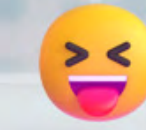
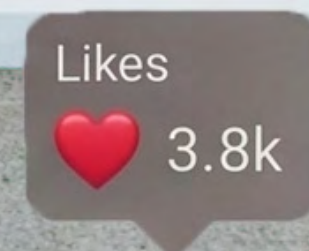
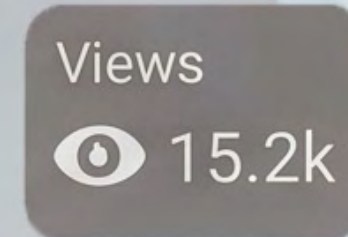
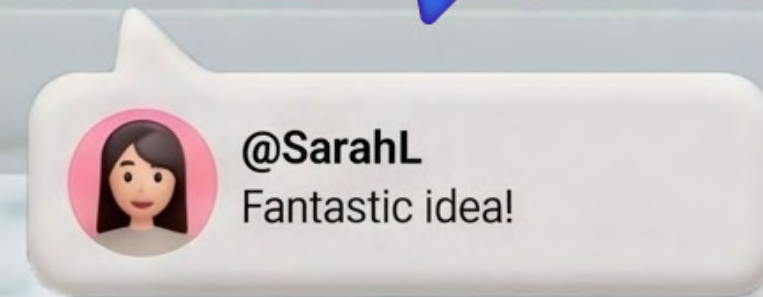
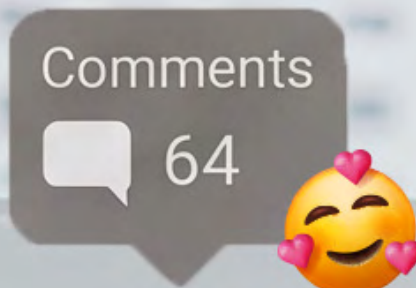


Using Social Media to Grow Your Real Estate Business

A 4-Week Starter Plan for Real Estate Agents Who Don't Post (Yet)

A real estate ebook from





Your 4 Weeks, Mapped

Social media is an evolving tool that has shifted from sharing dinner plates to influencing people to trying the latest trend.

Contrary to what you've heard, you don't need to go viral to bring attention to your business. You only need a simple, repeatable system you can commit to, even when your calendar fills up.

This guide will help you choose one platform, set up your profile to earn trust, start posting beginner-friendly content, and build a routine that keeps you safe and compliant. You'll be social media smart in just four weeks.

4-Week Roadmap

WEEK 1:



Pick your platform + learn the basics



WEEK 2:



Set up your profile for trust + clarity



WEEK 3:



Post from a beginner content menu + use simple video



WEEK 4:



Build routine + protect clients + protect yourself



Social Media Terms You'll See *(And What They Mean)*

These are just a few of the most common terms on social media. You probably know some of these already!






- Algorithm:** the system deciding what people see (this system differs by platform)
- Reach:** how many people see your post
- Engagement:** likes, comments, saves, shares, DMs
- Saves/Shares:** strong “value” signals (especially for educational posts)
- Retention:** how long people watch before scrolling
- CTA:** (call-to-action) a simple next step for viewers to take
- Meme:** a joke that people can share with different contexts
- BTS:** behind-the-scenes, a video style to show what really goes on
- GRWM:** get ready with me, a video style to show “a day in the life”
- B-Roll:** video footage of the context to add depth to the main idea, like scenery or people laughing

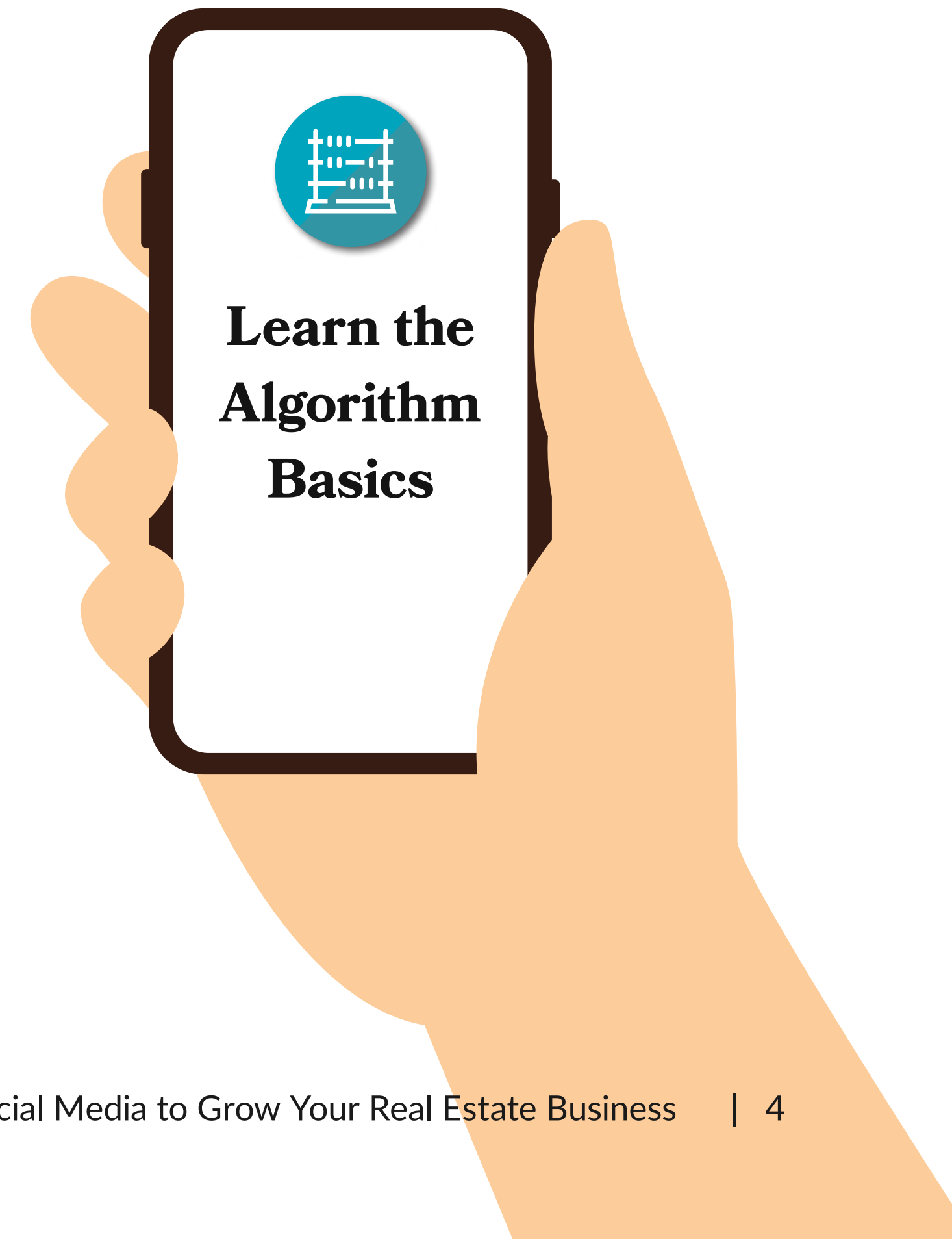
WEEK 1:

Pick a Platform and Start Posting

What Platforms Are Popular Right Now *(And What They're For)*

The “best” platform is the one you’ll *actually* use consistently. For now, choose one place to post for the next 30 days, then expand later. Use this chart to see what each platform does best, what types of posts you should create, and what the algorithm will promote most (or “push”) on each platform.

	Best For	What to Post	What Gets Pushed
 <i>Instagram</i> →	Staying top-of-mind with your sphere + building trust visually	Reels, carousels, Stories (quick behind-the-scenes)	Content that people watch all the way through and save/share
 <i>TikTok</i> →	Reaching new people fast with simple tips (even with a small following)	Short “one tip” videos, voiceovers, quick explainers	Videos people finish and rewatch
 <i>YouTube Shorts</i> →	Being discoverable over time (search-friendly video)	Quick Q&As, myth-busting, “what to expect” videos	Videos that match viewer interests + keep attention
 <i>Facebook</i> →	Local community visibility + referrals (especially Groups)	Community posts, local updates, short videos, event/photo recaps	Posts that spark real comments/conversations
 <i>LinkedIn</i> →	Professional credibility + referral partners (lenders, attorneys, HR, relocations)	Short stories, local market notes, client education in plain English	Relevant professional posts that start conversation



WEEK 2:

Set Up Your Page for Success

What “Aesthetic” Means

(And How to Do It Simply)

You want your page to be clear, consistent, and trustworthy at a glance. The best way to do this? Building a brand.

In other words? Your aesthetic.

“Aesthetic” refers to your overall sense of style, or in this case, the way you present your business to the online world. For example, you might go for a clean and professional look. Or maybe, you want to appear more like an influencer, where your face is more prominently featured in your thumbnails. Here are some tips for building your aesthetic with ease.

Aim for this:

- Same photo style across platforms
- Two brand colors max
- One font style for graphics
- Post formats that repeat (so your page looks organized)

Dig Deeper

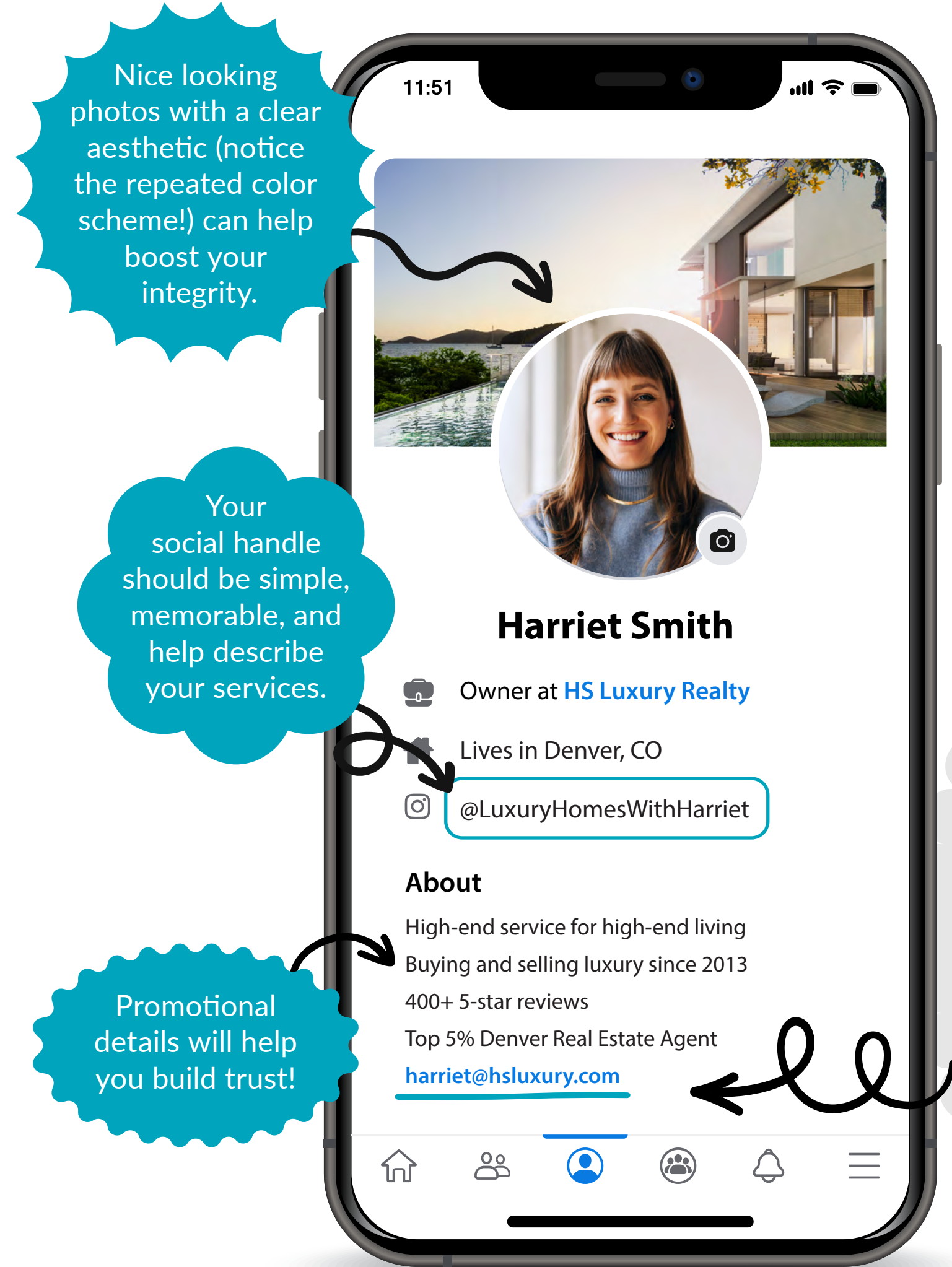
An introduction to brand building through social media



Your Profile Setup Checklist

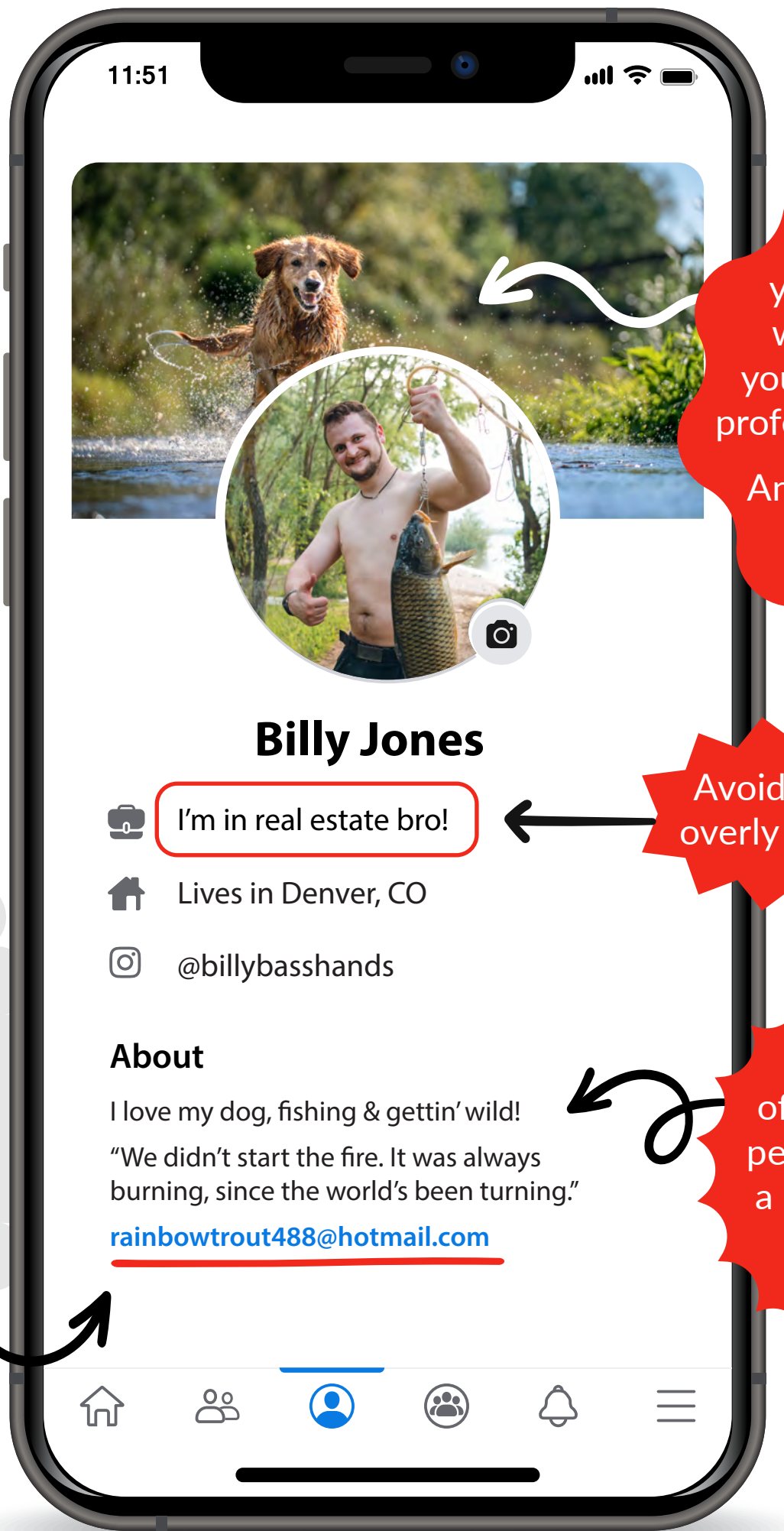
(Username, Photo, Bio)

- Username:** easy to search + say out loud (name + area works best)
- Profile photo:** bright, current, friendly, close-up
- Bio:** who you help + where + how (simple)
- Proof cue:** brokerage, specialty, designation, review snippet
- Link:** your website, your listings, or other relevant pages



Notice the differences in the bio and email addresses

Which one would you trust more to handle your real estate transaction?



Quick Do's and Don'ts by Platform



Instagram



Use Reels + Stories

Over-hashtag or
Post blurry reposts



TikTok



Keep it real + fast

Open with slow intros



Facebook



Join local groups

Spam listings or
Break group rules with
self-promotion



LinkedIn

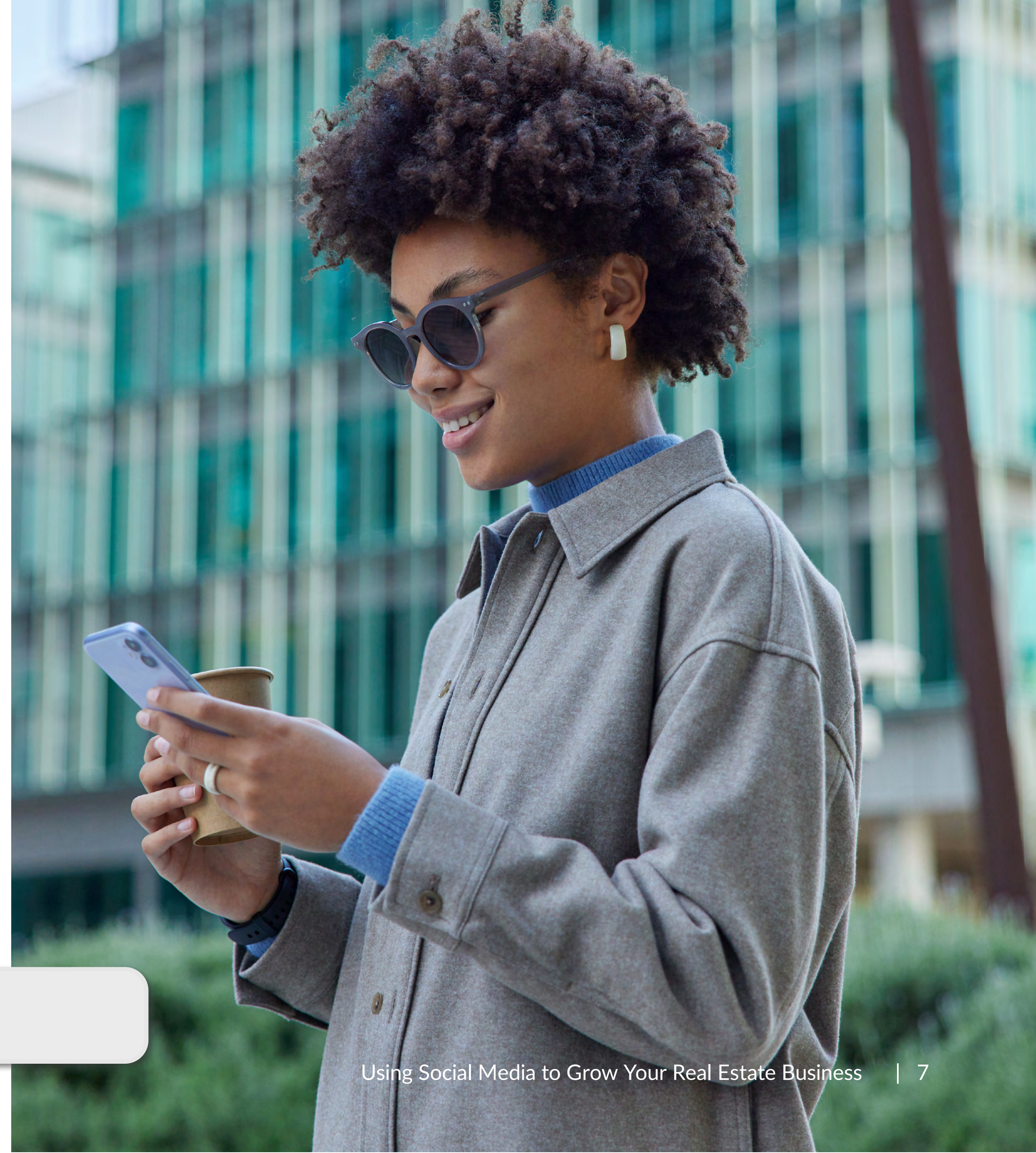


Tell professional
"why I'm in real
estate" stories

Be overly casual

Dig Deeper

20 Do's and Don'ts
of Social Media in 2026





WEEK 3:

What to Post, When to Post, and How Video Works

Your Content Kickstarters

Feeling stuck? Choose one of the following prompts to get started posting. It's easier (and maybe even more fun) than you think! Don't forget to mix in your own personal flavor.

"What happens after your offer is accepted"

"One mistake I see sellers make"

"One cost buyers forget"

"Terms explained in 20 seconds: (earnest money, contingencies, etc...)"

"Three things I'd check before buying in [Neighborhood]"

"Behind the scenes: how I prep clients for showings"

"Local spotlight: [Business]"

"Get ready with me to attend this [local event/networking event/work from home/etc.]"

"My weekly market note (simple version)"

A good way to start?

Answer the questions your client is already asking.

Hot Tip:

You do not need to post all business, all the time. While it's important to have a clear aesthetic, it's even more important to show up authentically.

Dig Deeper

Engaging Instagram Content Ideas for Real Estate Agents

How to Create Real Estate Videos for Social Media

This is the video era. Simple photos don't pull the weight that they used to – it's all about video now. The good news is, just because you're making videos doesn't mean you need to be the star of the show.

You also don't need to be a trendy teen or a Hollywood director to make a great video. Here are the steps we recommend and about how long they take:

STEP 1:

Pick One Message Per Video



Keep it tiny: One question, one answer.

Examples:

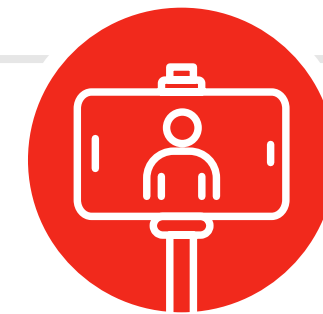
"Earnest money – what it is in 20 seconds"

"One thing sellers should do before photos"

STEP 2:

Film Your Clips

(10 Minutes)



What to film (choose 1-2 to start):

Neighborhood signs, parks, main streets

"Hands-only" desk shot (checklist, paperwork tips)

Walk-and-talk: film yourself giving one tip in one take

Pro Tip: Film in vertical (9:16) for Reels/TikTok/Shorts.

STEP 3:

Save Clips in One Folder



(A few seconds)

Label it: "Video Clips"

Pro Tip: Save 5-10 short clips so you're never starting from scratch. With film, the more (and the longer) the clips, the easier to edit!

How to Create Real Estate Videos for Social Media

STEP 4:

Put Clips Together (Edit) (10+ Minutes)



Beginner edit checklist:

1. Trim dead space
2. Put your strongest clip first
3. Add text on screen (big + readable)
4. Add closed captions if possible

Optional: When you start getting more comfortable editing, test your skills by adding a clean, quiet audio track to the background.

Pro Tip: Free programs like [Canva](#) and [CapCut](#) have great video editing tools you can try.

STEP 5:

Add a Simple Caption (5 Minutes)



When you're posting on Instagram, Youtube, or sharing your video on other social media platforms, you'll want a creative caption or video description on your post to entice your viewers to watch the full video without scrolling away. You can follow this simple formula to help you get started.

Caption formula: **Hook + Tip + Soft invite**

For Example:

"Buying soon? Here's the one cost buyers forget. Watch this video for the full checklist."

STEP 6:

Upload + Post Across Platforms



(One "share" away)

Some video editor tools come equipped with the ability to upload a video for you. This can save you some time and stress, but whether you post the video or a program does, you will need fast, reliable internet to make the upload seamless.

Post it on the platform you picked in Week 1: Instagram, TikTok, YouTube Shorts, Facebook, or LinkedIn.

Pro Tip: If you're posting in multiple places, use the same video — just adjust the caption tone per platform.

Stay Safe + Stay Compliant *(Protect Clients and Yourself)*

Although it feels like just a regular part of life, social media is not for every detail of your life or your business. Here are some ways to stay safe and compliant as a real estate agent.

Three “Protection Buckets”:

1

Fair Housing *(Keep It Clean)*

- Focus on property features, not “who” a home/neighborhood is for
- Be careful with targeting/ads and audience language
- Avoid anything that could imply preference or exclusion

2

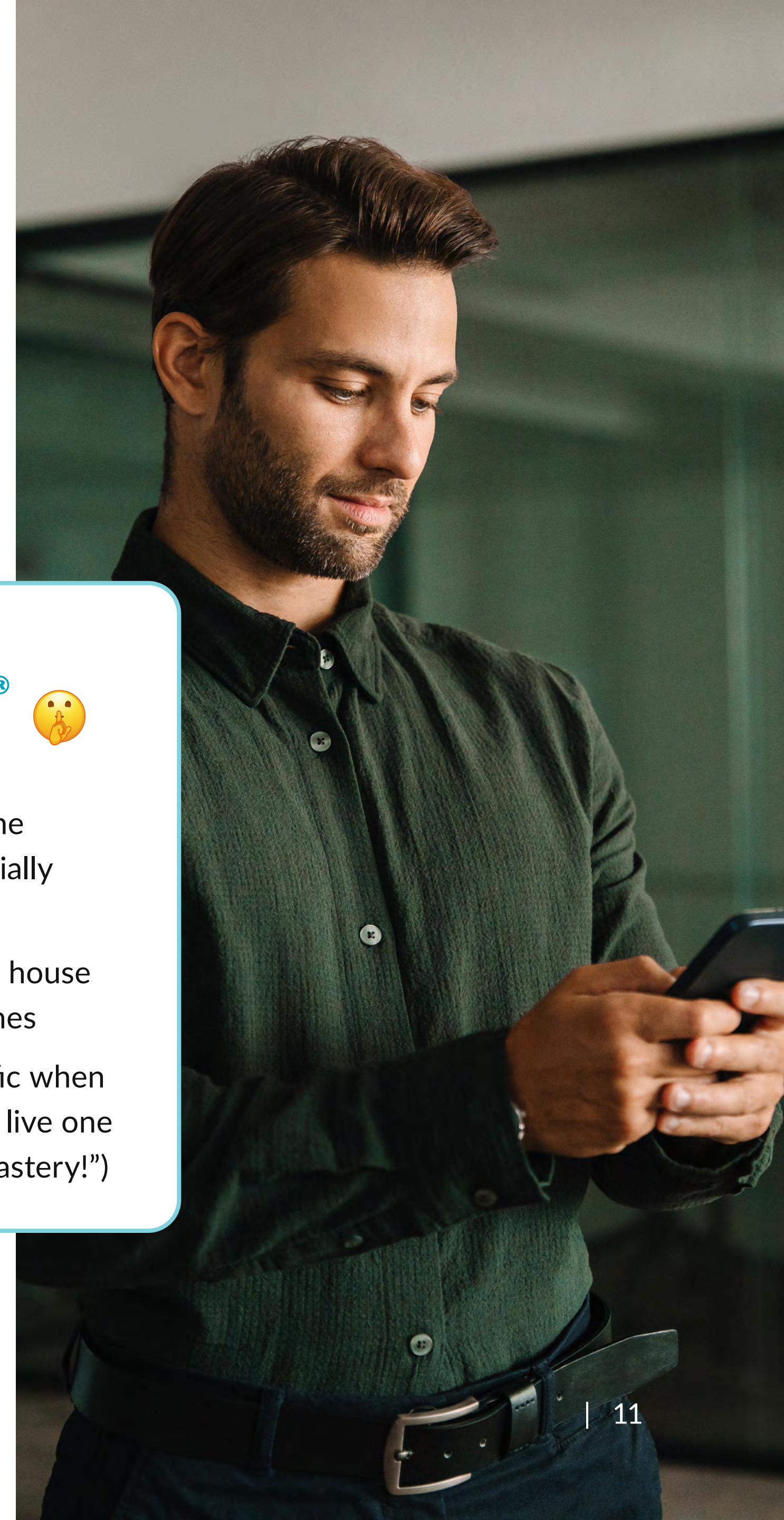
Privacy Protection

- Get written permission before sharing client stories or photos
- Never share photos of clients that could reveal sensitive details (like their new address)
- Don’t share private details, schedules, or sensitive transaction info

3

REALTOR® Safety

- Don’t broadcast real-time location patterns (especially alone)
- Be cautious about open house details + personal routines
- Avoid getting too specific when posting local content (“I live one block away from this roastery!”)





Your 4-Week Social Media Plan

(One-Page Cheat Sheet)

WEEK 1: Platform and Brand

- Determine your preferred post style (video based, group-centric, or word dominant)
- Start brainstorming your brand elements (What colors will you use most? What name sets the tone?)

WEEK 3: Get Social!

- Make your first post
- Post 1 simple video (voiceover or hands-only)
- Post 1 conversation starter
- Comment on 5-10 posts of people you follow

WEEK 2: Profile Setup

- Build your profile: username, photo, bio, proof cue, link
- Follow similar brands, your brokerage, your network

WEEK 4: Build a Safe Routine

- Spend 15 minutes/day on social media engagement
- Find a create/edit/post flow that works for you
- Keep your safety checklists close and refer back when in doubt

Bonus: What to Track

Pay attention to your metrics. Start with likes and comments, and then over time, you will begin to see clear patterns in which of your posts resonate most with your crowd.

→ Likes, comments

→ Saves, shares

→ DMs, consult requests

See You on the Web!

You don't need to master everything at once. You just need one platform, one message, and a routine you can repeat.

When you're ready for more bite-sized tips and real-world strategies, The CE Shop has free resources and courses to help you keep growing without overwhelm.

Also Explore:

