

Social Media Content and Scheduling Tools

Offered by: Texas Realtors

Written By: Darian Rausch

Class Outline

Total Time: 2 Hour

CE Credit: 2 Hour

Course Description: In this class, the real estate professional will explore different strategies of what to post to reach your target audience on your Facebook and Instagram business pages. Participants also learn about the social media scheduling tool, Buffer, and how it can be used to manage future posts and campaigns.

- Introduction & Review Course Objective(s) (Time :05)
 - Review of the TREC “One-Click” website rule
 - Facebook Real Estate Content
 - Instagram Real Estate Content
 - Using Buffer to Schedule Content

- Facebook Real Estate Content Ideas (Time :45)
 - Review of the TREC “One-Click” website compliance rule on Facebook
 - Lead Generation Through Engagement – Questions and Polls
 - Lead Generation Buyer Content
 - Lead Generation Seller Content
 - Lead Generation Sharing Third-Party Content
 - The use of Video

- Break (Time :010)

- Instagram Real Estate Content Ideas (Time :25)
 - Review of the TREC “One-Click” website compliance rule on Instagram
 - Lead Generation Through Engagement – Questions and Polls
 - Lead Generation Buyer Content
 - Lead Generation Seller Content

- Using Buffer to Schedule Content Overview (Time :30)
 - Advantages of scheduling your social media posts in advance.
 - Demonstration of the scheduling platform “Buffer”

- Q & A – Closing Remarks (Time :05)