

# Gain More Trust Through Social Media

## 20 Ideas for Real Estate Agents

### Content Strategy:

- Become a Local Expert: Share local news, events, business spotlights, and community updates.
- Offer Valuable Insights: Provide educational content like guides, comparisons, trends, and tips.
- Go Live: Host Q&As, property tours, market updates, or industry interviews.
- Curate Content: Share relevant articles, infographics, and videos from reputable sources.
- Showcase Expertise: Post testimonials, awards, press mentions, and case studies.

### Engagement & Authenticity:

- Quizzes & Polls: Spark conversations with fun, interactive questions.
- Fast Replies: Be responsive and build rapport by quickly answering comments and messages.
- Live Q&A & Events: Host live sessions to answer questions.
- Team Ups: Partner with businesses like designers or lenders for joint content or webinars.
- Share Your Story: Be relatable! Share client success stories, local finds, or industry insights

### Visual Storytelling:

- Templates: Use templates to show off homes, neighborhoods, and events.
- Host Virtual Tours & Open Houses: Offer immersive experiences and cater to remote viewers.
- Create Before & After Transformations: Highlight renovation projects or staging results.
- Utilize Shorts, Stories & Reels: Leverage platform-specific features for short, engaging content.
- Partner with Local Influencers: Collaborate for sponsored content or joint initiatives.

### Building Trust & Authority:

- Client Success Stories: Feature positive testimonials, reviews, and "sold/leased" announcements.
- Be Transparent: Disclose affiliations or sponsorships clearly, and avoid misleading content.
- Engage in Industry Discussions: Participate in relevant online forums, groups, and discussions.
- Get Certified & Accredited: Highlight professional certifications and achievements.
- Collaborate: Connect with other professionals for cross-promotion and knowledge sharing.

**Remember:** Consistency is key! Regularly posting, responding, and interacting will solidify your presence and build trust over time.

Need help? Connect with Jeremy Mullens at 616-717-8294.