

How to Use Social Media to Maximize Your Exposure

Utilize Graystone Social Media Benefits

- Syndicated social media posts
- Properties for sale
- Properties sold

Auto-Post XRM Free Website Standard Market Report to Social Media

- Goal: drive traffic to website
- Sign up for XRM free website market report: <https://xpertrealtymarketing.com/content-plans>
- Auto-post using:
 - XRM social media plan: <https://xpertrealtymarketing.com/social-media-plans>
 - Free dlvr.it plan: <https://dlvrit.com/pricing/>

How often to post to social media

- General rule: 1-2, occasionally 3 posts per day
- If you are focused on LinkedIn: once per day
- If Twitter is important: 15 times per day

What to post

- Website articles and videos
- Live video
- Prerecorded video
- Articles by industry leaders
- Properties: listed, under contract, sold
- Interesting events

Use a social media app to save time

- XRM social media plans:

XRM Training: <https://xpertrealtymarketing.com/training>