



REAL ESTATE AGENT

SOCIAL MEDIA GUIDE



SOCIAL MEDIA GUIDE: PLATFORM STATISTICS



Social Media is how we consume media today. Think about how life has changed in this regard. 5-10 years ago we got our information from the news, radio, tv etc. Now we get our information and our news from social media. What started out as a fun distraction is now our way of life.

FACEBOOK

- Less than 2% use a desktop
- 98% of Facebook users are mobile users
- 29% are 35-54 (sellers)
- 30% are 25-34 (buyers)
- **59% of Facebook users are between 25-54 (home buyers & sellers)**
- 82% of college graduates are on Facebook
- 75% of social media users with an income more than \$75K are on Facebook

INSTAGRAM

- 52% male / 48% female
- 62% of users are between 18-34
- 32% of users are between 25-34
- 24% of users are between 35-54
- **56% of Instagram users are between 25-54 (home buyers and sellers)**
- 58% of users have become more interested in a brand/product after seeing it in Stories
- 50% of them say they have visited a website to buy a product/service as a result of seeing it in Stories
- 45% of Instagram users prefer to use Stories to become aware of new trends and happenings
- Brand stories have an 86% completion rate

TIKTOK

- 57% of TikTok users are female / 43% are male
- 43% of TikTok's global audience is between 18 and 24 years old
- 41% of U.S. users are between the ages of 30-49
- Only 3.4% of TikTok audience is older than 55

Use this platform to create your video and use your TikTok videos on the other platforms.

AGENT GOAL: SELL MORE REAL ESTATE

Here's how:

1

STRENGTHEN RELATIONSHIPS

Strengthen ALL of your relationships with social media by telling stories, and sharing what's going on in your life both personally and professionally. Stay top of mind.

2

CULTIVATE NEW RELATIONSHIPS

Engage with others in your neighborhood or target market. When they visit your page for the first time, it should be authentic and visually appealing.

*It is important to know the **your own goals** when deciding what kind of content to post. Give potential clients what they want!*

PLATFORM GOAL: SELL ADS

Here's how:

1

KEEP USERS ENGAGED

The algorithm's ONLY purpose is to keep users engaged. This is done by "showing stories that matter to users." [Quote from Facebook] Priority is given to content that gets engagement.

2

GROW NUMBER OF USERS

Get people on the platform once and they're hooked! It all comes back to interest and engagement!

*It is important to know the **platform's goals** when deciding what kind of content to post. Play the algorithm game!*

SOCIAL MEDIA GUIDE: USAGE LEVEL EXAMPLES



1 Level One

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Business		Personal		Business	

2 Level Two

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	Business	Business	Personal	Business	Personal	

3 Level Three

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Business	Personal	Business	Business	Business	Personal	Personal

SOCIAL MEDIA GUIDE: PURPOSES FOR POSTING



Why should people follow you?

Educate | Entertain | Motivate | Build Trust | Promote the Community

Post Ideas:

Educate:	Entertain:	Motivate:	Build Trust:	Community:
<ul style="list-style-type: none"> • Home maintenance tip (could use a personal example!) • DIY tip (could use a personal example!) • Buyer tip • Seller tip • Buyer FAQ • Seller FAQ • Biggest return on investment for sellers • Free resource (checklists, how-to/DIY) • Debunk a homeowner myth • Market Update 	<ul style="list-style-type: none"> • Holiday message • Pet post • Family post • Throwback thursday • Home tour video • Client events • Contest/Giveaway/Poll (would you rather, this or that...etc.) • Most expensive property of the month • Before and after • Behind the scenes 	<ul style="list-style-type: none"> • Seller challenge • Best value of the month • Why now is the time to buy or sell • What's happening with the economy - how does it impact real estate • Interest rate update • Market statistics 	<ul style="list-style-type: none"> • Personal news or update • Client testimonial • New listing (geotag) • Just sold (geotag) • Buyer in front of new house (tag buyer) • Buyer at the closing table (tag buyer) • Open House • Seller story (geotag) • Buyer story (geotag) • Repost your team posts 	<p>Don't forget to geotag!</p> <ul style="list-style-type: none"> • Selfie from a restaurant you tried in town • Photos from a community event you attended (gallery/exhibition, food truck rally, fun run, festival...etc.) • Best grilled cheese in town / best burger...etc. • Community events • Good community news • Best Italian/Mexican/Chinese/Pho...etc. restaurant

● Personal
 ● Business

SOCIAL MEDIA GUIDE: MONTH OVERVIEW



Monthly Calendar Example ● Personal ● Business

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
Educate	Motivate	Build Trust	Community	Entertain	Educate	Community
Build Trust	Educate	Build Trust	Entertain	Community	Educate	Entertain
Community	Educate	Build Trust	Motivate	Educate	Entertain	Community
Build Trust	Educate	Entertain	Motivate	Community	Educate	Build Trust
Educate	Community	Entertain	Build Trust	Educate	Build Trust	Community

SOCIAL MEDIA GUIDE: WHAT TO DO ON WHICH PLATFORM



Instagram - tips for gaining organic followers:

Instagram is very visual platform - it's all about photos and videos. High quality visuals are a must and images should be free of small text. If you're posting a testimonial, post a bold snippet in the image and continue the full testimonial in the post description or as a swipe-through image series (same with tips and "how to" posts). If there's too much to read in the image, you'll lose your viewer!

- Use relevant hashtags and geotags on your posts and tag people when appropriate.
- Know the difference between tagging a person/user, hashtags and geotags.
- Search geotags and like/comment on posts (example: search the KW Domain geotag and like the photos that show up there - sort by "recent," not "top"). Don't be spammy, but if you see something that interests you, feel free to comment. For example, an agent might post about a closing - it's ok to like the post and congratulate (do not sell when commenting on strangers' posts).
- Search relevant hashtags, sort by "recent," like/comment. For example, search #[insertyourcity] and like the posts that show up there.
- Tag clients. Give them your social media handles.
- Make sure your feed looks like something you'd want to follow, at a glance

Facebook - tips for gaining organic followers:

Unlike Instagram, Facebook is multifaceted (and great for sharing links). Post an event, join a group, link to blogs, events, websites...etc. Keep this difference in mind when posting!

- Add friends (friends of friends, people you may know...etc.).
- Join local Facebook groups (or create your own!) and be active
- Tag clients from (ask for their social media handles)
- Host Facebook events

To-Do List:

1. Audit your Instagram and Facebook profiles.
 - Make sure your profile and cover photos are up to date and high quality
 - Edit your bios - say what you do, any accolades, and include multiple methods of contact (email and phone)
2. Pinpoint which level you're (page 1) at and bump up to the next level
3. Create and follow a content calendar (weekly or monthly)
4. Join 3 Facebook groups and be regularly active in each
5. Set aside a specific amount of time each day (or week) to be active on Facebook and Instagram (posting and engaging)
6. Get into the habit of exchanging social media info with clients - at the closing table works great
7. [Optional] Boost most popular posts on Facebook and Instagram - even for the smallest daily budget! (must have a business account)



SCAN ME

LIVE GLOVER UNREAL
Retreat 2022

AUGUST 15-18

TRAVERSE CITY, MI

[GLOVERU.COM/RETREAT](https://gloveru.com/retreat)

TAKE MORE LISTINGS

SELL MORE HOMES

LIVE YOUR UNREAL LIFE



LIVE ^{GLOVER} UNREAL Retreat 2022

August 15-18
Traverse City, MI

LIVE UNREAL RETREAT ITINERARY

MONDAY

- 7:30 | Event Registration
- 9:15 | Keynote
- 10:00 | Market Update
- 10:30 | Break
- 11:00 | Session with Jeff
- 12:00 | Lunch
- 1:30 | Session with Jeff
- 2:30 | 1-1 Interview
- 3:00 | Break
- 3:30 | Top Agent Panel
- 4:15 | Breakouts
- 7:30 | Welcome Party

TUESDAY

- 8:00 | Coffee with Coaches
- 9:15 | Keynote
- 10:30 | Break
- 11:00 | Expert Panel
- 12:00 | Lunch
- 1:30 | Session with Jeff
- 2:30 | 1-1 Interview
- 3:00 | Break
- 3:30 | Top Agent Panel
- 4:15 | Breakouts
- 7:30 | Client & VIP Party

WEDNESDAY THURSDAY

- 8:00 | Coffee with Coaches
- 9:15 | Keynote
- 10:30 | Break
- 11:00 | 1-1 Interview
- 12:00 | Lunch
- 1:30 | Session with Jeff
- 2:30 | 1-1 Interview
- 3:00 | Break
- 3:30 | Top Agent Panel
- 4:15 | Breakouts

- 8:00 | Coffee with Coaches
- 9:00 | Production Specific Masterminds
- 12:00 | Close

TICKETS

General Admission: \$449
VIP Upgrade: \$299

TEAM DISCOUNTS AVAILABLE!

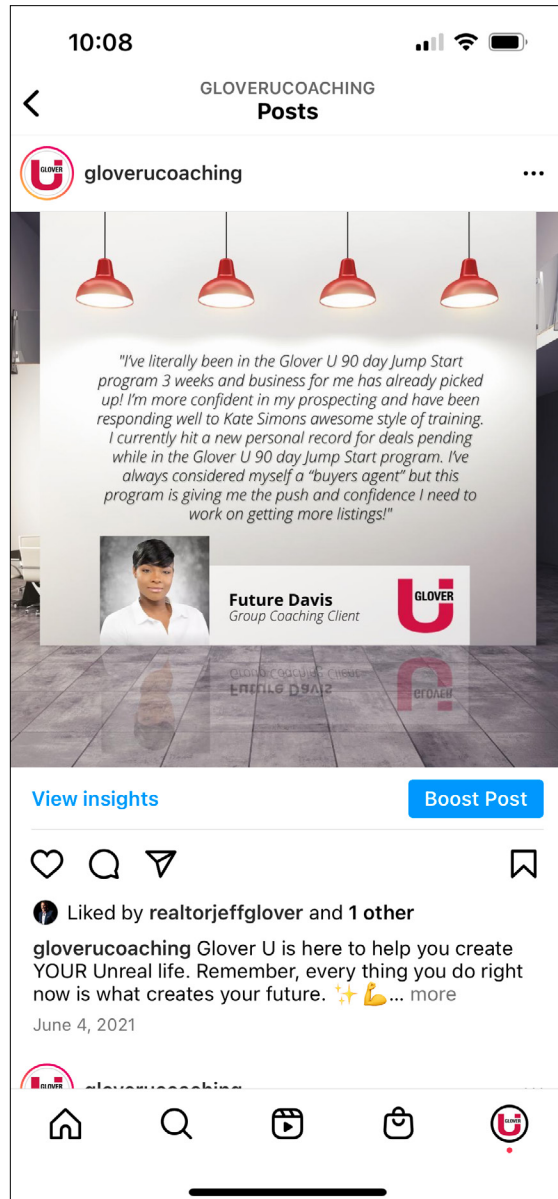


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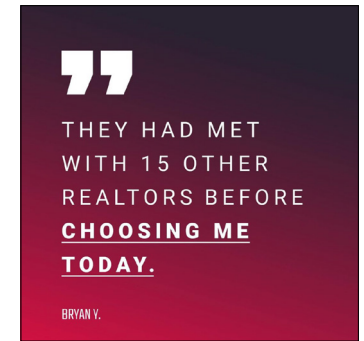
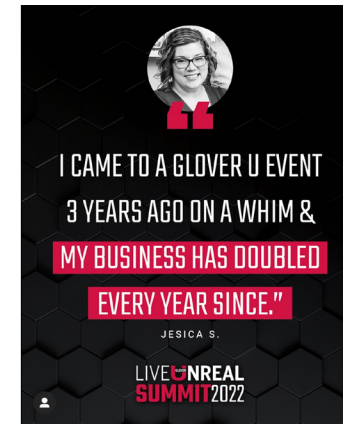
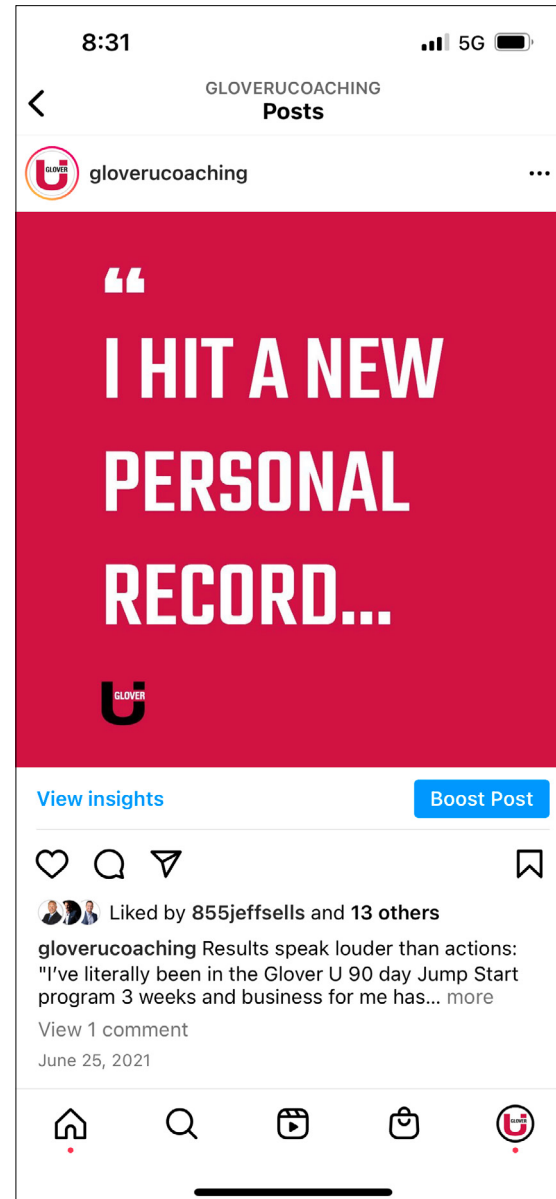
SOCIAL MEDIA GUIDE: TESTIMONIAL BEST PRACTICES



Before:



After:



TOP 3 SOCIAL MEDIA TIPS

1

HAVE A PLAN

Stick to your social media calendar but don't be afraid to sprinkle in spontaneous posts too! If you're doing something fun or have exciting news to share, squeeze it in.

2

ENGAGE

Spending time interacting/engaging gets people to engage with you and it tells the algorithms that your content deserves a chance to be seen, thus improving your reach.

3

GET STARTED

Don't overthink it. You have to start somewhere and it's okay if your posts aren't technically perfect at first. It's okay if you don't know how to create a Reel or a Story. The more you use, the more you'll learn. Just get started.

8 TACTICS FOR OUTSMARTING THE ALGORITHM

1. Post more **FACES** (close ups and selfies are better than group or far away shots)
2. Better photo **QUALITY**
3. Post more **CONSISTENTLY / FREQUENTLY**
4. Publish more video content in the form of **REELS & STORIES**
5. Go **LIVE** more often
6. **COMPELLING** captions (ask a question, tag a friend...etc.)
7. Run a **CONTEST**
8. Post during **PEAK** hours (late morning / early afternoon)

IN A NUTSHELL...

BE SOCIAL!

If you're not spending time engaging with others and posting content YOUR AUDIENCE wants to see, two things will happen:

- 1. People won't engage with you because they won't feel compelled to.**
When you show your followers and the people you follow that you're present, you're listening and you care, they're more likely to engage with you and show you the same!
- 2. The algorithms will cap your reach!**
Social media platforms reward engagement with reach. If you're just throwing up posts without spending time being active on the platforms, why should they circulate your content? If you're posting content people don't care to see, they'll scroll right past you and the platform will serve your content to fewer viewers.



COACHING PROGRAMS

ELITE 1-ON-1 COACHING *\$1,500/month*

Learn leadership, models, systems, and operations to get to the next level for both Rain-maker and Lead Admin by taking a "team" approach to coaching by having not one, but two coaches committed to your growth.

1-ON-1 COACHING *\$1,000-\$1,500/month*

Learn the models, systems and skills it takes to become a Mega Agent or Mega Leader through our most popular coaching program designed to fit your needs and goals with a hand-selected Glover U coach.

OPERATIONS MASTERY [ONLINE GROUP COURSE] *\$399/month*

Learn the ins and outs of running a successful Operation from Jeff Glover & Associates Operations Managers, Taylor Kerrigan & Taylor Cornfield. This coaching focuses on processes and procedures for your business to maximum growth in an efficient manner.

LISTING MASTERY [ONLINE GROUP COURSE] *\$399/month*

In this group coaching program, learn to become a listing master from the master himself! Jeff will share everything he and his team do to average 75 listings taken a month even in this listing scarce economy.

PROSPECTING BOOTCAMP [ONLINE GROUP COURSE] *\$299/month*

Get coached by top Prospecting Agent and former Inside Sales Manager of JGA, Justin Ford to learn how to generate seller leads in a small group setting - without spending a dime on marketing.

TEAM BUILDING [ONLINE GROUP COURSE]

FROM SALESPERSON TO CEO *\$399/month*

This group course taught by Matt Sutter, who is our head Leadership and Business coach, teaches a blend of Jeff and Matt's nearly 40 years of experience in leadership, much of it being related to leading over 15 different multi-million dollar revenue companies.

BUYER MASTERY [ONLINE GROUP COURSE] *\$399/month*

This group course is designed and written by our top Buyer Agent on the team who closes 50+ transactions a year utilizing all of our buyer methods for success.

MARKETING MASTERY [ONLINE GROUP COURSE] *\$399/month*

Greg Erlanger, leader of the #1 Real Estate team in Ohio, teaches the marketing tactics and strategies he and Jeff himself use daily to lead their teams to the top.

NEW! UNREAL DIALOGUES [ONLINE GROUP COURSE] *\$399/month*

Taught by Jeff Glover himself! Become a Jedi-Master of Neuro-Linguistic Programming, a method of influencing brain behavior. These techniques will stick with you for life, no matter your role in the industry.

NEW! WEALTH MASTERY [ONLINE GROUP COURSE] *\$399/month*

Taught by Matt Sutter, our head Leadership and Business coach, with experience in leading over 15 different multi-million dollar revenue companies. Develop the skills, mindset, habits, focuses, beliefs and strategies of great wealth builders using 10 easy-to-learn principles.

**REAL AGENTS
REAL RESULTS**



Glover U helped catapult my business **from 27 transactions to 128 transactions** in just one year!

THOMAS E.
[1-ON-1 COACHING CLIENT]

**VISIT GLOVERU.COM TO
SIGN UP OR LEARN MORE**

FREE COACHING CONSULTATION

Contact us for a complimentary 25 minute coaching consultation and strategy call. We'll review your current business structure, volume, vision and goals. Together, we'll outline a plan and start you down the path toward your Unreal life!



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INFO@GLOVERU.COM



“IF YOU WOULD HAVE TOLD ME 5 YEARS AGO THAT MY LIFE COULD BECOME WHAT IT HAS BECOME I WOULD’VE CHALLENGED YOU...”

At the end of my second year as a real estate agent, I connected with Jeff Glover and Glover U and really learned how to create a sustainable business model that did not limit my income to my time worked, but to systems and efficiencies created. I think I’ve just about taken every training course they offer and have learned so much about running a business that I am really seeing a side of business that I never even dreamed possible. AND my income has nearly doubled every single year just by doing the work and consistently implementing the things I’ve learned!!!

Jeff, you have made such an impact in my world. I’m living a life that totally allows me to be a blessing to everyone I come into contact with, which was always my mission. But the tools you have given made it more than a thought. It is truly a reality now. One of the reasons I call my team “The Dream Team” is because we are going to live the life we once dreamed about, and empower others to do the same! It’s our commitment to the Live Unreal model and to take your vision to the next level.

You are appreciated and this is my FIVE STAR review!”

CHEESETTE C. | 1-1 COACHING CLIENT