

The background of the entire image is a solid blue color. Overlaid on this background are white, thin-lined architectural wireframes. These wireframes represent the skeletal structures of buildings, with lines indicating walls, floors, roofs, and structural supports. The wireframes are scattered across the image, with some appearing more complete than others, creating a sense of depth and architectural complexity.

SOCIAL MEDIA ***BLUEPRINT***

**BERKSHIRE
HATHAWAY**
HOMESERVICES

FLORIDA
PROPERTIES
GROUP



Social Media System

We all know that social media can sometimes feel like a one-way street, with businesses broadcasting their message and customers being bombarded with ads. But here at Florida Properties Group, we believe in taking a more personal approach. That's where this social media system comes into play, allowing you to incorporate videos and purposeful content that will allow YOU to connect with your audience on a more real and authentic level. We want you to build relationships with your customers and followers that go beyond just selling a product or service.

79%

of buyers said that agents that use video make a bigger impact on social media

73%

of sellers said that they are most likely to list with an agent that uses video

60%

of agents said that social media is even more important than their website for marketing

DATE TO POST

CONTENT PILLAR

CONTENT IDEAS

TOPIC:
TALKING POINTS:

DATE TO POST

CONTENT PILLAR

CONTENT IDEAS

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CONTENT IDEAS

TOPIC:
TALKING POINTS:

aim for 8 a month

REELS

Vertical video content featured on Instagram, Facebook, and TikTok.
[Under 60 seconds]

Content Pillars

Use these content pillars to ensure you have a well-rounded approach to engaging with your audience. Goal: have at least 1 reel that fits into each category.

☐

I'M A HUMAN

☐

HOW I HELP

☐

EDUCATIONAL

☐

PROPERTY RELATED

☐

HIDDEN TREASURE/
COMMUNITY FOCUSED

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POSTS

Static images and graphics
featured on Instagram and Facebook.
[Carousels are great for Instagram.]

aim for 8 a month

Content Pillars

Use these content pillars to ensure you have a well-rounded approach to engaging with your audience. Goal: have at least 1 post that fits into each category.

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HIDDEN TREASURE/
COMMUNITY FOCUSED

Examples



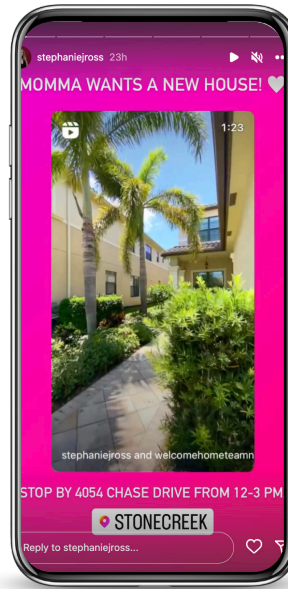
I'M A HUMAN

Mia shared about her pup and a gift that was given to her.



PROPERTY RELATED

This agent shared an image of a kitchen and used the poll sticker to get opinions and engagement from their audience



PROPERTY RELATED

This agent shared a reel to their story to get more eyes on it and tagged the location

be authentic & relevant

STORIES

These are quick, typically 10-15 second photo or video clips that give people a slightly different glimpse into a person or business and disappear within 24 hours.

Content Pillars

Use these content pillars to ensure you have a well-rounded approach to engaging with your audience. Goal: have at least 1 story that fits into each category throughout the month.



I'M A HUMAN



HOW I HELP



EDUCATIONAL



PROPERTY RELATED



HIDDEN TREASURE/
COMMUNITY FOCUSED

Other ideas

Share behind-the-scenes

Social media stories are the perfect place for sharing the less curated and styled parts of your business's products and services.

Poll your audience

Many stories platforms have stickers that allow your viewers to interact with your stories. It's a great idea to ask questions or poll your audience to get direct feedback.

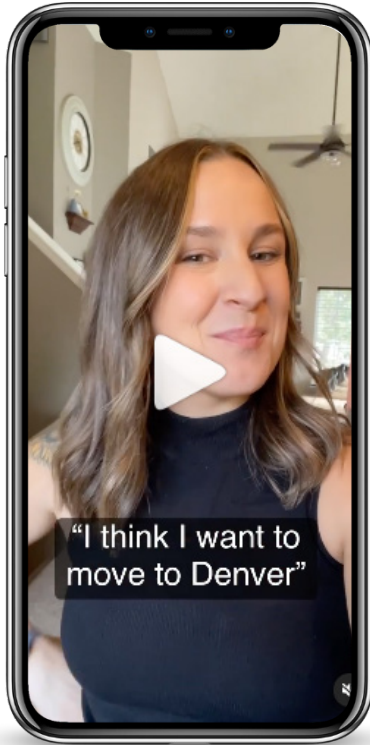
Link external content

Use your social media stories to send followers to your additional products, services, landing pages, blog posts, lead magnets and more.

Content Pillars

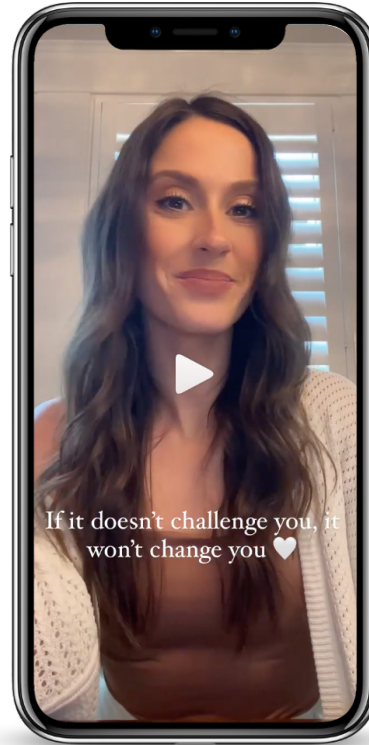
I'M A HUMAN

What makes you, you? What is unique about you?
Show you are relatable and a human! Family/spouse/partner,
hobbies, extracurricular activities, friends, things you do, pets, etc.



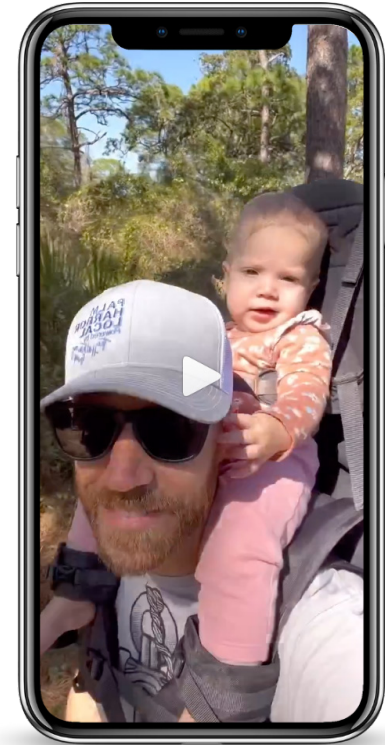
PLAYFUL

She used a trending audio sound to
show her personality
www.instagram.com/p/CjJIA-RpQ2i/



RELATABLE

Ashley used trending audio to show
her personality and inspire
<https://www.instagram.com/reel/CZcfNgglXiA/>



FAMILY

Donnie showed he and his daughter
going on a walk through a local park
<https://www.instagram.com/reel/Co-cyii1JPm-/>

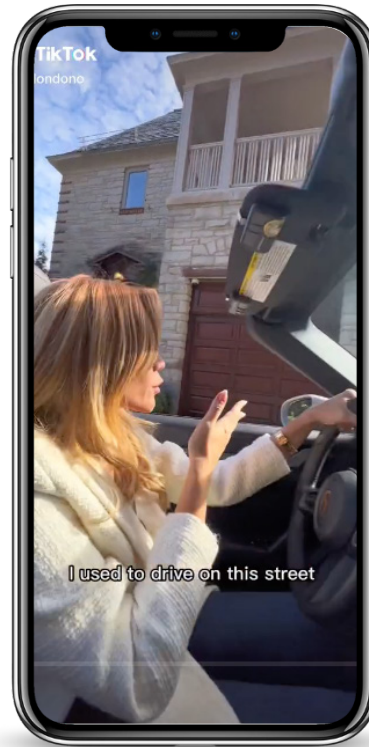
HOW I HELP

Provide your audience with ways YOU can help them with their real estate needs. You can feature previous customer testimonials, share your real estate story and how you got there, ma



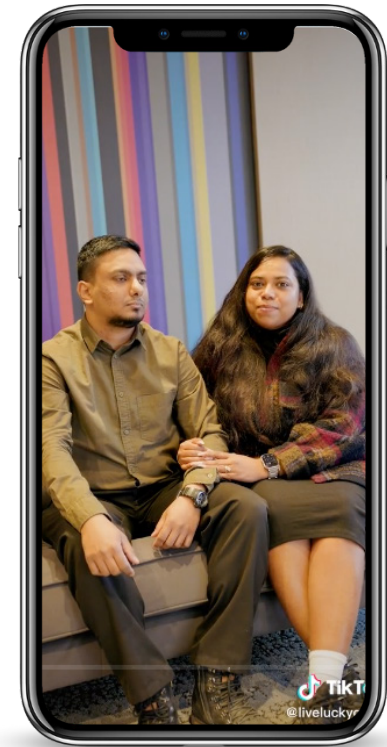
INFORMATIONAL

Brandon Moore-Johnson shows his audience the real estate market is alive and well in a fun way
<https://www.instagram.com/reel/CnH56u8JZiK/>



ASPIRATIONAL

She shared a personal story about how she wanted to live on a certain street in a wealthy neighborhood and now she's doing that as a real estate agent
https://www.tiktok.com/@tatlondono/video/7154136772182609158?is_from_webapp=1&sender_device=pc&web_id=7228325154341635627



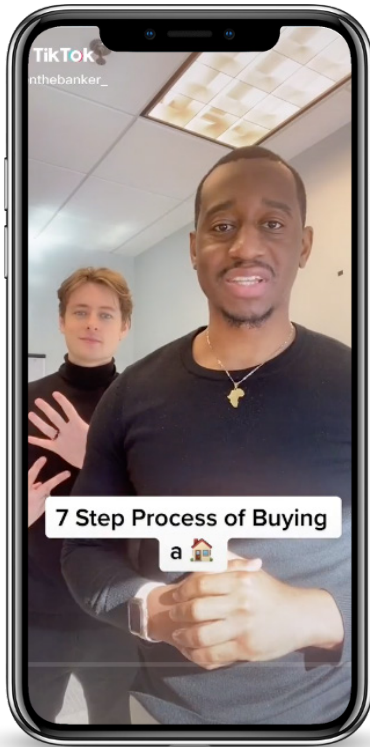
TESTIMONIALS

This agent had his past customers do a client testimonial on film
<https://www.tiktok.com/@luckyparamaguru/video/7074978997951614214?lang=en>

EDUCATIONAL

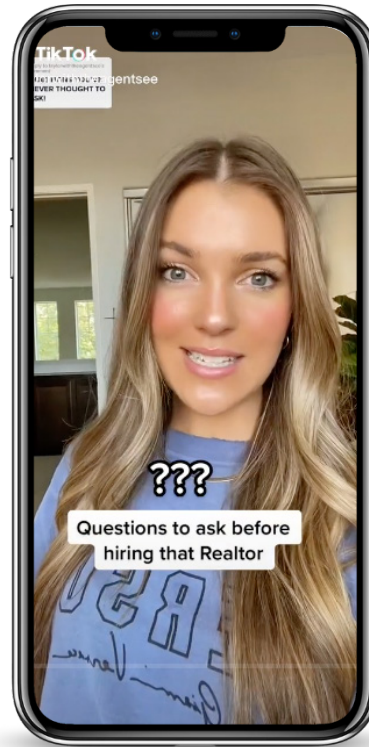
How can you make the complex simple? How can you help demystify the process? Break down the complexities into bite-size pieces. Show your audience you're a knowledgeable real estate agent!

PRO TIP
Use your stories to poll your audience and ask them what questions they have, then curate your content around their questions!



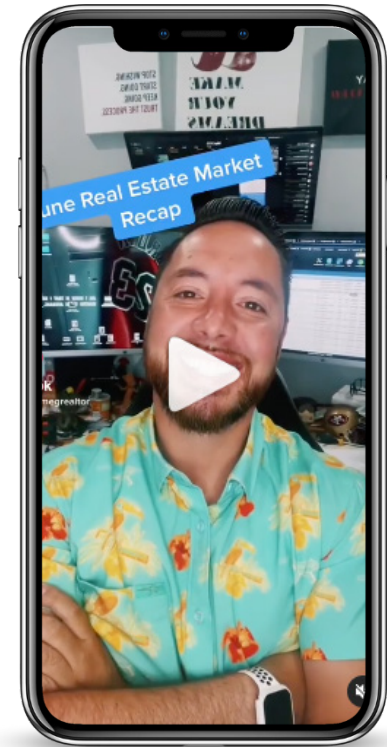
GENERAL

This lender partnered with a realtor to go through the step by step of buying a home
https://www.tiktok.com/@benthebanker_/video/7050605058467335470?lang=en



INSIDER

She lists out the questions to ask before hiring a realtor, giving you an inside look on how SHE would handle working with a consumer
<https://www.tiktok.com/@taylorwiththeagentsee/video/7102567332446326059?lang=en>



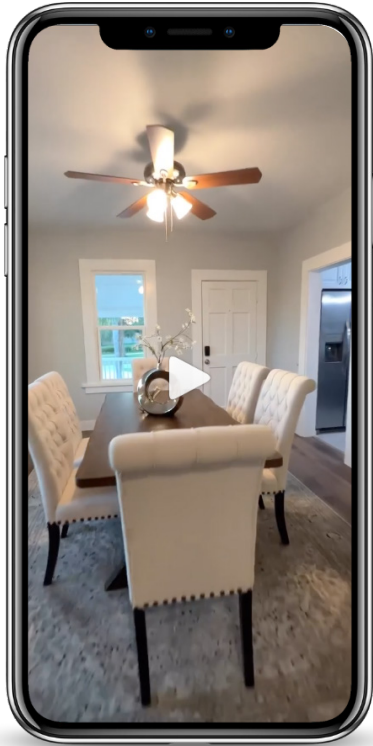
HELPFUL

He shows a live video of the stats from his computer on his marketplace and does this for each month
<https://www.instagram.com/p/Cfwy-87AFGJL/>

Content Pillars

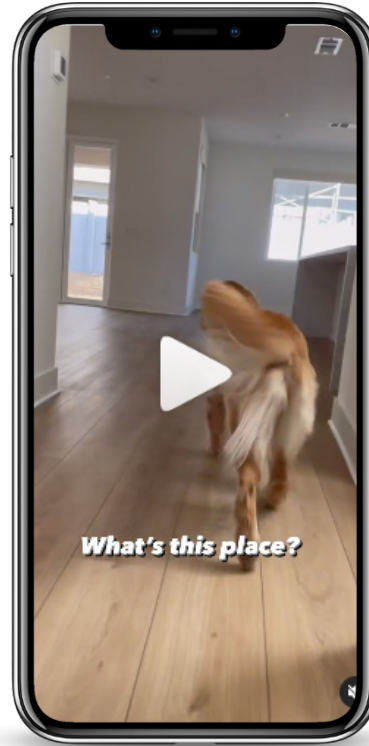
PROPERTY

How can you facilitate discovery on all levels?
What can you share to help clients and potential clients?
Excite and entice your audience!



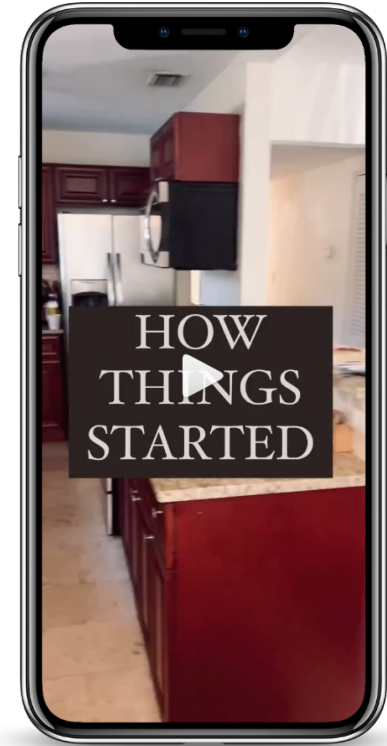
ALL THE FEATURES

Brandon gives the audience a full home walkthrough of the home he has listed
<https://www.instagram.com/reel/CpQbenxubra/>



SHOW THE RESULT

Featured their dog showing off their new home using a funny trending audio
<https://www.instagram.com/p/CjA9QLWgZuG/>



SHOW THE POTENTIAL

Ashley showed a before and after of a home before and after it was listed on the market
<https://www.instagram.com/reel/CoAID0qAVuT/>

Content Pillars

HIDDEN TREASURE / COMMUNITY FOCUSED

Get out into the community OR share about the community you serve!
You are a community ambassador, so how can you show your expertise
in the areas you serve and call home? Excite and entice!



COMMUNITY

Donnie showcased local places in the Palm Harbor/Dunedin area to celebrate Cinco de Mayo

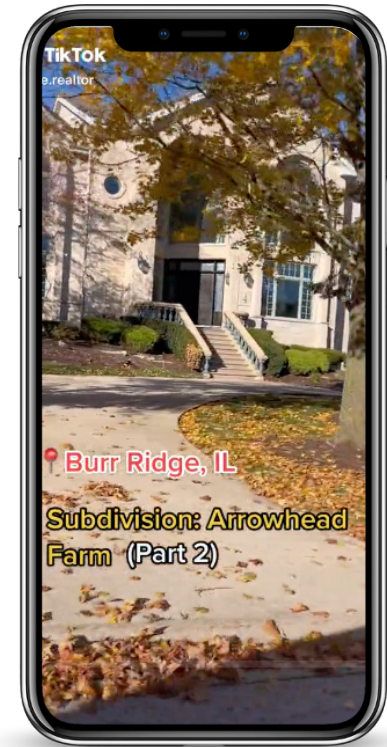
<https://www.instagram.com/reel/Cr3brEngWmF/>



TALK THROUGH

Agent showcases the neighborhood with b-roll and images behind her and she greenscreens herself over it (think farming neighborhood!)

<https://www.tiktok.com/@lisamcbridesrq1/video/7083894537009122606?lang=en&q=sarasota%20neighborhood%20tour&t=1682976710347>



DRIVE THROUGH

Agent literally drove through a neighborhood and put music to it. No talking, just showing the homes and lifestyle

<https://www.tiktok.com/@noe.realtor/video/7161528332256021806?lang=en>

Content Pillars

ADDITIONAL IDEAS FOR EACH CONTENT PILLAR

I'M A HUMAN

Vanesha Richardson: a playful version into her personality with some trending audio

<https://www.instagram.com/reel/CrlwZerJtpb/>

Brandon Moore-Johnson: Daddy and daughter day at the park

<https://www.instagram.com/reel/CUalckwp0ND/>

Show you are relatable and a human! Family/spouse/partner, hobbies, extracurricular activities, friends, things you do, pets, etc.

HOW I HELP

Use the greenscreen feature to show the buyer heat map for the area and explain what it means to buyers and sellers.

Share your AVM to provide home values and generate seller leads

Market statistics - ready to be shared in MADi monthly

Reminder to file homestead (beginning of year)

Lead funnel landing page - BHHS Connect will help with this!

EDUCATIONAL

Donnie: Uses a news article to educate viewers on topic

<https://www.instagram.com/reel/Cq29eVzAK7A/>

Julie Lawrence: shared 5 tips for home buyers when financing their new home

<https://www.instagram.com/reel/CqtHIQbpc3/>

Financial - he breaks down how to pursue a purchase using a different tactic to save money

<https://www.instagram.com/p/CjMesTuj22C/>

Trade - he shared a home inspection tip for new construction

[See video here](#)

Legal - she's a real estate attorney and went LIVE talking about how they play a critical role in a transaction

Get them engaged - drives home the point that an older home is still a great investment

<https://www.instagram.com/p/CfnTUlol8HI/>

PROPERTY

Ashley Nadeua: shares a new listing and all the features

<https://www.instagram.com/reel/Cr02zBfxeBP/>

Brandon Moore-Johnson: shares his newest listing and features his property sign

<https://www.instagram.com/reel/CofTfghJqlh/>

Hidden Features - show off fun hidden features in the home of the Open House OR a home you have listed

Show the potential - before and after of a kitchen remodel

[See video here](#)

Get them excited - agent filmed a part of the kitchen and featured celebratory champagne and used some trending audio

<https://www.instagram.com/p/CjGcdH-oRSM/>

COMMUNITY

Julie Lawrence: shares a "staple" bakery in Tampa

<https://www.instagram.com/reel/CpyAuOWp-w3/>

Brandon Moore-Johnson: Shares a video clip of his favorite coffee shop

<https://www.instagram.com/reel/CMIBxMpHPiW/>

Walk through - the agent did a walk through the neighborhood and gave some historical information and fun facts

[See video here](#)

THE PLATFORMS

Facebook: Best for static posts, videos/reels, stories and sharing links

Instagram: Best for reels, stories, static posts in a carousel, links are limited to your bio (1)

TikTok: Best for reels (videos), engagement based on hashtags and audience's behaviors