

# SOCIAL MEDIA CHECKLIST



[WWW.DIGITALDOM.COM/REALESTATETOOLS](http://WWW.DIGITALDOM.COM/REALESTATETOOLS)

HELLO MY NAME IS DOM, THANKS FOR DOWNLOADING THIS FREE RESOURCE. I LOVE HELPING REAL ESTATE PROFESSIONALS JUST LIKE YOU BE SUCCESSFUL IN THE DIGITAL WORLD.

## SOCIAL MEDIA CHECKLIST:

*This is a free guide for you, however, I have personally spent thousands of dollars on tools and hundreds of hours to bring you the best tips/resources. If this resource helps you, please share with your friends and colleagues. Thanks, Enjoy!*

### SOCIAL MEDIA QUICK CHECKLIST:

#### EASY:

- ◆ Is my post adding value to my audience? (Educating, Entertaining, Encouraging)
- ◆ Does this post match the vision of my brand?
- ◆ Am I adding a location to each post?
- ◆ Have I updated my bio? (download the free guide)
- ◆ Am I consistent (yes or no)
- ◆ Do I have a content calendar? (download the free guide)
- ◆ Do I follow people inside/outside of the industry?

#### INTERMEDIATE:

- ◆ Is there a good mix of photos on my page (or it house, house, sell, sell, sold)?
- ◆ Is there a humanistic approach to the social content (are there people, babies, pets)?
- ◆ Am I adding 10-15 relevant hashtags
- ◆ Am I adding tags to some post (@homedepot @lowes @localbookstore)
- ◆ Are my photos good quality, preferably professional quality?
- ◆ Do I like/engage/comment on people's post that I follow?
- ◆ Would I follow myself, if I weren't in the real estate industry?

#### HARDER:

- ◆ Have I incorporated videography in your social media strategy?
- ◆ Have I identified your core friends and biggest fans?
- ◆ Have I ever highlighted small businesses/ business owners in my area/zip code?
- ◆ Are I using Instagram Stories or Snapchat to share open houses?
- ◆ Have I run a contest with the intent of giving back to my online community?
- ◆ On average do I spend more time, consuming content or producing content?
- ◆ Have I asked for Feedback?

THIS IS A QUICK CHECKLIST not a comprehensive deep dive.

"THERE IS A BEAUTIFUL SCIENCE AND ART TO SUCCESS ON SOCIAL MEDIA"

Thank you for reviewing this FREE PDF.

If you are interested in going deeper with a personalized 1-1 Digital Consulting & Brand Strategy. I offer customized "All in One", social media management and much more for Real Estate Professionals in the Southern California area.

STEP 1.) Text the word "DIGITAL" to 33222

STEP 2.) Let's connect & Strategize STEP 3.) Execute

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