



OFFICE
665-555-2019
CELL
601-867-5309

Sally Sellsalot is a real estate agent with LMAR Realty in Madison, Mississippi.

As more and more potential clients use social media, Sally chooses to use Facebook, Twitter, and Instagram in addition to traditional marketing.

What follows are samples of correct and incorrect ways to communicate anything "real estate" on these three social media platforms.

facebook

Facebook, Inc. is an American online social media and social networking service company based in California and founded in 2004 with over 2.9 billion monthly users.



TIP: Create a business page to use for real estate posts AND include your name, brokerage name, and brokerage phone number in the page name.



If you have to click MORE to see the brokerage info, YOU ARE NOT COMPLIANT.

✓ CORRECT

Sally Sellsalot

3 mins · 2

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Sally Sellsalot
601-867-5309

New Listing! Three Bedroom, 2 bath cottage with open concept... [See More](#)



Like

Comment

✗ INCORRECT

Sally Sellsalot

5 mins · 2

New Listing! Three Bedroom, 2 bath cottage with open concept, formal dining and keeping room. Updated throughout with new roof and windows, Fresh paint, granite counters, Stainless Steel appliances, hardwood floors througho... [See More](#)



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✓ CORRECT

Sally Sellsalot

8 mins · 2

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LMAR Realty

8 mins · 2

Just Listed. 3BR-2BA \$ 159,000, Anywhere, MS...



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✗ INCORRECT

Sally Sellsalot

Just now · 2



LMAR Realty

Just now · 2

Just Listed. 3BR-2BA \$ 159,000, Anywhere, MS...



Like

Comment

Share



TIP: Proof your post on both your desktop and mobile device. Facebook treats posts differently on each platform.

✓ CORRECT

Sally Sellsalot

5 mins · 2

LMAR Realty
665-555-2019

It's a great day to go out and house hunt! Drop by and see me this Sunday between 2-4, I will have cookies and homemade Lemonade and... [See More](#)



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Comment

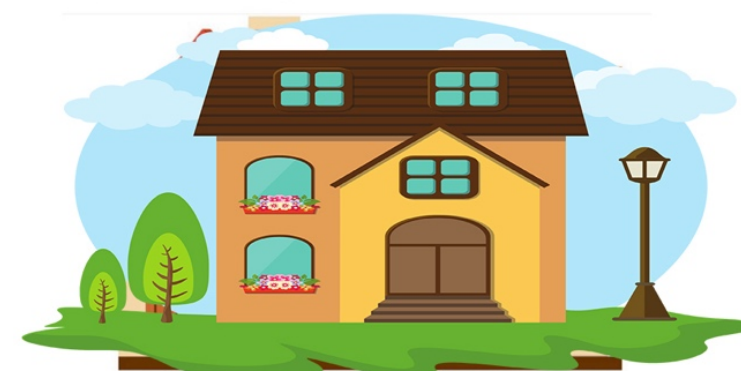
Send

✗ INCORRECT

Sally Sellsalot

5 mins · 2

It's a great day to go out and house hunt! Drop by and see me this Sunday between 2-4, I will have cookies and homemade Lemonade and a glass of wine for the first 10 to stop by. Come to 123 Main St Nowhere, MS 12345. Call me directly with quest... [See More](#)



Like

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Instagram

Instagram is a photo and video-sharing social networking service owned by Facebook, Inc. It was 2010 exclusively on iOS. Instagram has over 500 million active monthly users.



LMAR REALTY

655-555-2019

SALLY SELLSALOT

601-867-5308



sallysellsalot2019 NEW LISTING! Three bedroom, 2 bath cottage with open concept, formal dining and keeping room. Updated throughout with new roof and windows. Walk to your favorite restaurant or shop in downtown Nowhere.

Sally Sellsalot, Realtor
LMAR REALTY
O-665-555-2019
C-601-867-5309



sallysellsalot2019

SALLY SELLSALOT

601-867-5308



sallysellsalot2019 NEW LISTING! Three bedroom, 2 bath cottage with open concept, formal dining and keeping room. Updated throughout with new roof and windows. Walk to your favorite restaurant or shop in downtown Nowhere. Call Sally at 601-867-5309 for info!

3 SECONDS AGO

twitter

Twitter is an American online microblogging and social networking service founded in 2006 on which users post and interact with messages known as "tweets". Tweets are restricted to 280 characters. Twitter has 321 million active monthly users.



Tweets Tweets & replies Media Likes

Sally Sellsalot @SSe... · 6/27/19
Just listed by Sally Sellsalot
Agent with LMAR Realty Cell#
601-867-5308 Office#
665-555-2019
Call today to view this 3bd 2bt
home located at 34 Not Yo Street
Somewhereville, Ms 12345



Tweets Tweets & replies Media Likes

Sally Sellsalot @SSe... · 6/27/19
Just listed!! Call me
601-867-5309 ASAP to view this
3bd 2bt beauty located at 34 Not
Yo Street Somewhereville Ms,
12345! So much to offer and in
the "best" school district. Call me
today..it's going to go fast



If you are going to post anything on social media related to real estate, your brokerage firm name and phone number must be clearly visible in the post.



BEFORE YOU PUBLISH YOUR POST...

Do you see your brokerage name?
Do you see your brokerage phone number?

BEFORE YOU CLICK SEE MORE OR CONTINUE...

Do you see your brokerage name?
Do you see your brokerage phone number?

BEFORE YOU CLICK SHARE...

Do you see your brokerage name?
Do you see your brokerage phone number?

Are you using your business page instead of your personal account?



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