

## Tips for Getting Started with Social Media

### 1. Integrate

- Help users get their social media networks integrated by using Total Expert Help Desk resources.
- Create your own how-to guide to help loan officers create their own Facebook business pages, if needed.
- If you do not seem to have all appropriate social media networks turned on, please reach out to your Customer Success Manager.

### 2. Review Expert Content Social Media Graphics

- Before creating your own content from scratch, review and publish any existing Expert Content social media graphics that you would like to use in your organization.
- New Expert Content is always being added, so be sure to check out the library on a regular basis.

### 3. Content Best Practices

- Create materials that users can schedule in advance (like holidays) and materials that can be used for opportunities (like Just Sold/Just Listed and loan officer events).
- When choosing imagery and text, consult your end users to better understand their audience.
- Use images that fit into social network best – i.e., rectangles for LinkedIn and Facebook, square for Instagram.
- Include a marketing-approved social media caption and URL link so the user does not need to think of their own and they will stay compliant.

### 4. Publishing to Users

- Let your users know when you publish any new content. Include information like when and where the social media graphic should be posted, how the graphic fits into larger marketing efforts, what folders and tags can be used to find the new graphics, or other helpful tips.

### 5. Reporting

- Marketers can access the Social Media Report to view engagement statistics on any social media post shared through Total Expert.