

# Get Social Smart: Honing Your Social Media Strategy

*Katie Lance, Founder, Katie Lance Consulting and the #GetSocialSmart Academy*



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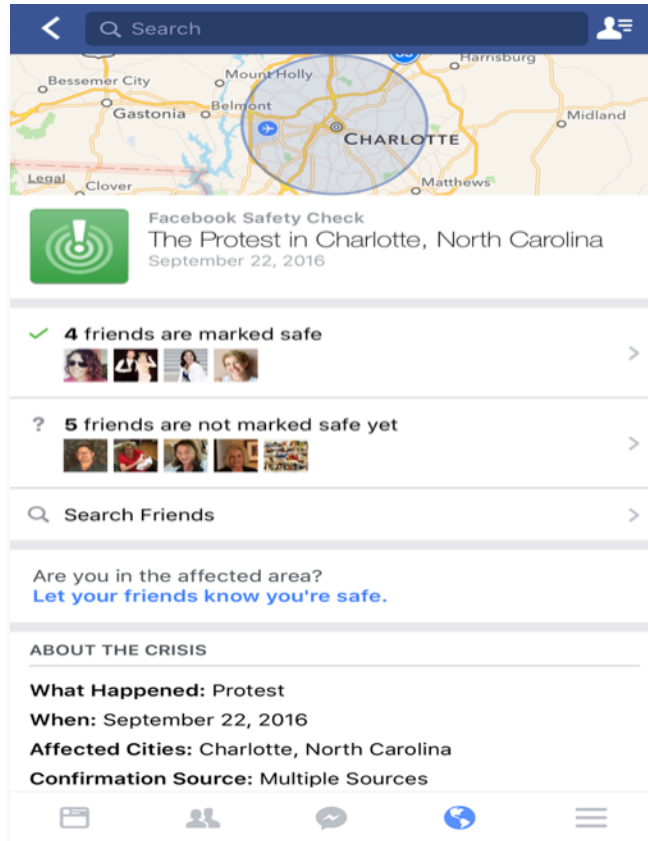


JUST BECAUSE YOU AREN'T THERE,  
DOESN'T MEAN THE CONVERSATION  
ISN'T HAPPENING.

A close-up photograph of a person's hand holding a silver smartphone. The hand has bright pink nail polish and is wearing a gold ring on the ring finger. The background is slightly blurred, showing a laptop keyboard and a mouse. The overall lighting is warm and soft.

social media has changed  
THE WAY NEWS IS SPREAD

# #CharlotteProtest





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CHANGE IS INEVITABLE.  
progress is optional.  
—TONY ROBBINS

**#1 BESTSELLER**

An A-Mazing Way to Deal with Change  
in Your Work and in Your Life

# Who Moved My Cheese?

**Spencer Johnson, M.D.**  
Foreword by Kenneth Blanchard, Ph.D.  
Co-Authors of **The One Minute Manager**  
The World's Most Popular Management Method





12:23  
Monday, July 29

BE intentional

slide to unlock

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without a strategy.  
YOU'RE JUST THROWING  
something against  
A WALL AND HOPING  
THAT IT STICKS.

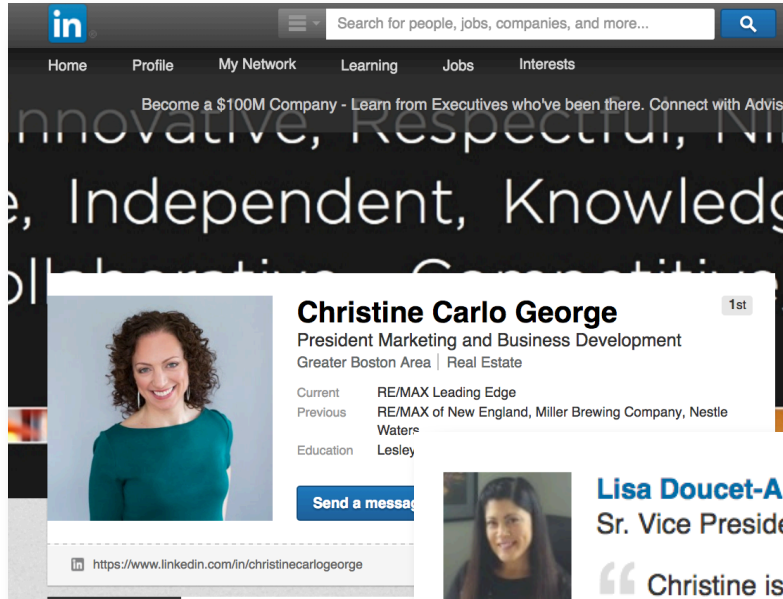
LinkedIn

# LinkedIn checklist

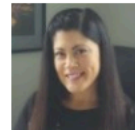
- Update photo
- Update skills and expertise
- Add relevant photos/videos
- Update contact information
- Publish new content
- Give/ask for 5-10 recommendations



# The power of LinkedIn recommendations



The screenshot shows a LinkedIn profile for Christine Carlo George. The profile includes a search bar at the top, navigation tabs for Home, Profile, My Network, Learning, Jobs, and Interests. Below the navigation is a banner with the text "Become a \$100M Company - Learn from Executives who've been there. Connect with Advis...". The profile picture shows a woman with curly hair wearing a teal top. The name "Christine Carlo George" is displayed in bold, followed by the title "President Marketing and Business Development" and the location "Greater Boston Area | Real Estate". A "1st" badge is visible next to the name. The work history section lists "Current" as "RE/MAX Leading Edge" and "Previous" as "RE/MAX of New England, Miller Brewing Company, Nestle Waters". The education section lists "Lesley". A "Send a message" button is located below the profile picture. At the bottom of the screenshot, the URL "https://www.linkedin.com/in/christinecarlogeorge" is visible.



## Lisa Doucet-Albert

Sr. Vice President at Regan Communications

“ Christine is excellent in marketing and business development. I have known and worked with Christine for nearly a decade and she is forward thinking, detail oriented and seldom takes no for an answer! Her in-depth knowledge of the real estate industry is key and she is one of the strongest female leaders that I have the pleasure of working with.

March 7, 2016, Lisa was a consultant or contractor to Christine at RE/MAX Leading Edge

facebook

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# Mobile is a core foundation to Facebook

- Is your content thumb-stopping?
- How do you win when there is so much content from their friends and family?
- 1 in 5 mobile minutes are spent on Facebook



it's not black  
or white  
you are **YOUR BRAND!**



# Be a storyteller



**Katie Lance**

Yesterday 🌐

Check out our new house! We couldn't be happier! I know my grandparents are looking down at us from heaven... hoping we've made them proud. Huge kudos to our incredible broker [Elizabeth Enea](#) who is one of the hardest working people I know. She was in our corner every step of the way and went way above and beyond to get the deal closed! We were never just another client, but a family that she was determined to find the right house for. Every buyer should be so lucky. Now, all we have to do is pack 😊 — with [Paul Lance](#).

[Tag Photo](#) [Add Location](#) [Edit](#)

[Like](#) · [Comment](#) · [Stop Notifications](#) · [Share](#)

[Tina Hand](#), [Michelle Silverman](#), [Nancy LaBelle](#) and 485 others like this.

[2 shares](#)

[View previous comments](#) 6 of 85

[Paul Kozlarz](#) Congrats!!  
7 hrs · [Unlike](#) · [1](#)



Write a comment...



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CUT THROUGH  
the noise on  
FACEBOOK  
with lists

# Create lists to connect with your sphere



1. Clients (current and past)
2. Potential Clients

relationships are  
**BUILT WITH**  
SMALL INTERACTIONS  
over the  
**COURSE OF TIME**



facebook

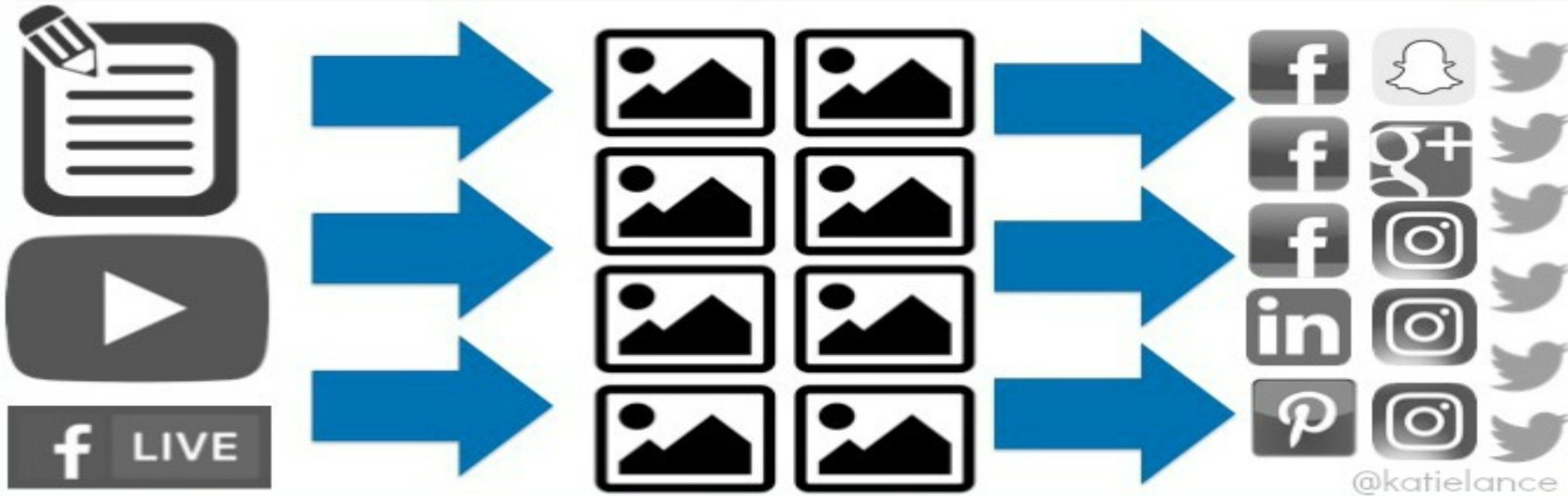
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# Content Grid

LOCAL REAL ESTATE	NATIONAL REAL ESTATE	LOCAL & COMMUNITY	PERSONAL INTEREST	HOME & DESIGN
Favorite feature of a new listing (think beyond the front of the house)	Link to an article from Inman News	Photo of your favorite restaurant or boutique	Favorite family-friendly places to visit	Before and after photos from staging
Picture of your clients at the closing table	Link to an article from NAR	Best park for kids or dogs	Favorite weekend get-away within two-hours away	Holiday home decorating ideas
Picture of your clients with their set of keys or by their SOLD sign	Link to an article from your local association	Link to an article about upcoming community events	Why you love where you live	Link to an article from HGTV for inspiration
Share a post from your broker or franchise	Link to an article from HousingWire.com	Link to one of your Pinterest boards highlighting different neighborhoods	Your favorite local sports team	Link to one of your Pinterest boards highlighting different rooms or design styles
Monday market update – a one-minute video you create	Throwback Thursday #TBT – home prices then and now	Link to one of your favorite local bloggers	Your charity of choice	Photo of one of your client's homes after they move in
Photo or video of a past client with their story of how you helped them	Link to an article from the New York Times on housing	Best place to get a cup of coffee or a glass of wine	Behind-the-scenes; why you love what you do	Photos of your favorite home details
Graphic featuring a review you received online	Photos from real estate events you attend	Important school dates and info – link to the school sites	Photos of your team and/or your office	De-cluttering or home improvement tips



# How to rock your content strategy



@katielance

Betty Lee Retweeted



**Betty Lee** @the\_bettylee · 23 Oct 2016  
Are you following me on #snapchat? Get the inside look on the #Brooklyn #RealEstateMarket! #realestate #dreamhomes



**Betty Lee** @the\_bettylee · 22h  
#brooklynrealestate #digitalmarketing #socialmediamarketing #snapchat #househunting

Pinned Tweet



**Betty Lee** @the\_bettylee · 14h  
⚡ "Using a Tech Agent" by @the\_bettylee  
#brooklynrealestate #realestateagent



Using a Tech Agent

**Betty Lee** @the\_bettylee  
Betty Lee, Brooklyn Real Estate Expert

Moments



2



**Betty Lee** Yay! #getsocialsmart 🙌🙌. My first year anniversary is coming up next month. I'm so grateful to have learned so much. I was absolutely clueless this time last year!

Unlike · Reply · 1 · Yesterday at 11:00am



3

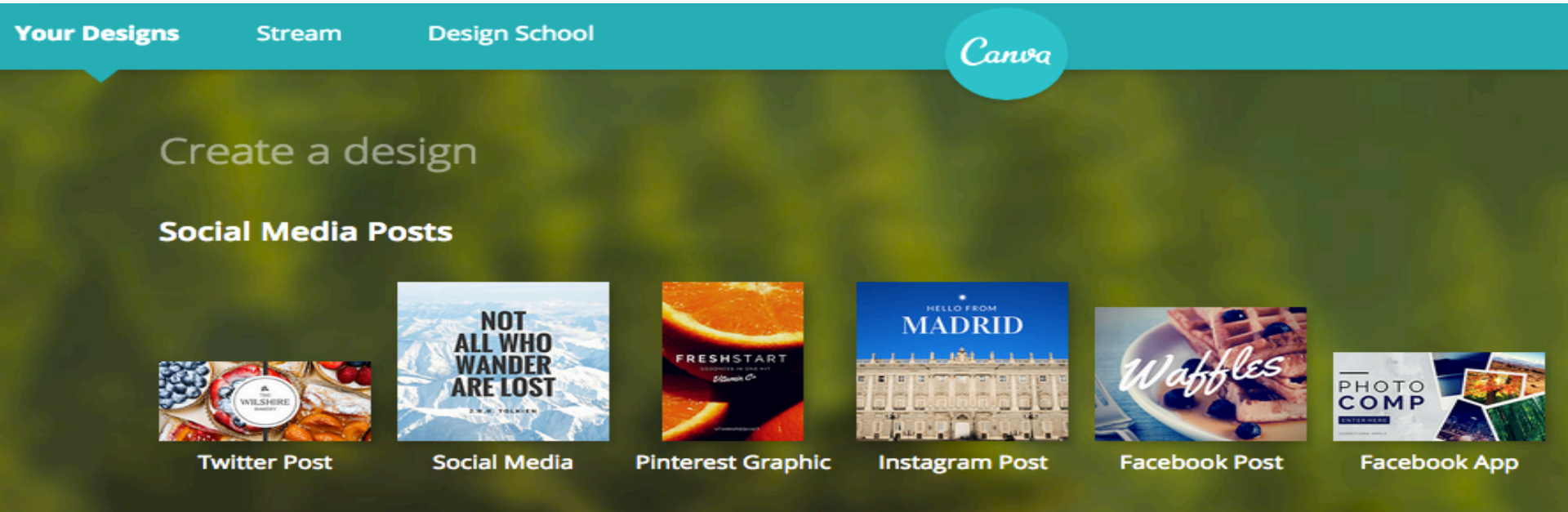


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leads from  
great content  
**ARE SO**  
**MUCH BETTER!**

# Create images using Canva.com





People spend time with video 5x more than any other type of content on Facebook

# Create video for the sound OFF on Facebook | rev.com



**Katie Lance Consulting**

January 11, 2017 at 9:00am · 🌐

NEW #GetSocialSmart Show episode! How do you find ideas for what to post to social media? Here's a few of my tried and true strategies (hint. it's easier than you think!) Grab your copy of the free PDF video transcript download here: <http://katielance.com/episode002>



## The #GetSocialSmart Show

Join us every week for a new episode!

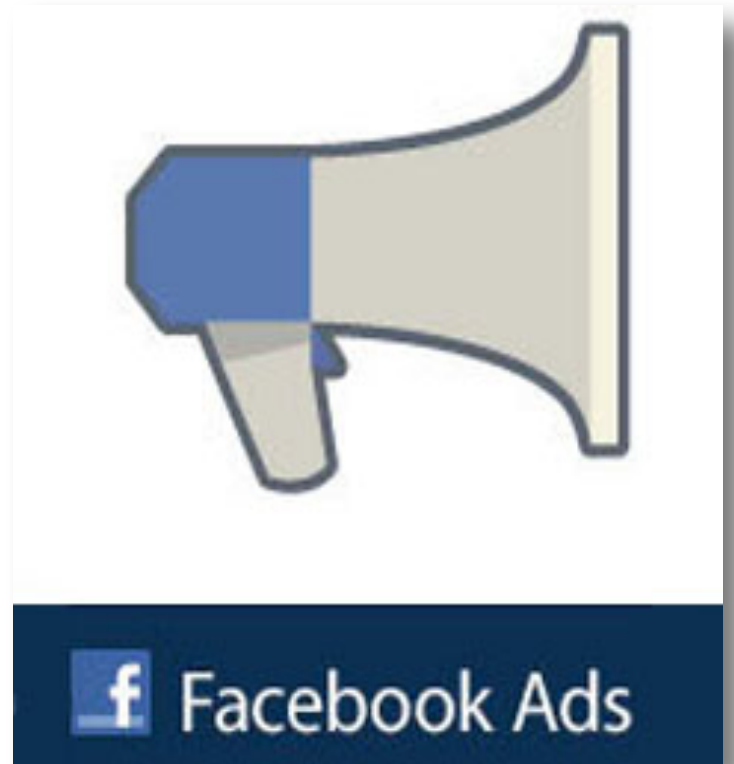


## The #GetSocialSmart Show: Episode One

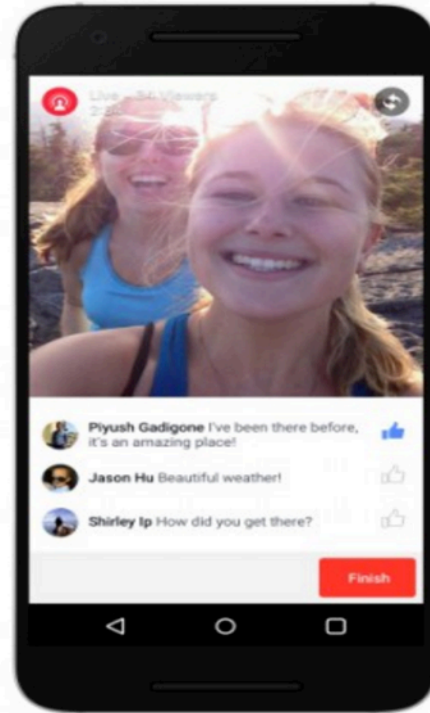
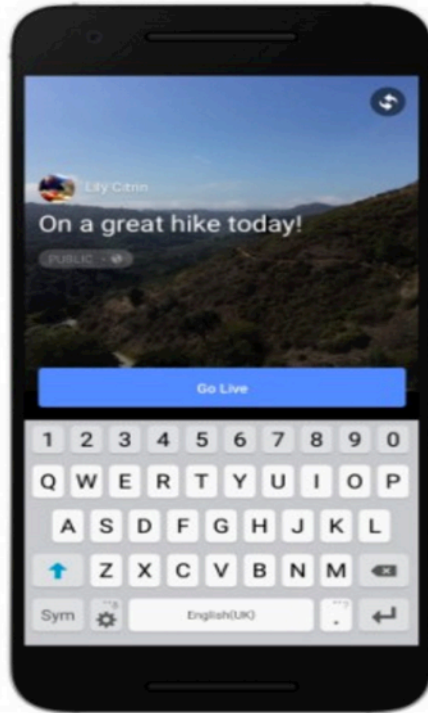
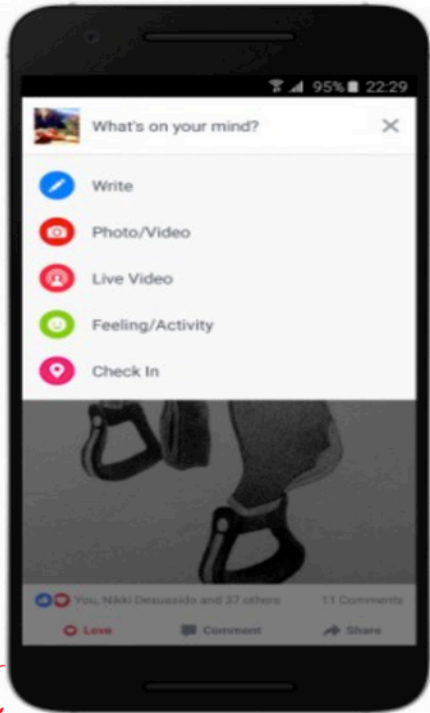
40 Likes · 3,792 views

# Lead generation with Facebook ads

- People are 82% more likely to convert from a video ad on their mobile device than from the TV.
- [KatieLance.com/fbads](https://www.katielance.com/fbads)



# Make 2017 the year you go LIVE!

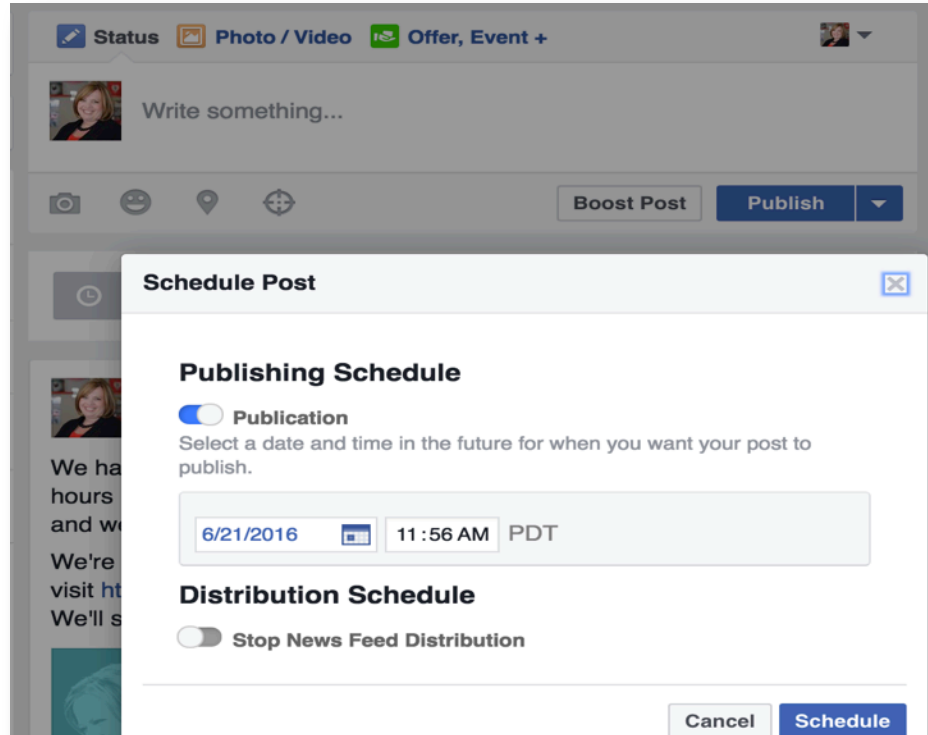




think  
BEYOND  
THE NOW

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# Think beyond the now. Schedule posts on your Facebook business page





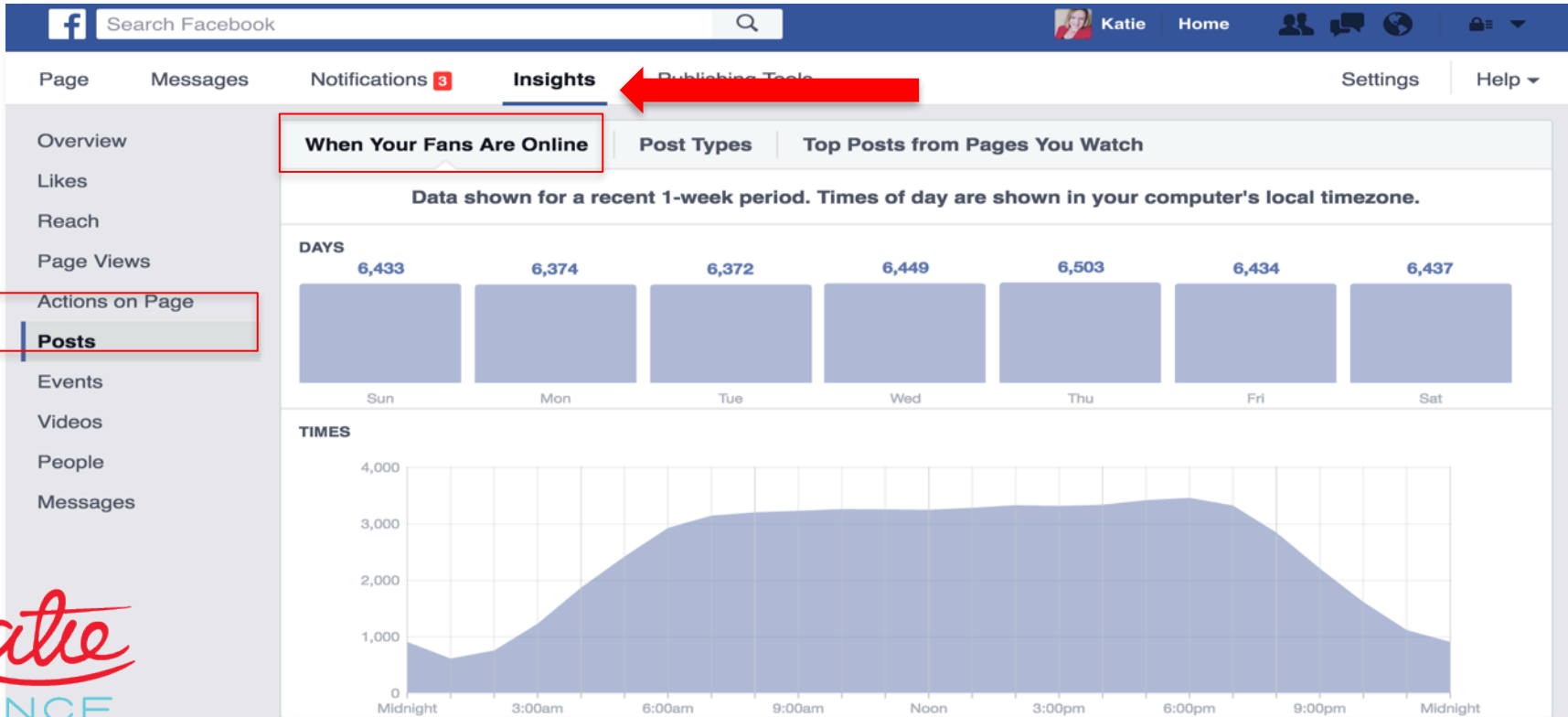
# “Batching your content”

- Fun Friday
- Market Update Monday
- Throwback Thursday #TBT
- Flashback Friday
- Inspiration Saturday

Are you planning ahead?



# When is the best time of day to post?



# What type of posts work best?

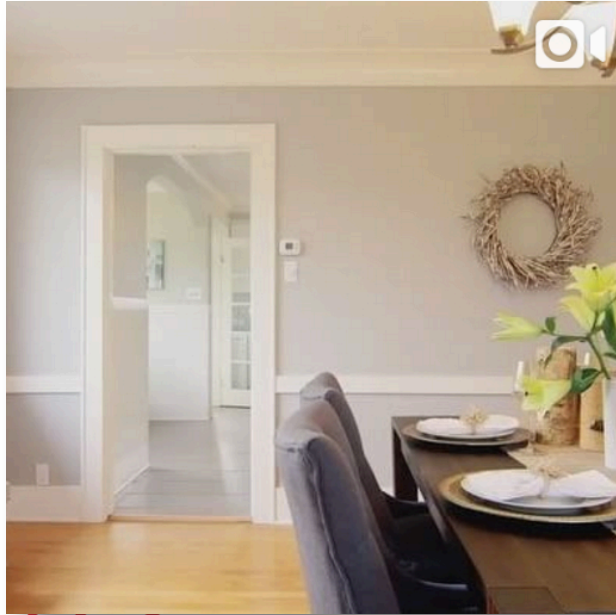
The screenshot shows the Facebook Insights interface. The 'Insights' tab is selected, and the 'All Posts Published' section is visible. A table lists several posts with their respective metrics. The 'Engagement' column is highlighted with a red arrow. The 'Posts' menu item in the left sidebar is also highlighted with a red box.

Published	Post	Type	Targeting	Reach	Engagement	
04/16/2016 5:51 pm	Just a friendly reminder ;) □	Text	Global	7.8K	154 344	Not Boosted
03/24/2016 9:43 am	It's not every day you see your name on a marquee!	Image	Global	3.6K	67 186	Boost Post
02/27/2016 9:00 am	Have you downloaded your FREE copy of my 2016 Content Gr...	Image	Global	6.7K	212 162	Boost Post
04/15/2016 9:00 am	Now, THIS will make you smile!	Image	Global	2K	27 103	Boost Post
03/30/2016 4:12 pm	NEW post! Snapchat rolled out one of their biggest updates to	Image	Global	7.2K	214 100	View Results
04/21/2016 1:49 pm	NEW post! Sharing a few takeaways from #SMMW16 in today's	Image	Global	4.5K	98 92	Boost Post

Instagram

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# Think beyond the listing photo



# Have fun!



**Free puppy with every home purchase today!**  
(April Fools)

**allentatecompa...** FOLLOWING

13 likes 2d

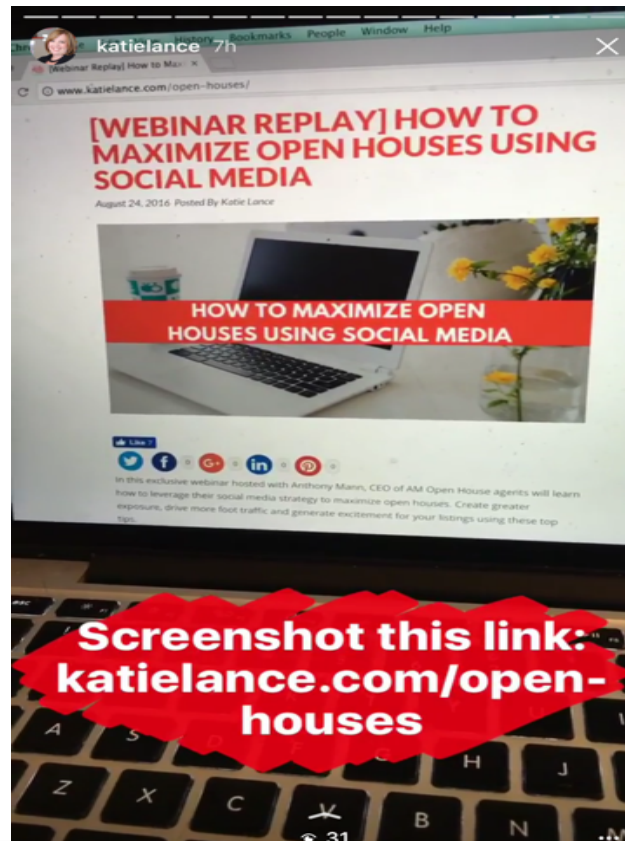
**allentatecompany** #FreePuppy #Allentate #AprilFools  
**redheadrealtor** 😂😂😂  
**katkoster** @marty\_johnson10  
**kiml3erlina** @michelle\_l\_walker @angelike14 haha

**allentate Companies**

LEADING REAL ESTATE COMPANIES OF THE WORLD

♡ Add a comment... ○○○

# Maximize Instagram Stories





Why snapchat?



# The stats

- Snapchat users spend 25-30 minutes on the app each day
- 41% of users are 18-34
- Twice as many 18-34 year olds watched the Presidential Debates on Snapchat versus on TV

*Source: Snap, Inc*





# 3 reasons why people like Snapchat

1. Communication
2. Creativity
3. Storytelling

take the  
ONLINE — OFFLINE.

*Thank you*



**Katie Lance**

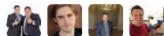
@katielance

Wow, thank you Capt. Anderson and @united.  
After a dark 24 hours, you really brightened my  
day! ❤️✈️



LIKES

4





**United** ✓

@united



Following

[@katielance](#) Captain Anderson and I hope you had a wonderful day flying the friendly skies. See you again for another adventure! ^SV

LIKE

1



5:18 PM - 9 Nov 2016



KatieLance.com

GetSocialSmart.com

[Katie@KatieLance.com](mailto:Katie@KatieLance.com)