**A Handy Guide on Social Media for Realtors**

Research shows that 90% of home buyers use online resources and buying tools, and another 50% actively use social networking to find property. This development underscores the importance of **social media for realtors**. In the section that follows, we shall look at reasons why realtors should invest in social media and some of best social media tools and strategies for realtors to expand their market reach.

**Why Realtors should Use Social Media**

Given the immense power of social mediain generating leads, it is of utmost importance for realtors to adapt social media to grow their businesses. The power of social media lies in numbers and exposure. Social media tools can help you in the following ways:

1. Create brand or company awareness
2. Market your business and self effectively
3. Build customer loyalty effortlessly
4. Connect with followers and customers in real time
5. Manage your reputation as a professional

**Best Social Media Tools for Realtors**

As a professional, there are a good number of social media tools you can use to market yourself effectively. These tools appeal to customers in different ways. If you are thinking of creating brand awareness through social media campaigns then consider the following tools:

1. Facebook
2. Twitter
3. LinkedIn
4. Google+
5. Diggit
6. StumbleUpon

If you want to market yourself as a real estate professional then Twitter and LinkedIn will come in handy. And if you want to engage potential customers and members of the online community, then Facebook and Google+ will suffice. Diggit and StumbleUpon will also enhance your social media and online presence by increasing your exposure with regard to content sharing.

**Creating a Facebook Fan Page**

The entry point for serious real estate professionals into the online community is creating a Facebook fan page. A fan page allows you to reach, appeal to, and connect with potential customers quickly. It also allows you to interact with customers and followers. You can pitch your ideas, highlight opportunities and prompt customers to take quick action through your fan page.

**Engaging your Online Community**

As a real estate professional, you should endeavor to actively use all the social media at your disposal. While you may want to use it purely for marketing, you should think about the needs of your loyal customers or followers. Besides posting fresh content regularly, you need to respond aptly to queries or customers’ concerns. This is an important aspect of brand awareness and name building. If you are consistent then you can increase your market reach and penetration without spending money on advertisements.

**Creating an Integrated Social Media Campaign**

As a real estate professional, you actually need a unified social media presence. The best way of doing this is adopting an integrated social media campaign for your business. Creating an integrated social media means linking all your Facebook, Twitter, LinkedIn, Diggit, Google+, and YouTube accounts.

You simply need to add social media buttons to your fanpage and create links to your other social media accounts. Integrating social media tools allows you to reach more customers and maximize the capacity of each social media account.

**Optimizing Your Social Media Accounts**

Besides creating an integrated social media presence, you should also optimize your social media accounts for the search engine. Home or property buyers often use keyword-based search queries when searching for realtors or property online. A good strategy is to increase the functionality and visibility of your social media accounts through proper usage of keywords, link placement, and effective link building. Layout and visuals also mater a lot, so make good use of them too.

**Monitor Your Reputation**

Finally, you need to monitor your reputation once you set up and integrate your social media accounts. Don’t focus too much on drawing attention or converting traffic at the expense of your professional image. **Social media for realtors** is not only about making money from leads, it is about creating and maintaining a good impression among your loyal customers, followers, and even guests.

The bottom line is that social media has the power to increase your market presence and project you as a reputable and professional realtor. It can also increase your market presence and grow your income within a short time if you pay attention to the needs of property consumers and social trends in the property market.