

SOCIAL MEDIA CHECKLIST



WWW.DIGITALDOM.COM/REALESTATETOOLS



SOCIAL MEDIA 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?
- ◆ Am I consistent (yes or no)
- ◆ Do I have a content calendar?
- ◆ Do I follow people inside/outside of the industry?

INTERMEDIATE:

- ◆ Is there a good mix of photos on my page
- ◆ Is there a humanistic approach to the social content (are there people, babies, pets)?
- ◆ Am I adding relevant hashtags
- ◆ Am I adding tags to some post (@homedepot @lowes @localshop)
- ◆ 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 consistently?
- ◆ 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