



Social Media Essentials



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What is social media?

Social media allows you to connect with people online and share content such as articles, photos and videos. It's very different from traditional media such as television and newspaper because it nurtures conversations rather than just delivering content.

There are many different social media sites with varying formats and best practices. This may be a little overwhelming if you are new to social media or have only used it casually. This roadmap is designed around social media sites that we have found to be most helpful when marketing listings.



Why is social media important?

Traditional marketing media such as print ads, television commercials and billboards can be expensive. Social media is a cost effective way of building brand awareness while connecting with home buyers and sellers. It's a great medium to keep in touch with clients and generate referrals.



Be a thought leader.

Leverage your knowledge and expertise by posting answers to common questions. Online, such unbiased sharing tends to be rewarded with trust.



How can I use social media as an effective marketing tool?

(Some dos and don'ts.)





Do.

Customize your social media accounts with an updated headshot, background images, and company logo.



Don't.

Just post the property address and tour link. (Consider asking your audience what they like or dislike about the home.)



Do.

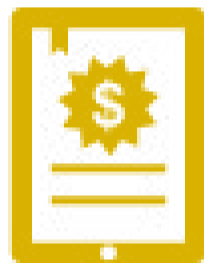
Determine which types of content and what days and times work best for your audience.



Don't.

Only post content related to your business. (Be a local resource by sharing community events or local deals that will interest your clients.)

This is fun, isn't it?



Get the next ebook, the latest platform update, and the occasional referral-winning blog-post revelation when you subscribe to the Paradym Newsletter. It's free!

SEND ME THE NEWSLETTER



Do.

Respond to all comments online as quickly as possible.



Don't.

Neglect your social media accounts. The time you put into social media will determine your return on investment (ROI).



In 2004, Facebook launched as a networking site for college students. Currently, it is one of the most popular social media networks in the world.

On Facebook, an individual may have a personal profile and a business page. A business page helps to establish your brand and separates your business persona from your personal one.

On a personal Facebook profile, the people with whom you have connected online are called friends. Business pages on Facebook do not have friends. Instead, you will see names of those who have liked your page.



Facebook insights

Once your business page has at least 30 likes, you will be able to access Facebook Insights, an analytics tool.



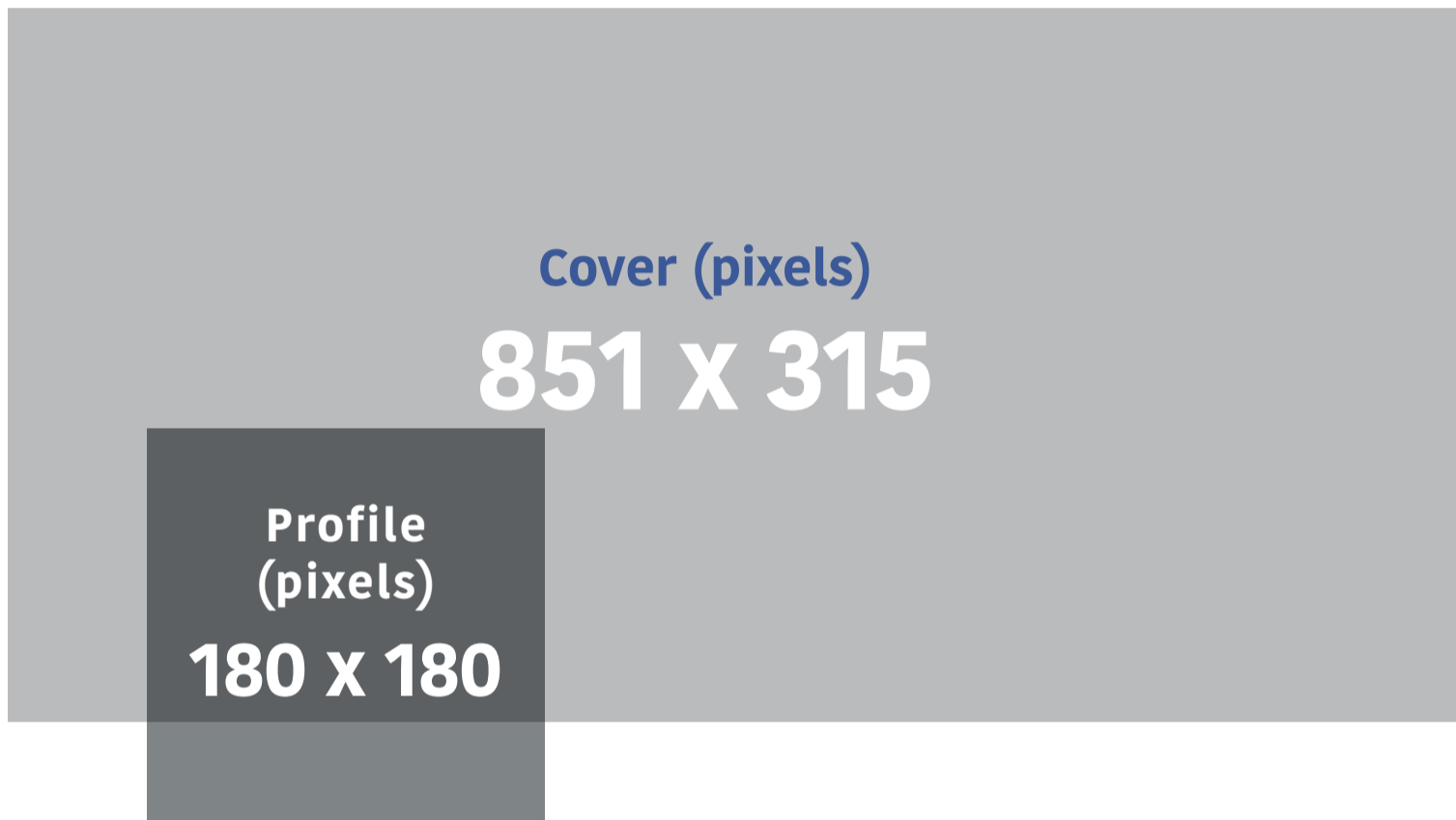
Posts. Determine the engagement level of your posts and customize your content based on what resonates with your audience.



People. Learn more about the demographics of your audience such as their age, gender, and location.







Facebook image sizes



- 1. Cover Photo** - This image will appear at the top of your Facebook Business Page and can include your company logo, phone number, and background images representative of your brand.
- 2. Profile Picture** - This image will be shown in varying places and sizes on Facebook. The profile photo will appear on top of the cover image. A smaller version of this photo will display next to your Page Name every time you post content, or respond to comments. We recommend that you upload an up-to-date headshot.



Best Practices

-  Incorporate photos and videos in every post since those tend to get more engagement than text-only posts
-  Solicit feedback from your followers so you can learn their interests and customize your content accordingly
-  Consider boosting posts for high visibility. You can also create targeted Facebook ads based on location, age, and gender
-  Utilize the schedule post feature by clicking on the clock icon



Success secret: Post content a few minutes before the hour to catch clients who are checking their accounts before a meeting.



Did you know? At 1.5 billion, monthly Facebook users outnumber the population of China, the world's most populous country.

Join the social revolution.



Balloon your social media presence, supercharge your listings, and become Agent of the Year for client service—all with the push of a button.

JOIN PARADYM EDGE



Twitter was launched in 2006 as a way to provide content to users in short bursts of information. These bursts of information are called tweets and can be up to 140 characters in length.

Terminology



The @ symbol precedes an account name and can direct tweets to specific Twitter users who will be notified. These tweets are public and can be viewed by anyone looking at your page.



The hashtag allows you to categorize your content so users searching for that topic can find your post. Simply put the pound symbol in front of a word or phrase like #RealEstate.



RT stands for retweet, which means reposting someone else's tweet. Always identify the original author of the tweet by including @ and their Twitter handle such as RT@Paradym.



MT stands for modified tweet. Place it before retweeted text that has been paraphrased.



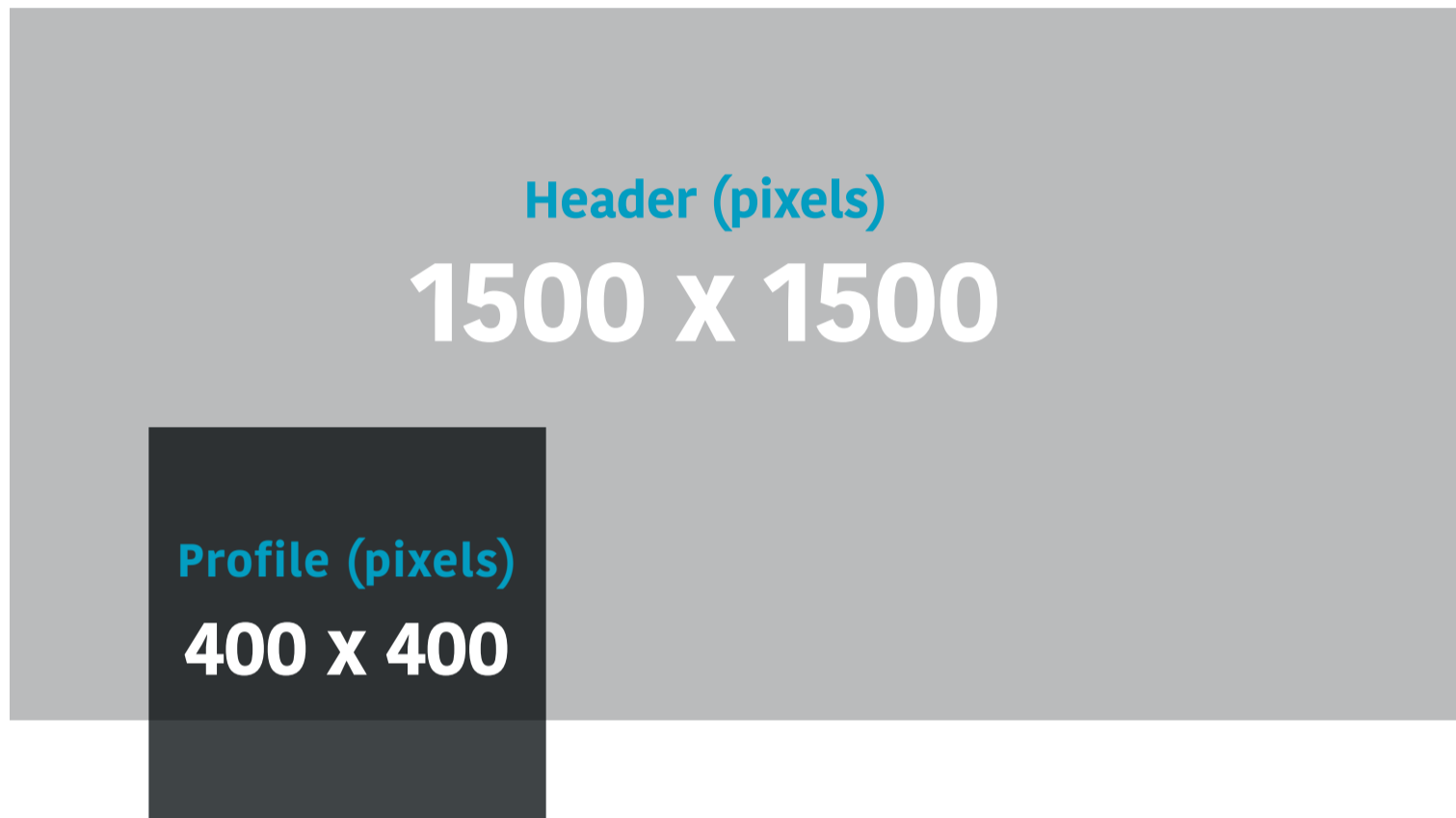
DM is a direct message between Twitter users. These are private and can only be seen by users that are part of the conversation.



Lists help you streamline your news feed by organizing Twitter users into categories such as Family, Friends, News, etc.



Twitter image sizes



1. Header Photo - This image will appear at the top of your Twitter Page and can include your company logo, phone number, and background images representative of your brand.

2. Profile Picture - This image will be shown in various places and sizes on Twitter. The profile photo will appear in front of the header photo. A smaller version of this photo will be displayed next to your Twitter handle every time you tweet.



Best Practices



Use a **handle name** that is short and easy to remember such as your first and last name or first initial and last name



Use **direct messages** (DM) for private conversations that contain sensitive information or content



Retweet content you find interesting and share it with your followers. Use a URL shortener like [Bit.ly](https://bit.ly) since every character counts



Participate often in conversations with many followers



Success secret: Try to keep your post around 120 characters in case someone wants to retweet and needs space to reference you. (RT@Paradym = 10 characters)



Did you know? 80% of Twitter's 316 million monthly active users are active on mobile devices?



YouTube

YouTube launched in 2005 and allows users to upload, watch, and share videos. YouTube draws more viewers than any cable network, so having a presence is very important. To establish your business on YouTube, the first step is to create your own channel to store your videos.

Playlists & Analytics



Create playlists to organize your videos and optimize your channel for your audience. You can create playlists for specific neighborhoods or cities.



Then, **monitor your success** with YouTube Analytics. Viewing your audience's demographic information (age, gender, and location) can be very helpful: Video getting poor results? Consider how you can refine and target your message toward different segments of your audience.

From there, you can **integrate with Google Analytics** to get all your data in one place. One big perk of this is that you can now see the external sites that drive traffic to your videos.



YouTube image sizes



1. Channel Cover Photo - This image will appear at the top of your YouTube Channel and can include your company logo, phone number and background images representative of your brand. YouTube's Channel Cover Photo template is optimized to display properly across varying mobile devices.

2. Channel Icon - This image will appear in front of the Channel Cover Photo and will be shown at various sizes and in various places on YouTube.



Optimizing your videos

Owned by Google, YouTube is the second largest search engine in the world. With the right tags, your channel can provide you immense SEO value.

Title

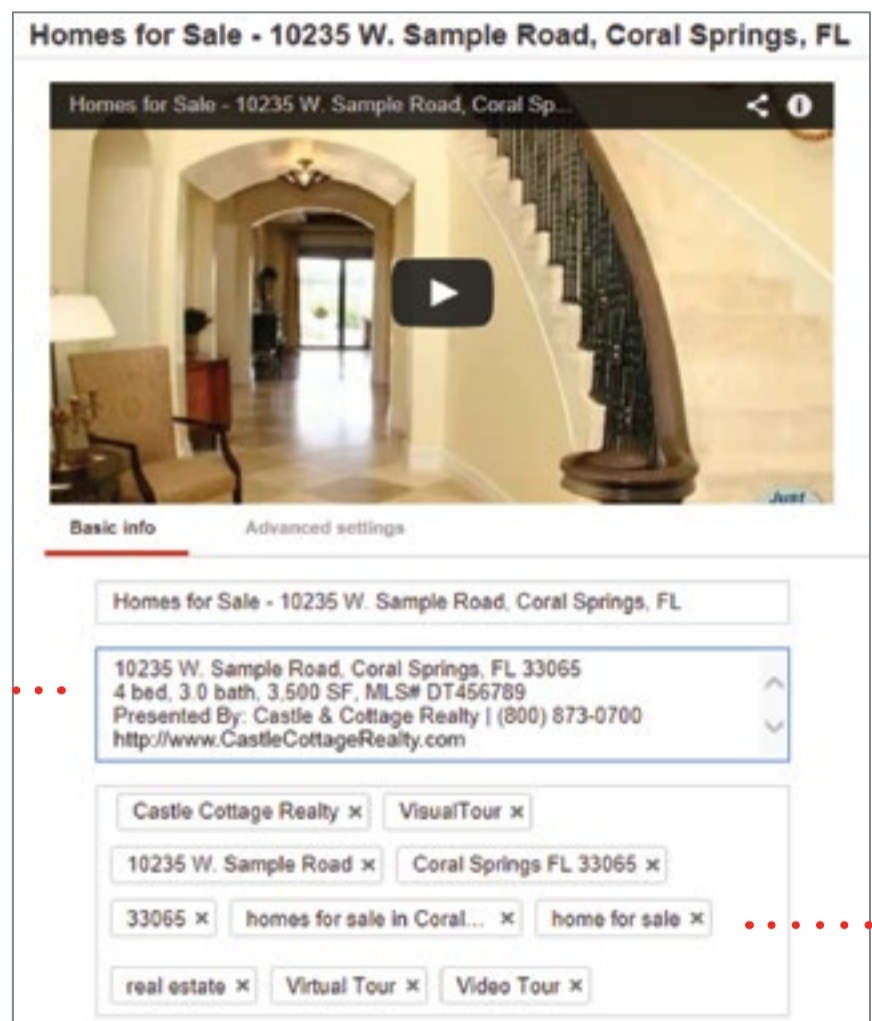
Video titles should summarize your content with **relevant keywords**. Hotter keywords should be listed first and don't be afraid to use compelling language that awakens curiosity and invite plays.

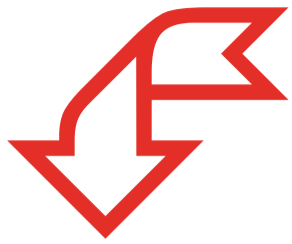
Description

Use the description field to gloss your video's contents. Because **search engines look for text** on pages, this field can deliver visitors to your door. You may want to include a link to your website so consumers can learn more about you—but make sure it's clickable by adding `http://` to the url.

Tags





Tags categorize your videos for convenient keyword searching. **YouTube will suggest tags** for your video, but you can also create your own. Choose tags that frame your content well. Two or three tags that thoroughly and accurately describe your videos is plenty.





We'll handle the tours,
but try these best practices when
making original promo videos for
your brand.

Best Practices

-  Think creatively when recording your video so they are fun, engaging, and informative
-  Leverage your knowledge by creating one to three minute videos answering common questions
-  Be natural on camera so your personality shines through
-  Pick a thumbnail that best represents your video. YouTube will provide three options from which you can select



Success secret: Create a standard end scene with your contact information and add it to all your videos



Did you know? Every day people spend hundreds of millions of hours watching YouTube. And monthly consumption is up 50% year over year!



Social Media Suite

The Paradym Edge Social Media Suite is designed to help you build a strong social network to market your listings and attract new clients. The first step to social media success is to link your social media accounts to your Paradym Edge account.

First step to success in social media? Link your accounts to Paradym Edge!

Facebook App

Paradym's Facebook App can be added to your Facebook Business page with just a few clicks! Once added, **your entire inventory** is there, readily accessible to all comers when they click "My Paradym VisualTours" under the App menu. Our Facebook app syncs with your Paradym Edge account so visitors can easily access property photos, listing information, and much more!

Share

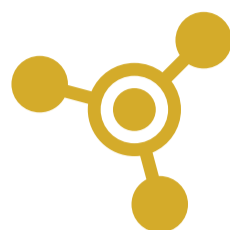
Never manually post another listing! Paradym's "Share" feature lets you **distribute new media with your entire social network** with the click of a button. Just find the Share options on the left menu of the Tour Dashboard and add your social accounts.



Paradym Edge will send your marketing media to your business page, personal timeline, or by private message.



Our **Twitter counter** shows the number of characters in your post so you stay within the 140 character limit.



Suite Features

Link Builder

Our Link Builder tool gives you the power to easily share your marketing pieces. Link Builder will ask a few questions to create a trackable link that you can use for posts on Facebook, Twitter, and other social media sites. This **trackable link** will help you determine which sites your clients are interacting with the most so you can focus more of your attention there.

- ✓ Speed-build links by saving your preferences on high frequency links. Just click “Add to Link Favorites” in Link Builder.

YouTube Distribution

Never manually update YouTube again! Enable **automatic YouTube distribution** in your Paradym Edge account and we’ll convert your media into a video file and upload it to your YouTube channel for you.

- ✓ Your automated videos come with branded intro and exit splash screens and ample text description and tagging for superior searching.



Best Practices

- ✓ Download **Paradym Mobile Agent** from the [iTunes Store](#) or [Google Play](#) for full mobile access to your tours and Paradym Edge account
- ✓ **Add our Facebook App** to your Facebook Business Page so visitors have immediate access to your current list of properties
- ✓ Set up **automatic YouTube distribution** so all your marketing can be found on YouTube
- ✓ Create **branded neighborhood tours** and local events tours for maximum marketing exposure
- ✓ Once you conquer the **Social Media Essentials**, check out the other social media sharing options for other distribution sites



Success secret: Shooting a video with Paradym Mobile Agent? Turn your phone into the landscape position for great widescreen results.



Did you know? VisualTours from Paradym have been optimized for mobile devices since March 2010.

Let's talk next steps.



Sign up for a webinar today to learn more about Facebook, YouTube, Pinterest, Twitter, LinkedIn, Google+ and Instagram.

JOIN A WEBINAR



Our Best Feature?

Results.

Boasting industry-leading capabilities in social media marketing, mobile marketing, creative media, and automation, the Paradym Edge platform is built around a single purpose: measurable gains in your business.

[JOIN PARADYM NOW](#)



Paradym
Edge Platform