



**OFFICE**  
665-555-2019  
**CELL**  
601-867-5309

Sally Sellsalot is a real estate agent with LMAR Realty in Madison, Mississippi.

As more and more potential clients use social media, Sally chooses to use Facebook, Twitter, and Instagram in addition to traditional marketing.

What follows are samples of correct and incorrect ways to communicate anything "real estate" on these three social media platforms.



Facebook, Inc. is an American online social media and social networking service company based in California and founded in 2004 with over 2.9 billion monthly users.



**TIP: Create a business page to use for real estate posts AND include your name, brokerage name, and brokerage phone number in the page name.**



**If you have to click MORE to see the brokerage info, YOU ARE NOT COMPLIANT.**

**✓ CORRECT**

**Sally Sellsalot**  
3 mins · 👤  
LMAR Realty  
665-555-2019  
Sally Sellsalot  
601-867-5309  
  
New Listing! Three Bedroom, 2 bath cottage with open concept... [See More](#)



👍 Like    💬 Comment

**✗ INCORRECT**

**Sally Sellsalot**  
5 mins · 👤  
New Listing! Three Bedroom, 2 bath cottage with open concept, formal dining and keeping room. Updated throughout with new roof and windows, Fresh paint, granite counters, Stainless Steel appliances, hardwood floors througho... [See More](#)



👍 Like    💬 Comment

**✓ CORRECT**

**Sally Sellsalot**  
8 mins · 👤  
LMAR Realty  
665-555-2019  
Sally Sellsalot  
601-867-5309

 **LMAR Realty**  
8 mins · 🌐  
Just Listed. 3BR-2BA \$ 159,000, Anywhere, MS...



👍 Like    💬 Comment    ➦ Share

**✗ INCORRECT**

**Sally Sellsalot**  
Just now · 👤  
 **LMAR Realty**  
Just now · 🌐  
Just Listed. 3BR-2BA \$ 159,000, Anywhere, MS...



👍 Like    💬 Comment    ➦ Share



**TIP: Proof your post on both your desktop and mobile device. Facebook treats posts differently on each platform.**

**✓ CORRECT**

**Sally Sellsalot**  
5 mins · 👤  
LMAR Realty  
665-555-2019

It's a great day to go out and house hunt! Drop by and see me this Sunday between 2-4, I will have cookies and homemade Lemonade and... [See More](#)



👍 Like    💬 Comment    📧 Send

**✗ INCORRECT**

**Sally Sellsalot**  
5 mins · 👤  
It's a great day to go out and house hunt! Drop by and see me this Sunday between 2-4, I will have cookies and homemade Lemonade and a glass of wine for the first 10 to stop by. Come to 123 Main St Nowhere, MS 12345. Call me directly with quest... [See More](#)



👍 Like    💬 Comment

# Instagram

Instagram is a photo and video-sharing social networking service owned by Facebook, Inc. It was 2010 exclusively on iOS. Instagram has over 500 million active monthly users.



# twitter

Twitter is an American online microblogging and social networking service founded in 2006 on which users post and interact with messages known as "tweets". Tweets are restricted to 280 characters. Twitter has 321 million active monthly users.



If you are going to post anything on social media related to real estate, your brokerage firm name and phone number must be clearly visible in the post.



## BEFORE YOU PUBLISH YOUR POST...

Do you see your brokerage name?  
Do you see your brokerage phone number?

## BEFORE YOU CLICK SEE MORE OR CONTINUE...

Do you see your brokerage name?  
Do you see your brokerage phone number?

## BEFORE YOU CLICK SHARE...

Do you see your brokerage name?  
Do you see your brokerage phone number?

Are you using your business page instead of your personal account?



FOR  
MISSISSIPPI  
REAL ESTATE



Developed by  
LeadershipMAR Class of 2019