



## 10 of the worst social media mistakes agents can make

Facebook, LinkedIn, Instagram -- avoid these pitfalls

BY ITALINA KIRKNIS

MAR 5

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We're all guilty. At one point (for some over and over), we all commit various crimes related to our online presence and social media platforms.

They have to stop. Whether you are a chronic online offender or a one-time culprit, here are the 10 [social media mistakes](#) you have to stop now — and their simple fixes.

## Facebook

### 1. Not having a link to your business page to your personal page

Crime

Intro

Broker Associate at J Rockcliff Realtors the Premier Real Estate Brokerage

- Broker Associate, Experienced 1031 Exchange Realtor at J. Rockcliff Realtors
- Studied Real Estate and Environmental Law at John F. Kennedy University
- Studied Business Administration and Economics at William Paterson University



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What's stopping you from putting in the effort?

## Remedy

Go to the "About" section of your personal Facebook page where it says "Work." Add to your work history by adding the name of your Facebook business page.

Now your business Facebook page will be listed on your personal page, which will allow those who view your personal page to easily find your business page. This drives traffic and increases your likes and followers.



## Intro

I'm into trail running, stand-up paddle boarding, kayaking, yoga, gym, and even playing the piano.

- Associate Broker/Realtor at Realtor Rebecca Brooks San Francisco Marin Real Estate
- Senior Broker Associate at Climb Real Estate
- Studied at University of Massachusetts Boston



## 2. Not including your list of real estate services on your business page

### Crime

The average business owner is not aware that there is a tab on the Facebook business page that allows you to list your services.

### Remedy

As a real estate agent, for example, perhaps you want a buyers, sellers and seniors section listed on your page so that viewers will become aware of your specialties.

### 3. Not including a description for your profile photo and cover photo on your business page

#### Crime

Most business pages that I see fail to include a description with the profile photo, as well as the cover photo. This means you're missing out on yet another opportunity to market your specialties and what sets you apart from other agents.

#### Remedy

Go to your profile photo on your business page, and click "add description." Include things like your geographic farm, your specialties and even the types of real estate transactions you want to be known for, such as short sales, distressed properties, commercial or residential.



Real Estate North Peninsula-Eileen  
O'Reilly your Personal Realtor

...

Like This Page · May 1, 2017 · Edited ·

San Francisco County ■ San Mateo County ■  
Pacifica, Coast Side

Based in Coastal San Mateo County, I'm Your Personal Realtor® from Start to Moving Day.

According to my clients, I raise the real estate bar. Maybe you've worked with other Real Estate Agents and you felt they did a pretty good job. Or maybe you have a horror story about a Realtor® you've worked with. This is what one client had to s...  
[See More](#)

#### 4. Not including a description when you share links to articles

##### Crime

The average agent sees a link to an article and simply copies and pastes the link onto their social media.

<http://www.lifed.com/.../17-things-homeowners-should-do-immed...>



## 17 Things Homeowners Should Do Immediately To Save Money

So you're one of the lucky 2/3 of Americans who own a home and no longer have to pay rent. That's great, but by no means is home ownership cheap. With the rising...

LIFED.COM

### Remedy

Read the article, and pull a key point or two from it that you think would be of value to your network and clients. Ideally, the points you pull from the article will be things that showcase services you can provide for clients and prospects.

## 5. Merely posting coming soons and listings

### Crime

Look at a real estate agent's business page, and most likely you will see a slew of houses for sale. This is salesy, looks a lot like spam and does not engage prospects to get to know and ultimately utilize your real estate services.

### Remedy

Post inspiring quotes that motivate buyers and sellers to take action sooner than later.



**Ann McCarty**

December 6, 2017 ·

...

Choose day one, instead of one day deciding. Too often, “one day” never comes around. When will you at least look into **#owning** your own home or **#investing** in an income property? **#EastBayAnn** CalBRE#01929234

**One day or  
day one.  
You decide.**



# LinkedIn

## 1. Ignoring LinkedIn

### Crime

Some of you don't even know your password to **LinkedIn** anymore.

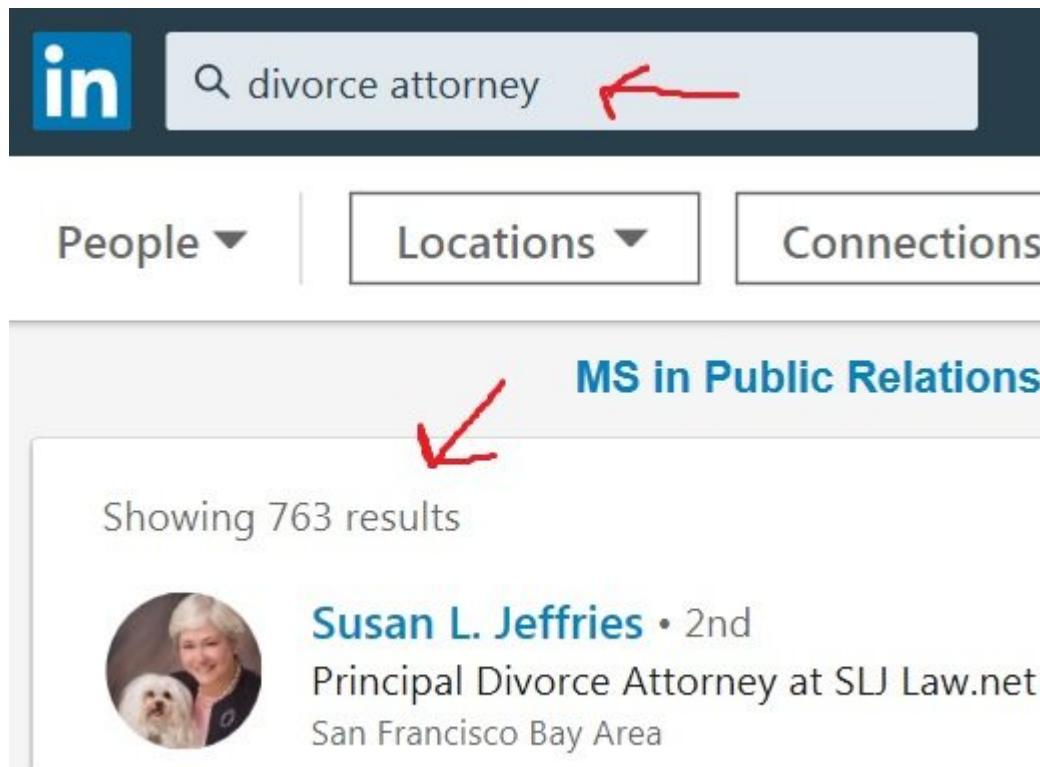
LinkedIn.

### Remedy

Go through your client list, and connect with each person on LinkedIn.

Deliberately create your LinkedIn network by including people you want in your network, versus passively accepting connection requests and complaining about only being connected to other real estate agents or lenders.

Also, that link you've copied and pasted on Facebook, paste it onto LinkedIn as well, highlighting key points of the article as we discussed above.



The screenshot shows a LinkedIn search interface. At the top, there is a search bar with the text "divorce attorney" and a magnifying glass icon. A red arrow points to the search bar. Below the search bar are three filter buttons: "People" (selected), "Locations", and "Connections". The main search results area has a heading "MS in Public Relations" with a red arrow pointing to it. Below this, it says "Showing 763 results". A profile card for "Susan L. Jeffries" is displayed, showing her as a 2nd-degree connection, a Principal Divorce Attorney at SLJ Law.net, and based in the San Francisco Bay Area. She is accompanied by a photo of herself and a small white dog.

## 2. Not leveraging LinkedIn to be found on Google

### Crime

Because you've ignored LinkedIn and forgotten your LinkedIn password, you've also ignored LinkedIn's publishing feature, which allows the blogs you write on LinkedIn to be found in a Google search.

### Remedy

Think about what you want to be known for and the kind of search that will lead prospects to you.

Write a quick four-paragraph article educating sellers on the best way to go about selling their waterfront condo.

Publish this article on LinkedIn because Google recognizes LinkedIn as a major brand, and this will help you come up on the first page of Google under searches relating to how to best sell your waterfront condo in San Francisco.

### **3. Not using your profile to set yourself apart from competitors**

#### **Crime**

Most of the LinkedIn profiles of real estate agents that I see simply include their job title, the name of their brokerage and a slew of brokerages where they used to work.

#### **Remedy**

Use your LinkedIn profile as a piece of marketing material, rather than as a resume. You can include your tagline or phone number in the heading where your name is.

Include your specialties in your summary. Include your farm area in your experience section. Include your certifications and how they help you better serve clients.



**Ann McCarty • Realtor EastBayAnn • 1st**  
East Bay Modern Real Estate | Women Investors | First Time Home Buyers  
Keller Williams Realty, Inc. • University of Iowa

## **Instagram**

### **1. Not consistently posting**

doesn't mean millions of other people aren't using social media. The question is: do you want your real estate services to be found by those users?

### Remedy

You don't have to post on Instagram every day, although you certainly can. However often you can commit to posting is how often you should post.

For example, if you can post three out of seven days of the week, stick to that schedule consistently.

## 2. Using only real estate hashtags

### Crime

I think it's great you're posting on [Instagram](#). However, it's best to mix up your use of hashtags beyond #realestate, #listingagent and #realestatelife.

jenniferbaniquid.realtor 🌟🏠 We looked at 1 house & wrote 1 offer for my buyer.. against multiple offers. Sometimes when you know, you know. So happy for them to have scored such a gorgeous home at a great deal in this competitive low inventory market! Looking to find a home? Holler at your girl over here 🌟☎️♀.. would love to help you find a home you'll love! ❤️🏠 #homesforsale #realestate #jenniferinsisoulath



**Only Real Estate  
Related Hashtags**

### Remedy

In addition to such real estate hashtags, also include hashtags that prospects would use as they relate to the listings you're promoting, such as #dogpark, #shopping and #homeforsale.

These three hashtags would be perfect for a home for sale that is near shopping and a dog park.

*Italina Kirknis is the real estate community's online presence expert and speaker. You can connect with her on [LinkedIn](#) or friend her on [Facebook](#).*



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Very impressed with helpful information shared. Followed your valuable instructions and made some  
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**Milena Connally** · Realtor at Berkshire Hathaway HomeServices

Great advice! Spent the last hour updating and refreshing my social media! Thank you, Italina, thank  
you Inman!

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**Judy Niemeyer** · Owner/Realtor at Ashurst & Niemeyer Real Estate  
Excellent and to the point. Thank you with your shared information.

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Brilliant. Simple. Effective. This was very useful! Thank you 😊

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**Joan Fitzpatrick** · Realtor at Keller Williams Realty Hollywood Hills

Excellent! But I will need help implementing it.

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**Alarkin.realtor**

Thank you! I just put all of these recommendations into play!

Like · Reply · 1d



**Eileen O'Reilly** · Works at Real Estate North Peninsula-Eileen O'Reilly your Personal Realtor

Wow- awesome to see my page on Inman as doing some things right- Thank you

<https://www.facebook.com/eileenoreillyrealtor/>

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**Ethan Maas** · Analyst at International Capital Investment Company

Thanks for the tips. I'll have to audit our page now! lol

Like · Reply · 22h

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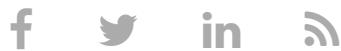
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