Presentation Guide: Social Media

In this session, marketing administrators will train their end users on how to integrate their social media accounts, and enhance their social media branding and awareness by leveraging various content and tools provided within the platform.

POWERPOINT

Agenda

- Benefits of using social media
- Integrating social media accounts in the platform
- Social media settings
- Best practices using social media marketing and next steps

Benefits of Using Social Media

- Enhances your online and digital brand presence and awareness.
- Social media provides a platform where you can quickly and easily engage with your network and consumers.
- Expand your network and outreach by establishing relationships and connections within your community.
- Align with market trends and bring your marketing into the social media world – where many consumers (millennials, gen x, etc.) spend most of their time obtaining information.

Social Media within Total Expert

- Call out the ares of the platform where social media marketing can be leveraged
- Web Marketing content – social media graphics and images that you can post directly from the platform.
- Single Property Websites – websites can be shared direct to social to promote the listing; also has social media widgets built-in.
- Lead Capture Apps – lead capture apps can be shared direct to social to promote an upcoming event.
- Print Marketing content – various print content pieces can be shared direct to social from the platform.

Integrating Social Media Accounts

- Quick overview of the 3 social media accounts end users can integrate: Facebook, Twitter, LinkedIn

How This Helps You Win

- Branding
- Community
- Audience

Before you begin - assist and guide users with the login process based off your organization's login method

How to Integrate Social Media Accounts

- End users will first need to integrate their respective social media accounts within their account to be able to share content directly from the platform.
- To integrate social media accounts, click on your name at the top right of the page, then select Integration Settings.
- 3 social media integrating offerings are:
  - Facebook – click connect and start with connecting your personal page, then add a business page after if necessary.
  - Twitter – click connect and type in username and password and credentials will be stored.
  - LinkedIn – click connect and type in username and password and credentials will be stored.

  **Facebook and Twitter integrations only needed to be connected once and it is permanent. Set it and forget it!

  **LinkedIn integration requires the user to reauthenticate their credentials every 60 days. The user will be notified as those 60 days are approaching.

Social Media Settings (Single Property Websites)

- For the social media widgets that are built-in to single property websites to link up properly, end users will need to verify their social media settings.
- To access social media settings, click on your name at the top right of the page, then click Marketing Profile.
- On the right-hand side of the page there will be various fields for users to input the link to their social media account.
- If your organization does not allow users to edit this page, please let your end users know to contact your marketing administrators if they would like to edit their social media settings.

How to Share Content to Social Media

- Social Media (Web Marketing)

- Click on Web Marketing within the navigation menu, then select Social Media > Create New
- Demonstrate a social media graphic or image of your choice by clicking the Actions menu on the far right-hand side, then click Select.
- Select the user profile or profiles (if co-branded) then click Customize and Publish
- Click Save First Draft
- Click Publish
- After you Publish the graphic, make note of the fact that the platform automatically will take users to their Saved social media tab.
- Now demonstrate how they can share that graphic after you publish – by clicking Actions on the right-hand side, and then select Share.
- Preview of the post appears at the top.
- Beneath the preview is where the user's integrated social media accounts will appear. Simply check the box of the accounts you wish to post this to.
- Share a link: if permissible, the user may add an existing link to the post.
- Message: if permissible, the user may add additional messaging or hashtags to the post.
- Post Date and Post Time: allows the user to schedule a post in advance.
- Removal Date: allows the user to pick a removal date so the system will automatically remove the post from their social media accounts on the specified date.
- **If the user decides to schedule a post in advance, let them know they need to complete the process by clicking the Schedule button at the bottom right of the form.
  - Clicking Post Now will literally post now and override any future date/time that has been inputted.

- Managing Social Media
  - End users can manage their social media posts by clicking on Web Marketing > Social Media > Scheduled/Posted.
  - This page is divided in half. On the left side, users can see all their scheduled and upcoming posts. On the right side, users can see their existing posts that were shared directly from the platform.
  - If a user would like to stop/delete an upcoming scheduled post – they can click on the 3 dots icon (…) to the right of the post, then select Delete.
    - ***Deleting scheduled posts can only be done for Twitter and Facebook***

- Single Property Sites and Lead Capture Apps
  - Single Property Sites and Lead Capture Apps create their own, unique URL that can be shared directly to social media accounts outside the platform.
  - Sharing Single Property Sites to social media helps promote the listing; in addition to having co-branding capabilities to expand you and your co-marketing partners brand presence.

- - Sharing Lead Capture Apps to social media can help promote an upcoming open house, seminar, or professional event; in addition to capturing the contact information of your registrants or attendees directly into your account.
    - Do a demonstration of how to copy the URL from an existing Single Property Site or Lead Capture App, and paste directly onto Twitter, Facebook, or LinkedIn.
- Print Marketing
  - Users may also share flyers, postcards, brochures, and a variety of other print content dependent on your organization's setup.
  - To demonstrate how to share print content to social, click on Print Marketing > Create New.
  - Go through the publishing process of any print content piece that can be shared.
  - After published, click the Actions button on the right-hand side of the page and select Share.
  - Go through the Social Post form as demonstrated above.

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Best Practices

- Encourage users to create a business page that is professional and maintained.
- Consider their audience before posting content and messaging to social media; think about relevant hashtags to include to expand outreach.
- Promote upcoming events and co-marketing partners new listings by creating and sharing lead capture apps and single property websites to direct to social media channels.
- Having a strong and established digital brand presence is critical; get creative with how you are getting in front of your customers!

Next Steps

- For adoption and retention purposes – encourage your audience to access supporting documents, videos, and resources and demonstrate where they can access our Help Center within the platform, as well as reaching out to our Product Support team.