

EVERYTHING YOU WANTED  
TO KNOW ABOUT  
**FACEBOOK**  
**BUSINESS PAGES**



COLDWELL BANKER  
WHITBECK

# Facebook Business pages vs. Personal Profiles

Before creating your Business Page, it's essential to note these two very important differences. Two terms that will be used throughout this tutorial are "Personal Profile" and "Business Page".

## PERSONAL PROFILE

- ✓ You must have a personal profile page in order to create a business page.
- ✓ You request to be friends with others.
- ✓ You can join Groups and post in groups that you do not own.
- ✓ Meant for personal posts (although it's encouraged to share your business posts once in a while).
- ✓ Not meant for businesses, can be shut down if you post too much business content.
- ✓ Many privacy options - you can block people or put them on several types of lists.
- ✓ **Go to [www.facebook.com](http://www.facebook.com) to sign up if you don't have a personal profile yet.**

## BUSINESS PAGE

- ✓ Like a mini-website.
- ✓ You must have a business page to run any type of paid advertising or to see insights on who is visiting your page.
- ✓ Use the same log in as your personal page. Easy to toggle between both.
- ✓ You can add people to manage your page, and control how much content they have access to. Anyone you add will post AS your page, not themselves. You do not have to be friends with them on Facebook.
- ✓ Invite existing friends to like your page.
- ✓ Little to no privacy options, however you can block people if they are causing issues.
- ✓ You can invite people to leave reviews.

**If you're invested in growing your business, you *\*MUST\** use a Facebook Business Page to conduct and promote your real estate activities. Here's why:**



A Business Page helps assert you as a professional and authority. Just as you conduct yourself differently in front of buyers at a showing or open house vs. a night out with your friends, you would do so on a Business Page vs. your personal profile.



Business pages come with great tools to help market your business, such as lead generation tools, readily-available contact info, insights on your page's visitors and most importantly: the ability to advertise your services for a fraction of the cost of a print ad with the flexibility of narrowing down your audience\* (\*there are some housing rules to comply with in 2020).



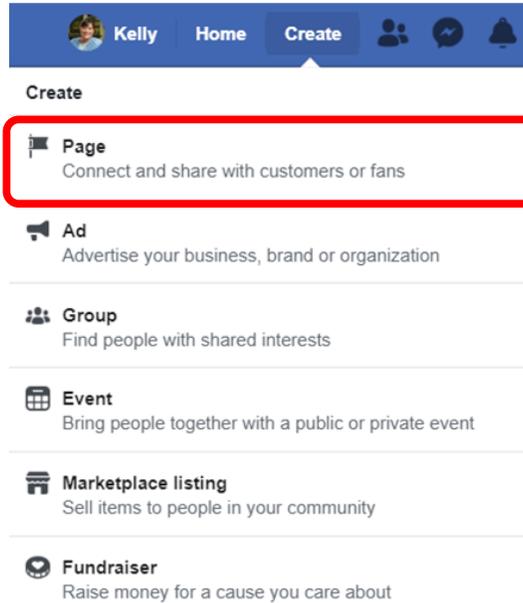
Set yourself apart from the competition: many agents may still not use social media for their business.



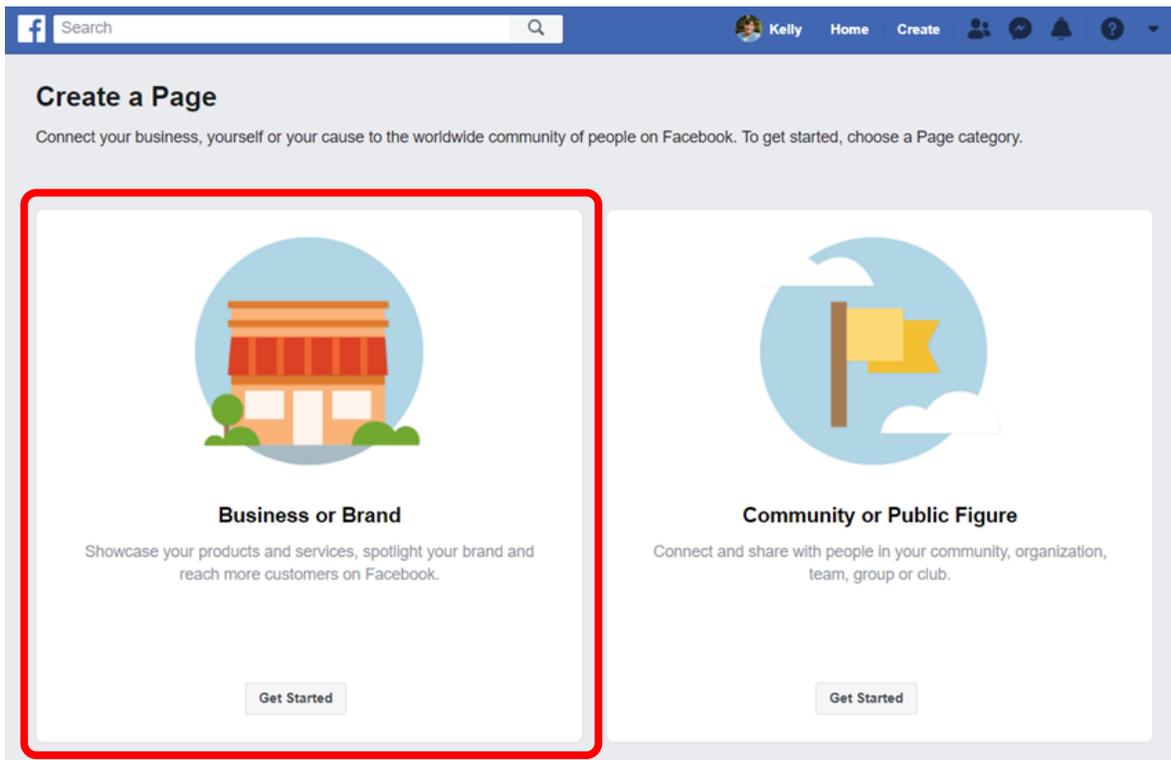
A Business Page is more readily searchable by the service you're promoting. If someone is searching for Real Estate Agents, your business page is far more likely to end up in the search results than a personal page.

# Create your Facebook Business Page

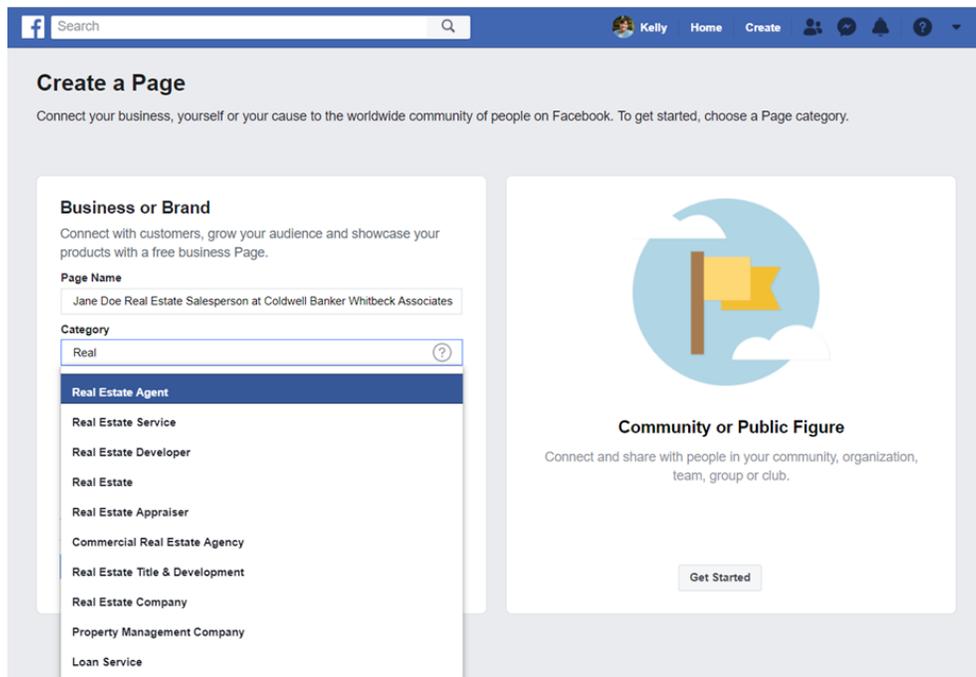
STEP 1: Go to facebook.com (and log in if necessary). You'll see your personal feed. Click on the CREATE button in the top right corner to show a menu. Choose "Page".



STEP 2: Choose "Business or Brand" for your business type.

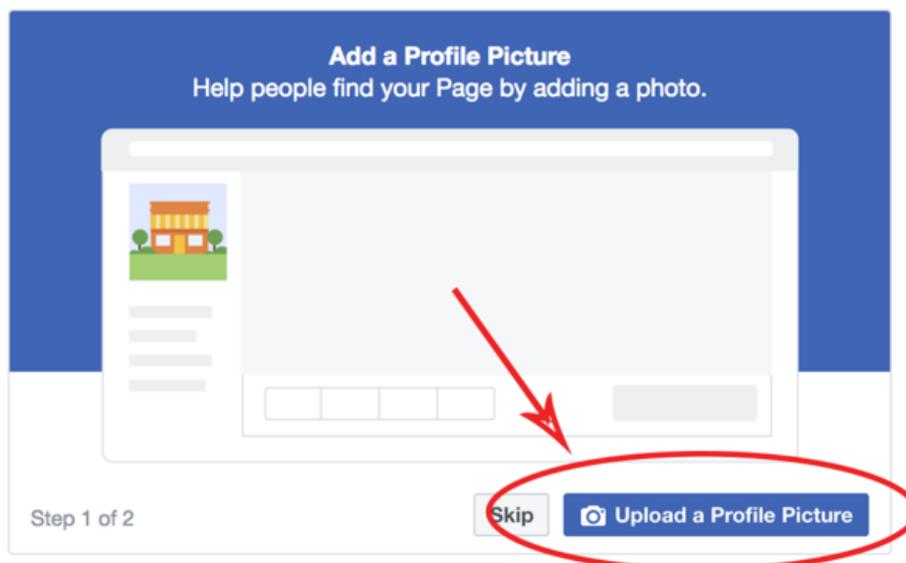


STEP 3: Fill out the form. When choosing your page name, remember that your brokerage name **MUST** be easily and readily apparent on your page per NYSAR Requirements. Building it into your name/title is an easy way to comply. Be sure to select "Real Estate Agent" for your category. You should also include the brokerage address and your own phone number.



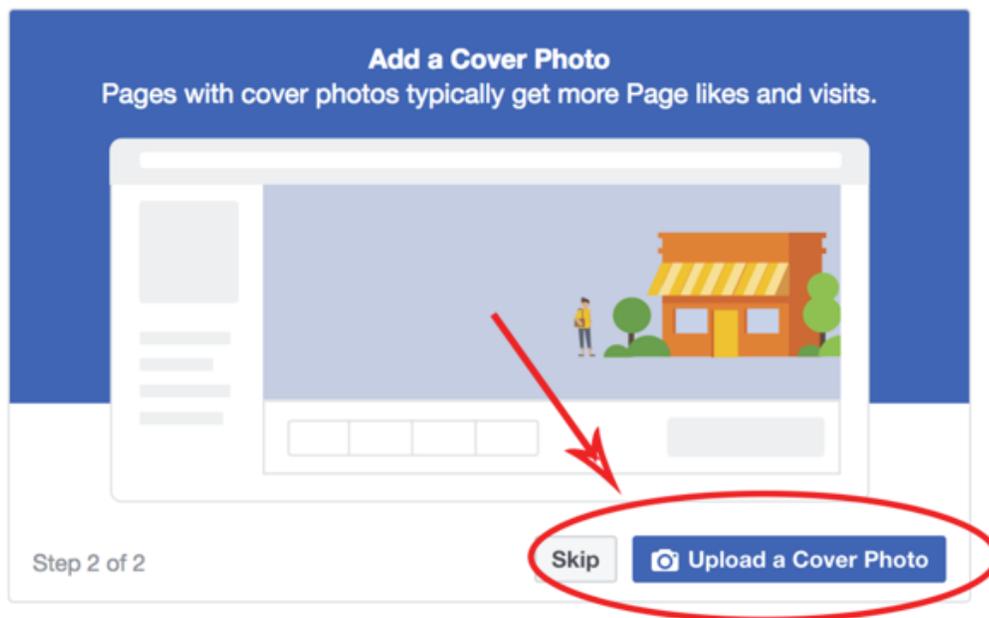
*You'll have the option after creating your page to change your Template and Tabs under "Settings". Facebook will probably choose one for you (Services) but you can change that if you wish. There are default tabs with each template that you can turn on and off.*

STEP 4: Upload your profile picture. Use your professional headshot. The recommended profile photo size is 360x360 px with a minimum size of 180x180 px. Facebook can crop and scale your photo for you.



*TIP: DON'T use a photo that is too grainy. This will reflect poorly on your level of professionalism. Your photographer should have provided you with both lo-resolution and high-resolution versions of your headshot.*

STEP 5: Upload a cover photo or video. This appears at the top of your page. The recommended cover photo size is 828 w x 315 h (pixels). It's best to have a photo that is already sized. Contact Kelly Frady to have a customized cover photo created for you that's branded to both you and the brokerage and ready to upload.



## SAMPLE COVER PHOTO



## Congratulations! You now have a Facebook Business Page!

Before you start promoting to your friends and family, there are still some things that you'll need to complete. Facebook will guide you through this process to help make it an easy experience.

### ITEMS TO COMPLETE:

- **Creating a page name.** This is another item to use in your marketing materials. Keep it short and simple: @janedoeColdwellBanker, or @janedoeCBW, or @janedoeREALTOR. You may have to try this a couple times if your desired user name is already taken. This will keep your URL looking nice and clean, instead a jumbled mess of numbers and symbols.
- **Add a short description.** Tell the world about yourself, and why they should use you as their REALTOR®. This is limited to about 155 characters so be brief, but get to the point.
- **Add a link to your website.** This is important for when people want to see your listings. As a CBWA you are given a FREE website through Zap. Ask Kelly where to find the URL if you don't know already.
- **Add your business hours.** This lets people know when you're available for questions and calls.
- **Add an "Action" button.** Decide whether or not you want to receive calls or messages from people looking to get in touch with you. Click on the + **Add a Button** at the top of your page under your Cover Photo to update.

There is always more you can do to complete your page.

Regularly click on the "Settings" button in the upper right corner of your business page and check out different options for messaging/replies, templates and tabs, assignment of Page Roles, and linking with your Instagram feed. This is the easiest place you can visit to make any changes or updates to your business page.

## What's next? Time to add some content!

Now that you have the basics complete, it's time to create some content. Make sure it's ENGAGING content. Before you invite your friends and family to like your page, make sure you have something for them to see.

### STEP 1: Write your first post.

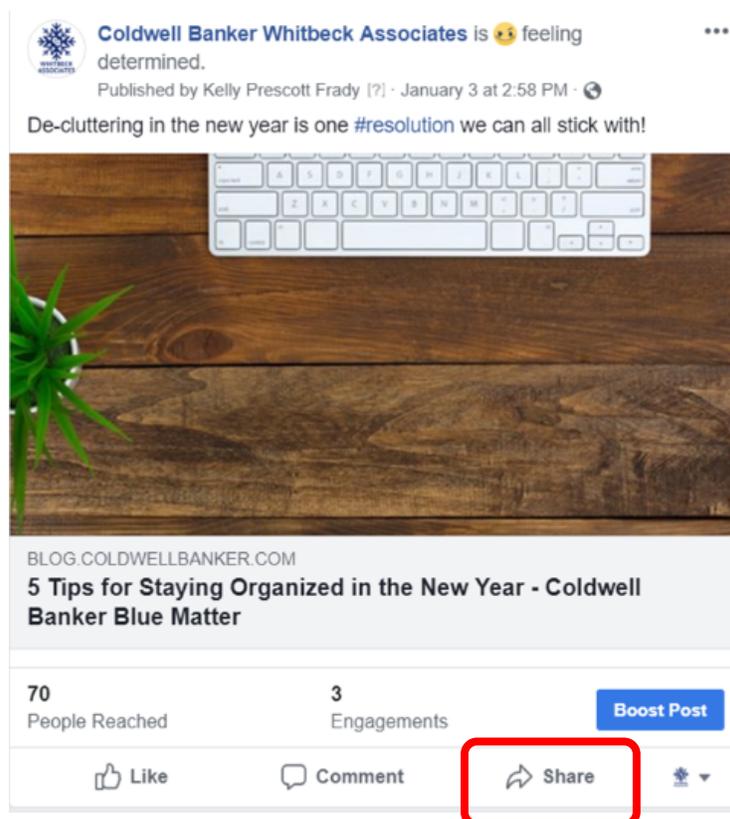
Introduce yourself! Click on "create post" at the top of your page and click into the area that says "Write a post" and start writing. Talk about how excited you are to help your clients, etc. We highly recommend you include a photo to almost every post, as they get much higher engagement than a simple text post.

Emojis can be fun, but don't overdo.

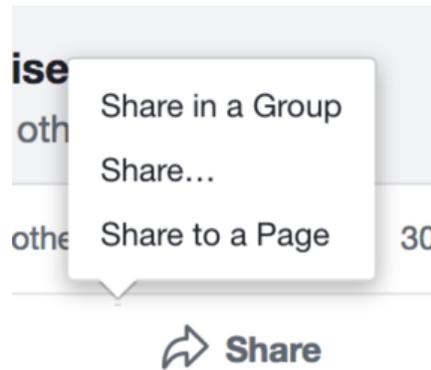
When you're finished, click "publish" to post immediately.

### STEP 2: Start sharing content from other people or pages.

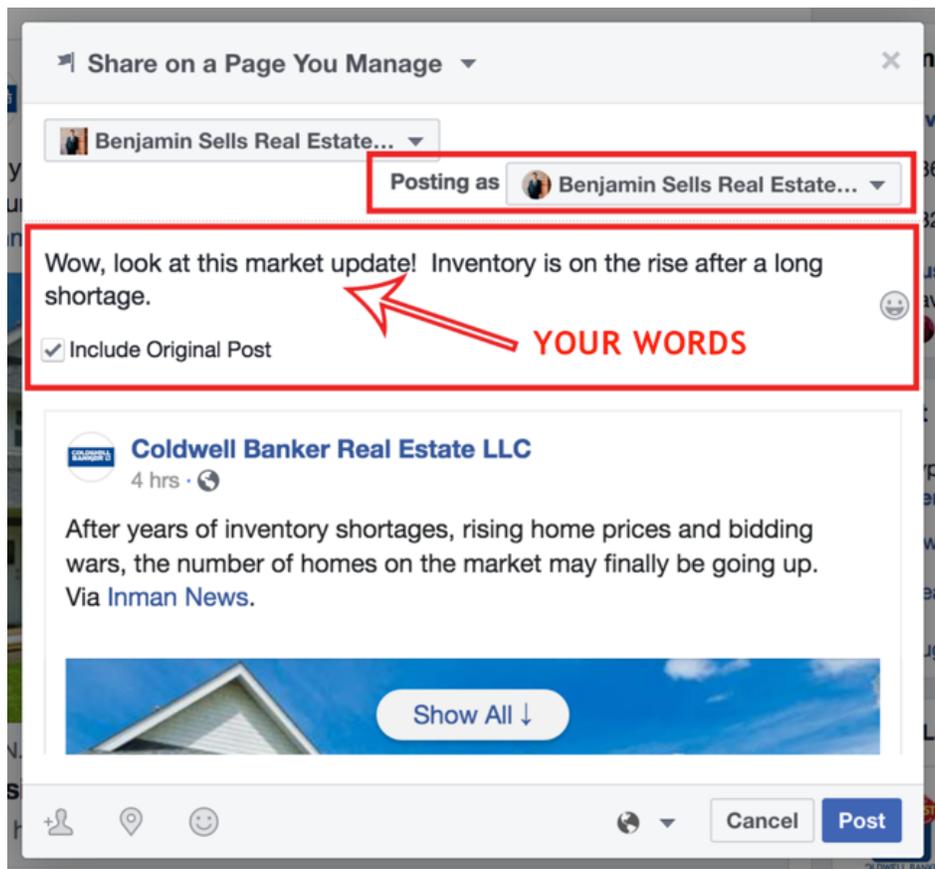
The best place to start is sharing content from the Coldwell Banker Whitbeck page, as well as other pages. Make sure you are following any of these pages so you'll see their content in your newsfeed. When you see something you like, click the "share" option at the bottom of the page.



When you click "Share", you'll have a few options. Choose "Share to a Page"



On the next screen, make sure you're posting as your page. Second, and just as important, is to add some commentary in your own words. You should be doing this on every post you share. Simply sharing a post is not enough and can be counter productive if continued over time. Always make sure to include original post and **BE SURE TO ADD YOUR OWN COMMENTS!**



# POSTING YOUR LISTINGS

There are multiple ways to post listings:

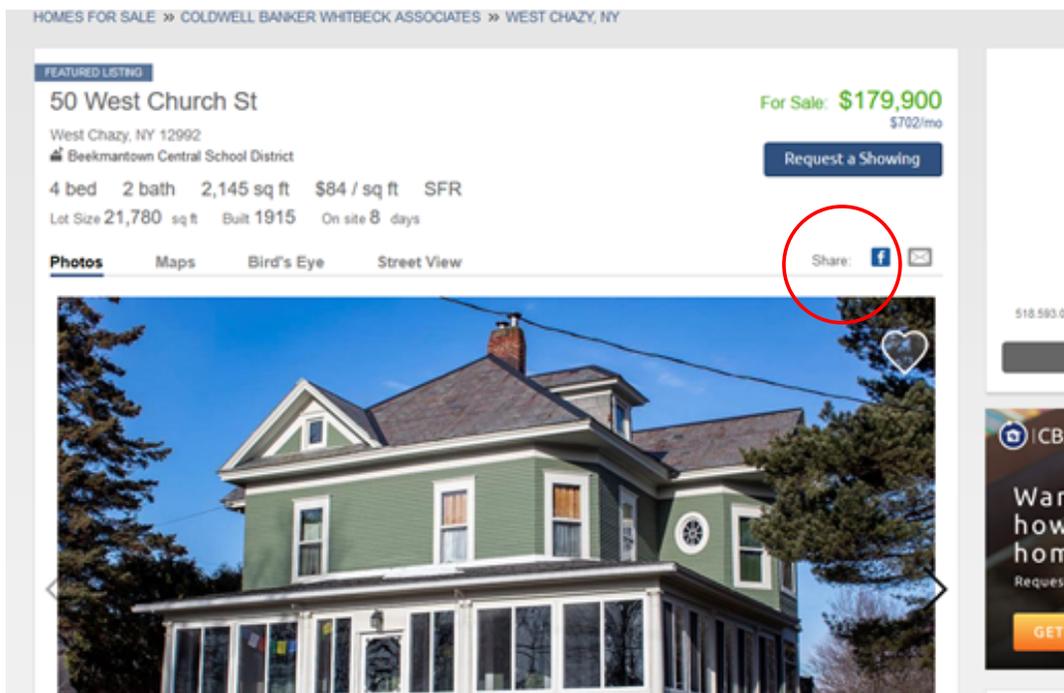
## OPTION 1: Share a link to your listing.

This option is easier but not quite as desirable as Option 2 because it doesn't allow you to choose which photos of the house are posted. It is also shared content rather than original content because of the link. But, in a pinch it works out great.

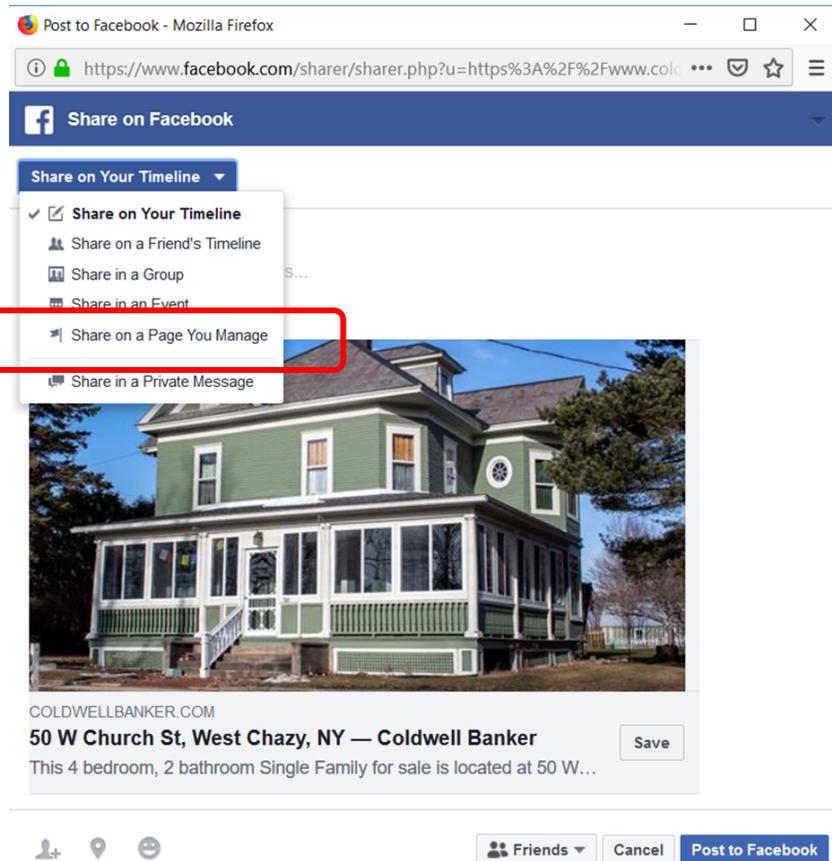
Step 1: Go to your Zap website and find you the listing you want to promote.

Step 2: Click on the listing to open it up.

Step 3: Click the Facebook icon next to the word "Share".



This will open your Facebook account in a new window (as long as you are signed in). Make sure you select "Share on a page you manage".



Say something interesting about the listing - nearby location or acreage, unique features, anything that will make your audience take notice. If it's an exceptionally great price for the home, mention it. If the seller is very motivated, be sure to mention that too. Sharing the listing from your Zap website provides the address and a brief snippet for them to see.

### TIP:

**TRY AT ALL TIMES** to share from your Zap site, not the MLS. It is literally just as easy to share from Zap as it is from the MLS, but you'll reap the benefits in that if once the viewer clicks on the home and sees it's not for them, they can search for other homes in the area right on your website, and easily request more info right there (instead of Zillow, Trulia, Realtor.com, etc.). This benefits you in two ways: They are automatically added to your CRM when they request more info or request a showing (simple clicks to do both), and, they are on YOUR website and will be more likely to start a dialog with you instead of going to multiple REALTORS®.

## OPTION 2: Curated photos with more information

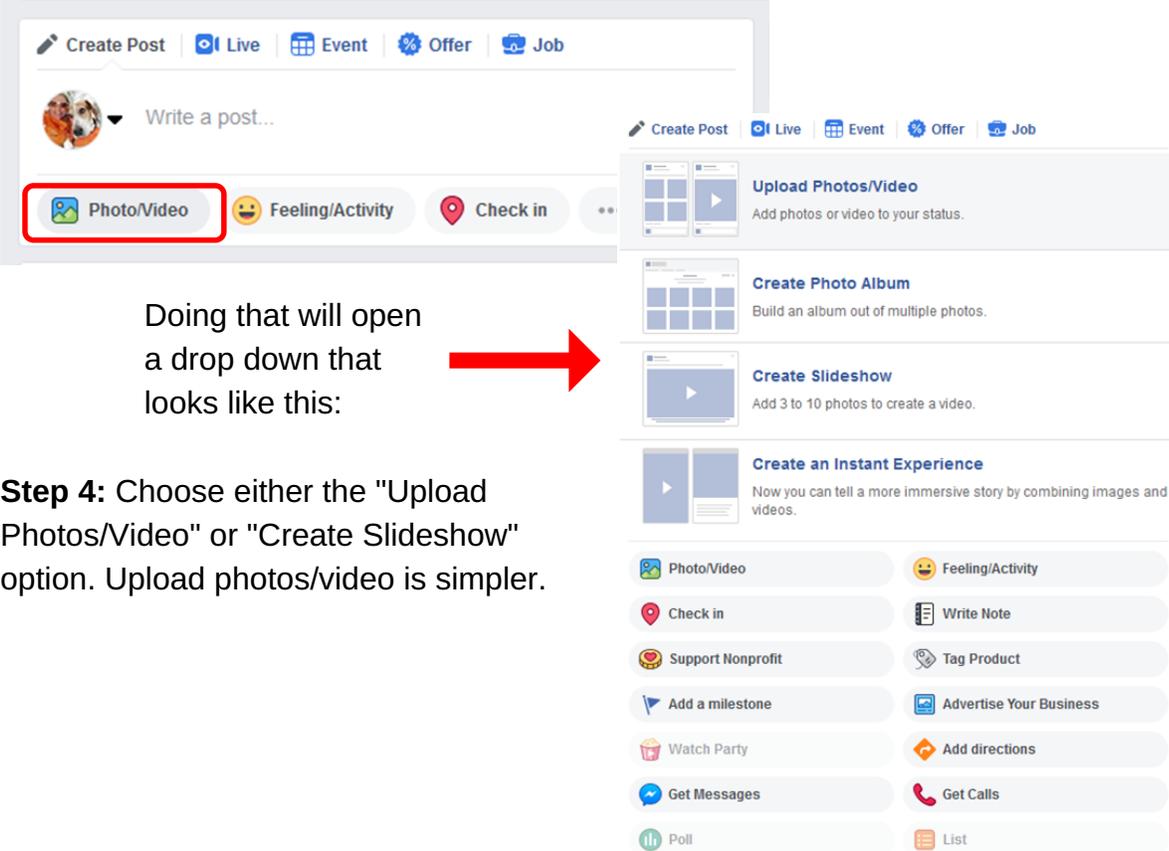
This option is more favorable but requires a few more steps.

Once your listing is live on your website, it can be promoted. Your Zap website is populated from the MLS by default, but anything extra like a video or virtual tour is pulled from Dash (our transaction database) and can sometimes take up to 24 hours to populate that info on your Zap website. This doesn't mean you can't promote it immediately, it's just that some viewers who see the post as soon as you publish it may not get the benefit of the extras like video or virtual tour until your website is updated.

**Step 1:** Take your most appealing photo(s) of the home and save them to your computer (you probably already have them saved, if so make sure you know their location).

**Step 2** (optional, but preferred): Open up a FREE photo editing tool like Canva or GIMP (you will have to sign up) and place the Coldwell Banker logo somewhere on the photo(s). You can dress them up a little more with the MLS, Price, your info, etc... but if you want to boost the post (Paid advertising) Facebook does not like to see a lot of extra text on the photos. At minimum, have the CBW logo on there in the corner. Once you do that, download or save your new photos.

**Step 3:** Open Facebook and click on your business page. Click the "Photo/Video" button



The image shows a screenshot of the Facebook business page creation interface. At the top, there are navigation buttons for 'Create Post', 'Live', 'Event', 'Offer', and 'Job'. Below this is a 'Write a post...' text area. A red box highlights the 'Photo/Video' button, which is part of a row of options including 'Feeling/Activity' and 'Check in'. A red arrow points from the text 'Doing that will open a drop down that looks like this:' to a larger screenshot of the dropdown menu. This menu lists several options: 'Upload Photos/Video' (Add photos or video to your status.), 'Create Photo Album' (Build an album out of multiple photos.), 'Create Slideshow' (Add 3 to 10 photos to create a video.), and 'Create an Instant Experience' (Now you can tell a more immersive story by combining images and videos.). Below these are more options: 'Photo/Video', 'Feeling/Activity', 'Check in', 'Write Note', 'Support Nonprofit', 'Tag Product', 'Add a milestone', 'Advertise Your Business', 'Watch Party', 'Add directions', 'Get Messages', 'Get Calls', 'Poll', and 'List'.

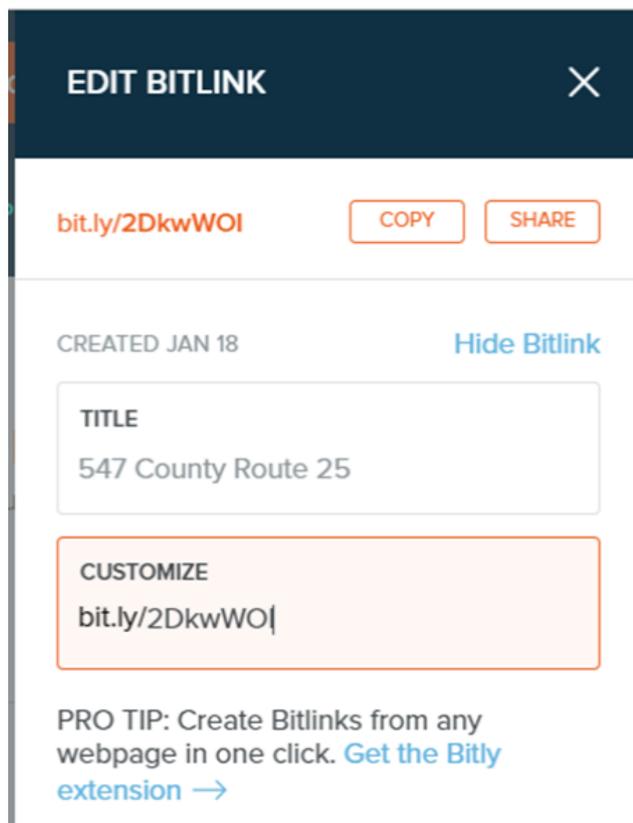
Doing that will open a drop down that looks like this:

**Step 4:** Choose either the "Upload Photos/Video" or "Create Slideshow" option. Upload photos/video is simpler.

### Step 5: Enter your message.

Do NOT use the MLS description word-for-word - this is where you can focus on the unique features of the house and property - **tell a story**. Make the viewer WANT to see the home. Include essentials like how many beds/baths, square footage if it's a larger home, the price and the MLS number.

Next, you'll add a link to the listing. You do this last for a reason - in this style of post, the link will actually appear in the content area, and not turn into a thumbnail. Because of that your audience will see the actual link, and the links to your properties on your Zap sites are very long and "ugly". You can shorten the link using a free service like bit.ly. Keeping Facebook open, go to a new tab and type in <https://bit.ly> and create an account. Then, click the orange "Create" button at the top of the page. Go to your listing and copy the url, then paste the url in the "Paste long url" area. This is the result:



You can add a title (listing address) and even customize the url (also with the listing address). The beauty of using bit.ly is that you get a small, non-intrusive URL that you can track how many people click that link.

**Step 6:** Go back to the Facebook tab and paste the bit.ly link at the end of your comment/message. DON'T DO THIS STEP FIRST, it will create a thumbnail and wipe out your uploaded photo.

Then publish your post.

## INVITE YOUR FRIENDS

Now that you have content on your page, you can invite your friends to "like" your page. You should see a button to "Invite friends" on the right side of your page.

In your invitation, be sure to write your own text asking your friends to follow your page. It's a great opportunity to introduce your real estate business as well as extend a personal invitation.

## BEST PRACTICES

### START WITH STRATEGY

Think about what you want to get out of Facebook. Do you want more followers, or more genuine relationships, or to check in with existing clients? Create a goal, and tailor your strategy to attain it.

### MAKE IT EASY

Once you've set your goals, create a weekly content calendar to support them. For example, you might recognize clients on a Monday, post about the community or an event on Wednesdays, and promote your listings on Fridays. Creating a calendar and dedicating time once a week to schedule your posts for the entire week makes it a lot less stressful.

### BE GENUINE

Social media is just that - social. This is your chance to present your personality, respond to comments and try to engage whenever you can. A great way to get started and stay engaged is to like and comment on other people's posts.

### BE CONSISTENT

Consistency is key. In the beginning try to post every day (remember, don't "sell" in every post). Pictures, tips, community happenings, shares... When your followers like your content, their friends will see that they did and this can help bring in new followers.

### PROVIDE VALUE

You may find it difficult to create content, but if you try to educate, inspire and entertain with each of your posts, that's providing value!

### ENGAGE WITH THE BROKERAGE

Tag or @mention (this allows you to tag a page - type "@" then the page name and click the page to select it when typing out your post copy) our company page when relevant. This allows us to see you've created content and we'll share it! We do not share content from a personal profile page.