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# SOCIAL MEDIA **SWIPE COPY**

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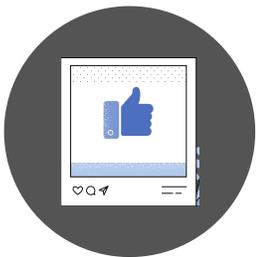
THESE PROVEN AND TESTED SOCIAL  
MEDIA POSTS WILL GET YOU LEADS,  
INCREASE ENGAGEMENT & MAKE YOU  
STAND OUT AMONGST THE  
COMPETITION.

# CREATING THE PERFECT SOCIAL MEDIA POST



## HARNESS THE POWER OF EMOJIS

Posts with emojis get 57% more likes, 33% more comments and 33% more share. Emojis provide a storytelling language and capture the eye of Facebook browsers.



## USE A VARIETY OF POST FORMATS

Selecting different post formats will bring your content in front of more eyeballs and extend the lifetime of your content. Sharing images, links, videos and more ensures your content remains exciting to your followers.



## CREATE VISUALS FOR YOUR CONTENT

Unleash the power of visual content by illustrating your posts with graphics, photos and infographics. Image posts can generate up to five times more engagement!



## USE HASHTAGS

If Unleash the power of visual content by illustrating your posts with graphics, photos and infographics. Image posts can generate up to five times more engagement!



## CONTENT IS STILL KING

Share content that really hits the interest of your target demographic, and make sure that you always place promotion for your services in the context of useful and valuable content.

# 1 JUST LISTED - SINGLE PROPERTY



**Suggested copy:**

Just Listed in (**neighborhood of home**)!

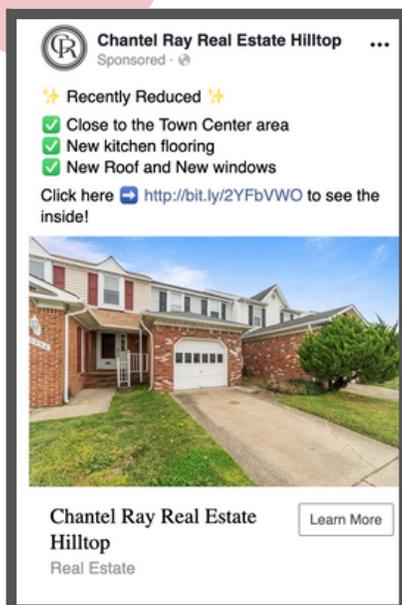
This (**Insert more information about the home that is relevant, like Master suites on the 1st and 2nd level, pool, etc.**).

This home has so much to offer! Come See!

For more information on this property, click the link below.

(To schedule a showing, call us at (757) 717-1003!  
#ifithastosell

# 2 JUST REDUCED - SINGLE PROPERTY



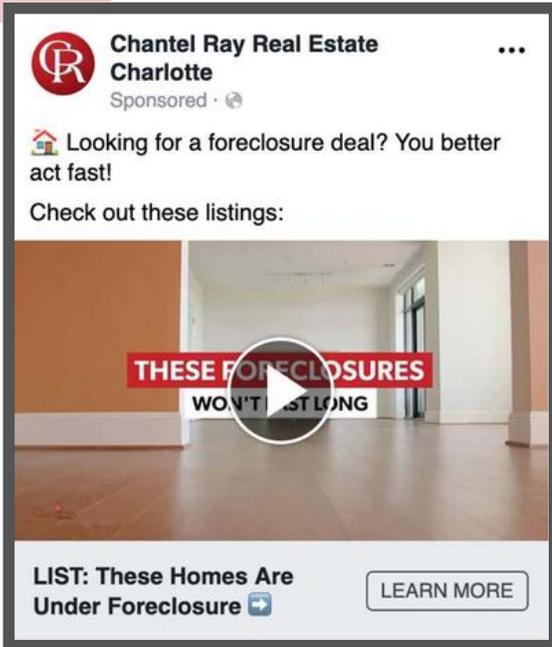
**Suggested copy:**

Just Reduced (**neighborhood of home**)!

This (**Insert more information about the home that is relevant, like Master suites on the 1st and 2nd level, pool, etc.**).

Click the link below for more info! To schedule a showing, call us at (**Phone number**)!

# 3 FORECLOSURES



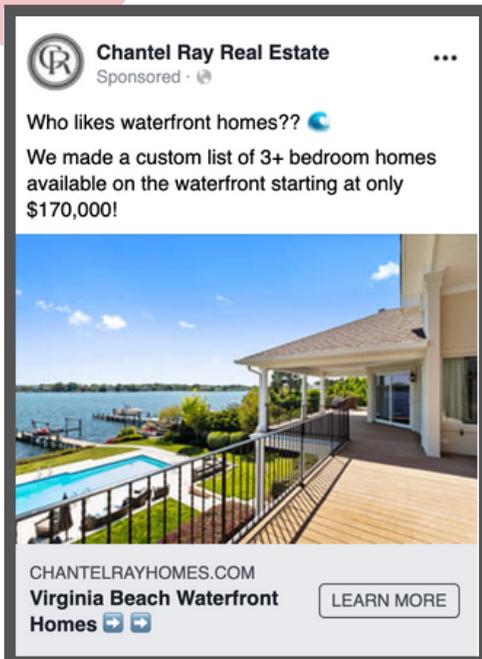
**Suggested copy:**

Looking for a foreclosure deal?

You better act fast!

Check out these foreclosures in (city name) that are available now!

# 4 WATERFRONT



**Suggested copy:**

Who likes waterfront homes??

We made a CUSTOM list of 3+ bedroom homes available on the waterfront starting at [PRICE POINT]

Click the link below to learn more!

# 5 HOMES WITH POOLS



## Suggested copy:

Splash into a new pool this summer!

Check out these single-family homes in city name for under \$300,000 that have a pool.

See them now before they're gone!

# 6 OPEN HOUSES



## Suggested copy:

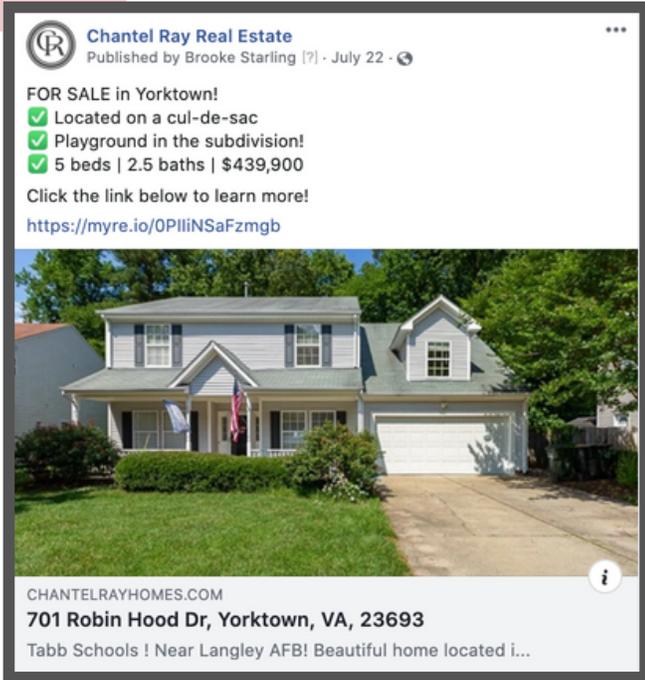
Looking for a new home?

This weekend sounds like the perfect time to pencil in a few open houses, right?

Check out these homes in city name that are open this weekend starting at only reasonable price.

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# SINGLE PROPERTY POST - THE BEST!



Suggested copy:

FOR SALE in Yorktown!

- ✓ Feature one
- ✓ Feature two
- ✓ Feature three

Click the link below to learn more!



## ACTION STEPS

What other posts do you think would engage your target demographic on your Facebook page? Start jotting down your ideas below!

**BRAINSTORMING:**