new open house. You can rest easy that your Facebook page is being filled with helpful, relevant content each day without you having to lift a finger to do it or worry that your day just got too busy and you completely forgot to post to Facebook.

HOW TO AVOID THIS MISTAKE:

Sit down and plan out your own [Facebook calendar](#)! While this does require a little bit of time, it's totally doable and it will end up saving you hours of work in the long run.

Instead of racking your brain each day for something to post, spend just a couple hours (or less) once every few weeks or once a month and plan out as many posts as you can. Find a handful of quotes that you like and schedule them out once per week for the next four weeks. Google upcoming community events in your area and schedule a few posts for the next couple weeks highlighting those events. Check to see if any holidays are coming up and go ahead and schedule a celebration post. Pick a few of your existing listings and schedule a push for those (just be careful here – if your listing sells, make sure you cancel this post). And schedule a few posts encouraging potential sellers to check their current home value using the tool on your website if you have one. Boom, you're done.

As far as the actual scheduling process goes, Facebook allows you to schedule posts directly from your page. Or you can try a scheduling service, such as Hootsuite, Buffer, or dlvr.it, which will also allow you to publish posts to other social media services like Twitter, Google+, LinkedIn, etc.

With all of these posts you've scheduled for the next few weeks, you'll still be able to post unplanned, spontaneous things. It doesn't mean you're locked in to this game plan. But this way, at least you'll always have something ready to go on a day that's busy or stressful, and you can adjust as needed.