

# Expert Content Strategy Guide

*Social Media Library*



# Social Media

## Expert Content Library

The Expert Content library of social media assets consists of various pieces that can be used throughout the year and include various editable items that can be used to engage your customers online.

All items in the library will be re-sized automatically to fit the following platforms: Facebook, LinkedIn, Twitter, Instagram.

Editable social media pieces are created on templates with flexible functionality that can enable admins to edit logo placement, update artwork, compliance verbiage updates, dynamic color branding for fonts and color blocks.

All assets have suggested post copy for each piece and are editable for the admin or end-user (if allowed) by customer compliance team.

# Social Media



### What our customers are saying

"Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum."


*Firstname Lastinitial*



**Bradley Johnson**  
Loan Officer  
NMLS # 12345  
Phone: (888) 888 - 8888  
www.expertcontent.com/b.johnson


**Editable CTA - [www.mywebsite.com](#)**

Adjust this disclaimer (Standard\_Social\_Disclaimer) to display text that will populate on Expert Content social pieces. This is your default social disclaimer. Navigate to Manage Marketing > Disclaimers, to adjust.



### “ Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. ”

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## \$450,000


1234 Streetname Ave, Cityname, ST 99999  
3 Bed | 3.0 Bath | 2000 sq ft.


More information about the property, house, neighborhood goes here.







**Media Team Admin**  
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**Contact Us Today For More Information!**

Small disclosure appears here. Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

# JUST 0 LISTED

EXPERT MORTGAGE



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# Social Media

**EXPERT CONTENT**

Looking for Local  
**EDITABLE**

<b>NAME</b> Address 1 Address 2 Phone: 555-555-5555 Website:	<b>NAME</b> Address 1 Address 2 Phone: 555-555-5555 Website:
--	--

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**EXPERT CONTENT**

Looking for Local  
**RESTAURANTS?**

<b>Restaurant Name</b> Address 1 Address 2 Phone: 555-555-5555 Website:	<b>Restaurant Name</b> Address 1 Address 2 Phone: 555-555-5555 Website:
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**EXPERT CONTENT**

Looking for Local  
**TEE TIMES?**

<b>COURSE NAME</b> Address 1 Address 2 Phone: 555-555-5555 Website:	<b>COURSE NAME</b> Address 1 Address 2 Phone: 555-555-5555 Website:
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**EXPERT CONTENT**

HAPPY  
**St. Patrick's Day**

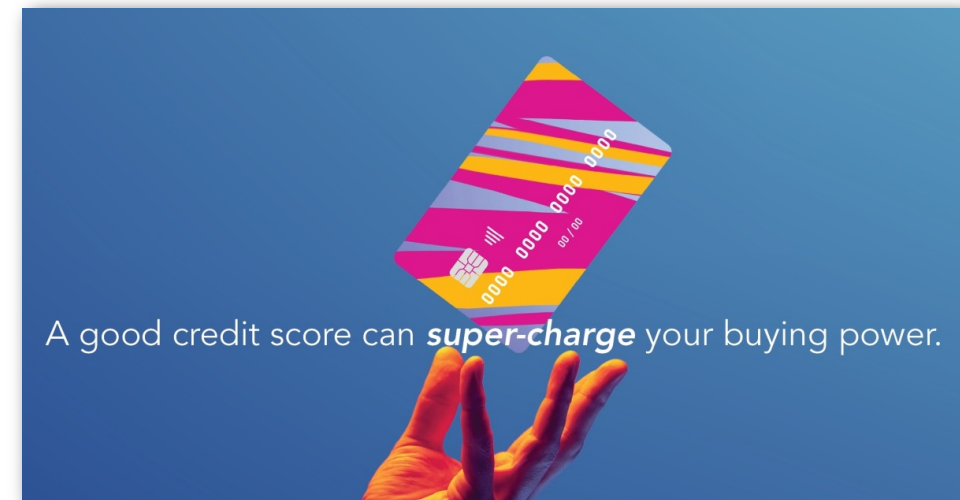
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# Social Media

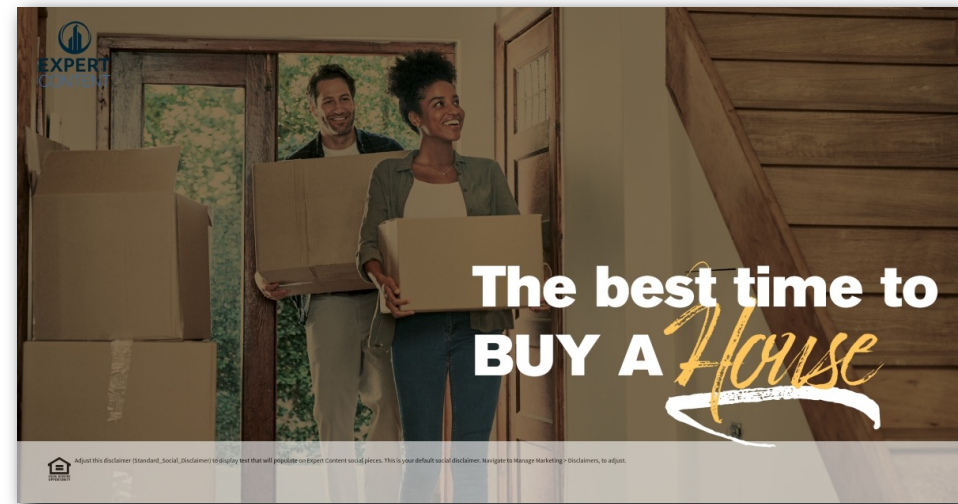
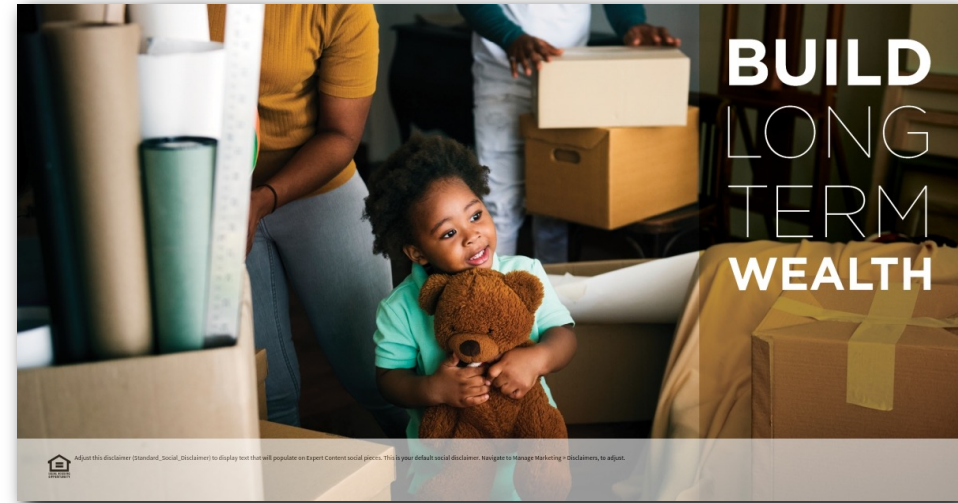


# Social Media





# Social Media





# Social Media





# Social Media



**EXPERT CONTENT**

THE KEY  
to a very  
**LOW**  
down payment

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*FAST TRACK*  
**HOME**  
OWNERSHIP

**EXPERT CONTENT**

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THE  
**BIG**  
PAYBACK

**EXPERT CONTENT**

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*Welcome Home*

**EXPERT CONTENT**

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