

Utilizing Facebook Live & Instagram Stories to Build Member Engagement

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HOUSTON ASSOCIATION OF REALTORS®



Why Engage Members On Social Media?

- Build Awareness
- Communicate Authority
- Show Authenticity
- Encourage Engagement
- Provide Support
- Grow Affordably

Facebook Live

Benefits of Facebook Live

- Provide Completely Unique Content
- Cost-Effective
- Create Excitement Around New Benefits
- Drive Traffic to Your Facebook Page
- Humanize Your Brand
- Connect Directly with Members
- You See Real-Time Engagement and You Keep It

People Want To

- Know You
- Like You
- Trust You

Why Aren't We Doing it?

FEAR



People don't care about how you look, they care about how you're going to help them.

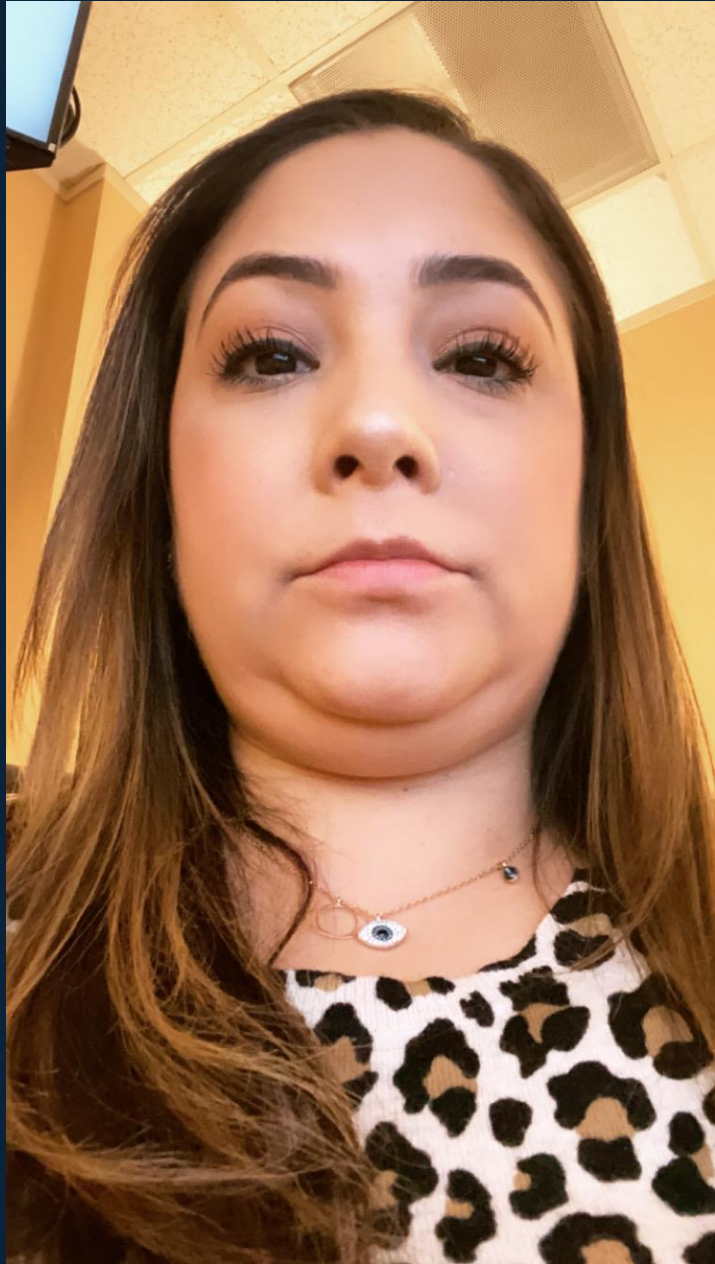
Marki Lemons- 2019

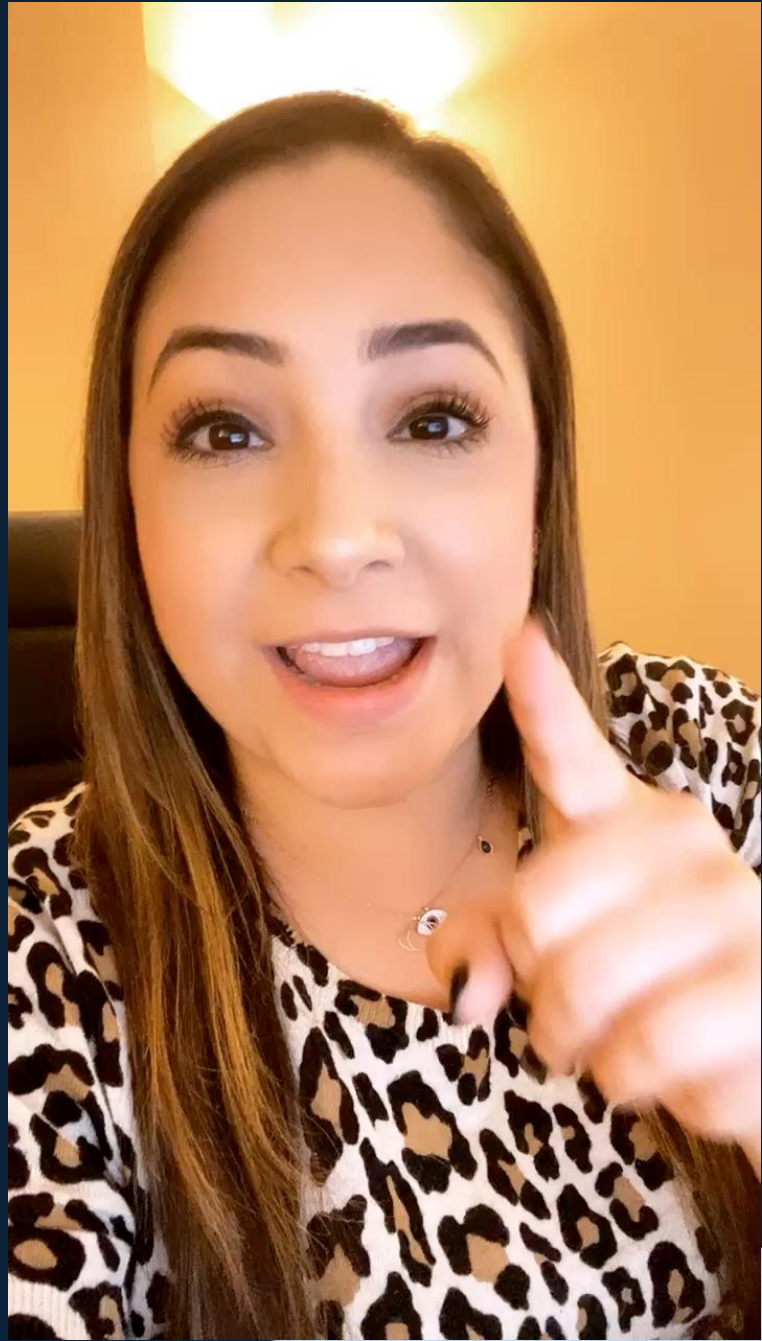


You look the way you look, and
you sound the way you sound.

Cristina Schaefer- Every Single Day

We Have To Overcome the FEAR





Does It Have To Be Video?

VIDEO TRENDS

78% of people watch videos online every week

55% of us watch online videos every day



By 2020, more than 80% of all consumer internet traffic will be connected to online video



More than 50% of video watching occurs on mobile devices such as phones and tablets



YouTube is the second most popular website in the world, after Google

People watch over **500 hours** of video on Youtube every day



People are more likely to pay closer attention to video than they are to any other form of content



Viewers remember around 95% of a message via video, compared to just 10% when they read it

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The Difference Shows in the Numbers

20,000 Followers



HAR Facebook Followers
November 2018

45,000 Followers



HAR Facebook Followers
Today

How Much is it Going to Cost?

Items You Likely Already Have

- Facebook Business Page
- Laptop with Built-in Camera
- High Speed Internet (hard wired access preferred)
- Headphones with Mic or Built-in Mic
- Quiet Space

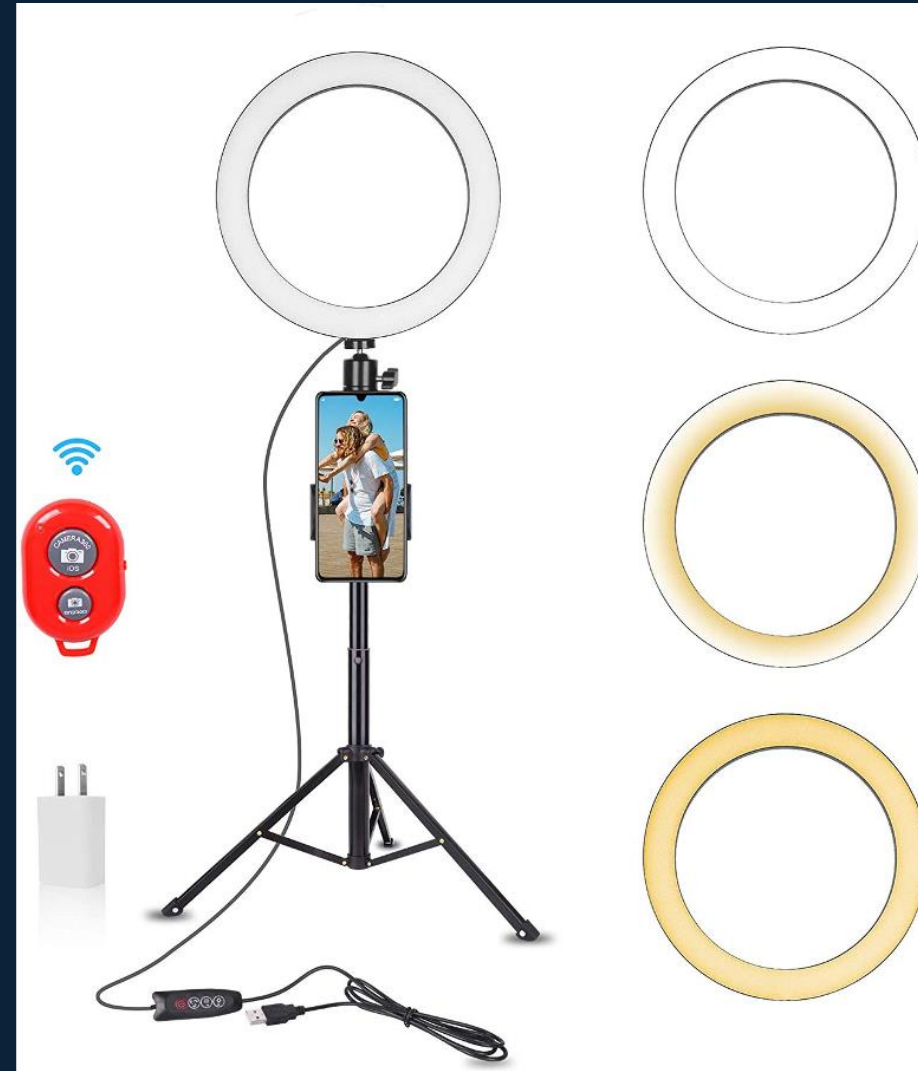
Selfie Ring Light- \$12



Lapel Mic- \$13



Selfie Ring Light with Tripod Stand- \$34



Professional Mic- \$100-200



Blue Yeti USB Mic

**External
Webcam-
\$40-300**



Logitech BRIO Ultra HD Webcam

It's Okay To Start Small



#MemberFocusMonday- Managing Risk While Writing Contracts

HAR.com was live — with Richelle Sayles Henderson and Cristina Schaefer at HAR.com. about 2 years ago · Houston · 🌐

✓ See First 🔔 ⋮

Welcome to another #MemberFocusMonday! Today we're focusing on contract changes, avoiding risk and how to get the tools you need to write a successful contract.

3,975

People Reached

866

Engagements

Boost Post

👍❤️ 46

10 Shares 2.1K Views

👍 Like

💬 Comment

➦ Share

🌐 🌐

Comments

Up Next

Most Relevant ▾

View previous comments

20 of 111



Elda Edith Maldonado Eb · 30:35 What happens if after delivering earnest money, seller decides she/he does not want to sell at that price due to Sales price makes pay seller money at closing?

Like · Reply · Message · 2y



👑 Top Fan

Nettie Murry · 13:32 Can you position Mike back toward speaker please

Like · Reply · Message · 2y

It's Okay To Start Small



#MemberFocusMonday- The New Normal of Realtor® Safety
9.3K views - June 29



#MemberFocusMonday- The Pandemic's Effect On The...
5.9K views - June 22



TREC Townhall Meeting
2.7K views - June 15



Managing and Promoting Your Client Experience Rating
409 views - June 16



#MemberFocusMonday- Real Estate in a Virtual World
12K views - March 19



Coronavirus: What You Need To Know
11K views - March 12



Announcing our Video Contest Winner!
1.6K views - March 11



#MemberFocusMonday- The Census. A Realtors® Best...
3.2K views - March 5



#MemberFocusMonday- Virtual Showings & Open
4.9K views - June 15



#MemberFocusMonday- Racism in Real Estate
14K views - June 8



#MemberFocusMonday- The Pandemic's Effect On Your...
5.9K views - June 1



#MemberFocusMonday- Coronavirus Update
7.6K views - May 18



HAR Design Center Tool
342 views - March 3



#MemberFocusMonday- New Construction Market Update
3K views - February 20



#MemberFocusMonday - Social Media Security
3.1K views - February 13



#MemberFocusMonday- Legal Update with Grant Harpold
3.3K views - February 6



#MemberFocusMonday- Representative Armando Walle
2.2K views - May 11



Managing Your HAR Virtual Open House
560 views - May 12



An Economic Update with Dr. Ted C. Jones
3.1K views - April 30



#MemberFocusMonday- Videos Virtually Everywhere!
5.9K views - May 4



Reverse Prospecting in Matrix
267 views - February 4



#MemberFocusMonday- MLS Fees 2020
2.1K views - January 30



#MemberFocusMonday- A Fresh Take on the Market
4.4K views - January 23



#MemberFocusMonday- The Future of Real Estate with
6.2K views - January 16



HAR Joint Virtual Area Networking Meeting
4.9K views - April 29



#MemberFocusMonday- SBA Programs for Realtors®
6.8K views - April 27



#MemberFocusMonday- Technology in the Virtual World
8.5K views - April 20



HAR Covid-19 Virtual Event Series- MLS Update and...
7K views - April 15



#MemberFocusMonday- Video Marketing Simplified
3.4K views - January 10



HAR Agent Profile
208 views - January 7



#MemberFocusMonday- Introducing Your 2020 Chair...
3K views - December 30, 2019



#MemberFocusMonday- Social Media Simplified
2.5K views - December 12, 2019

Streaming Platforms FREE - \$100/month

- Facebook (free)
- Ecamm Live
- BlueJeans
- Be.Live
- StreamYard
- Zoom

Instagram Stories

Why Instagram Stories?

- Facebook Stories reached 150 million DAUs in 14 months
- Stories are growing 15x faster than newsfeed sharing
- Engagement is encouraged
- It's fun and easy for your audience to respond
- Cross-posting saves you time

Instagram Feed



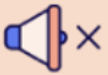
EVERGREEN

Posts stay in your profile forever.



IDEAL FOR REACH

Posts get discovered by new audiences.



SOUND OFF

Most viewers are scrolling with the sound off.



CURATED

Feed content is usually planned out.



YOUR OFFICIAL BRAND

Your feed is the face of your company.



MORE ESTABLISHED

Many brands have built a strategy.

VS

Instagram Stories



FLEETING

Stories disappear after 24 hours.



IDEAL FOR ENGAGEMENT

Existing audiences engage with Stories.



SOUND ON

70% of IG Stories are watched with sound.



OFF THE CUFF

Stories are shared in the moment.



YOUR UNOFFICIAL BRAND

Stories are a place to casually check in.



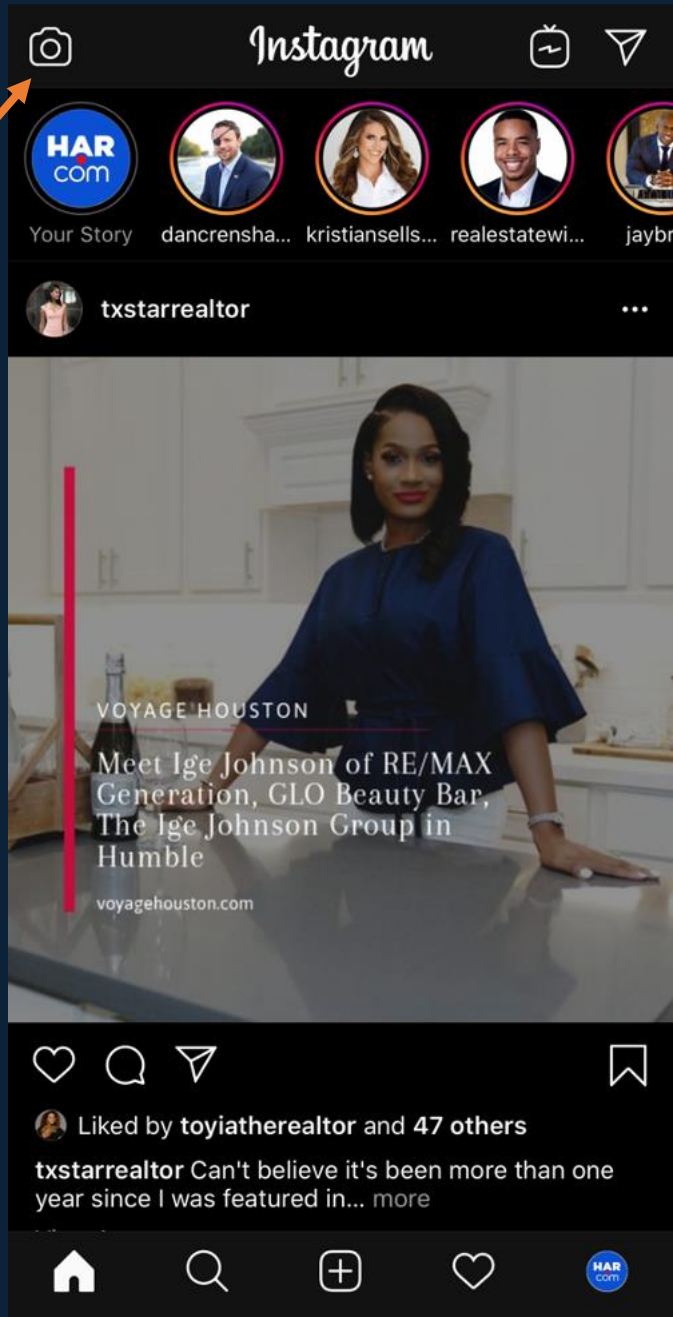
EARLY DAYS

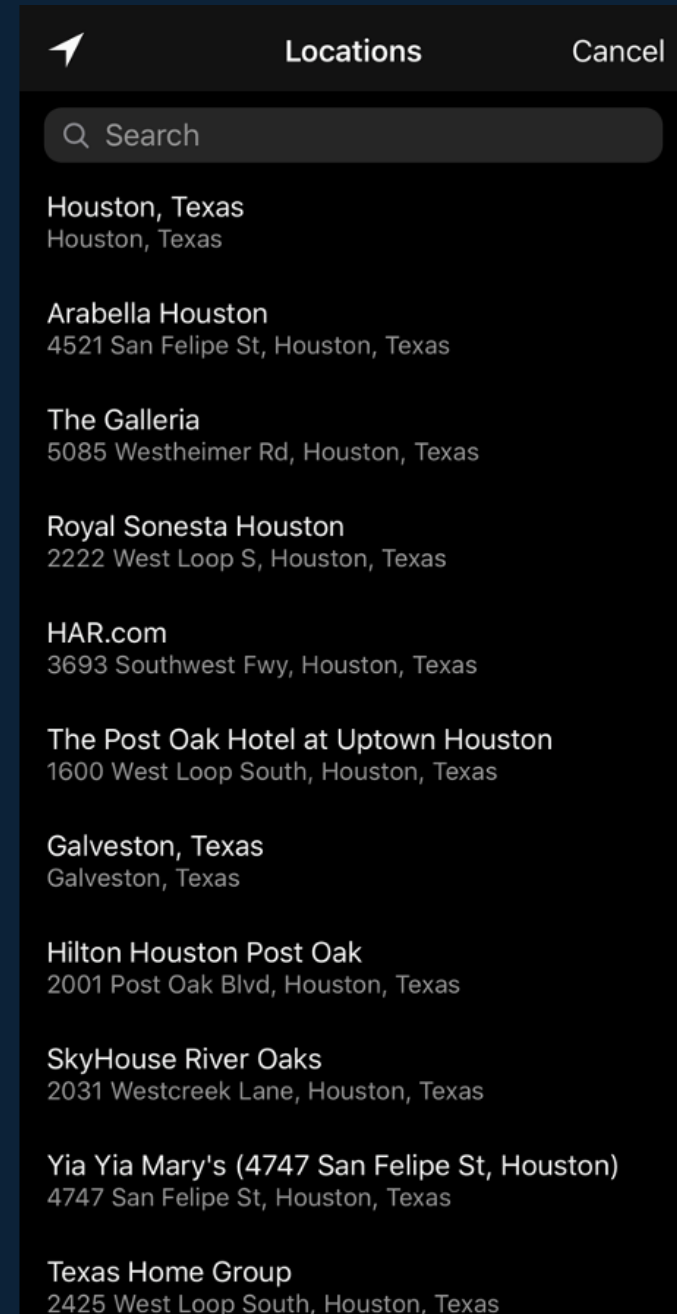
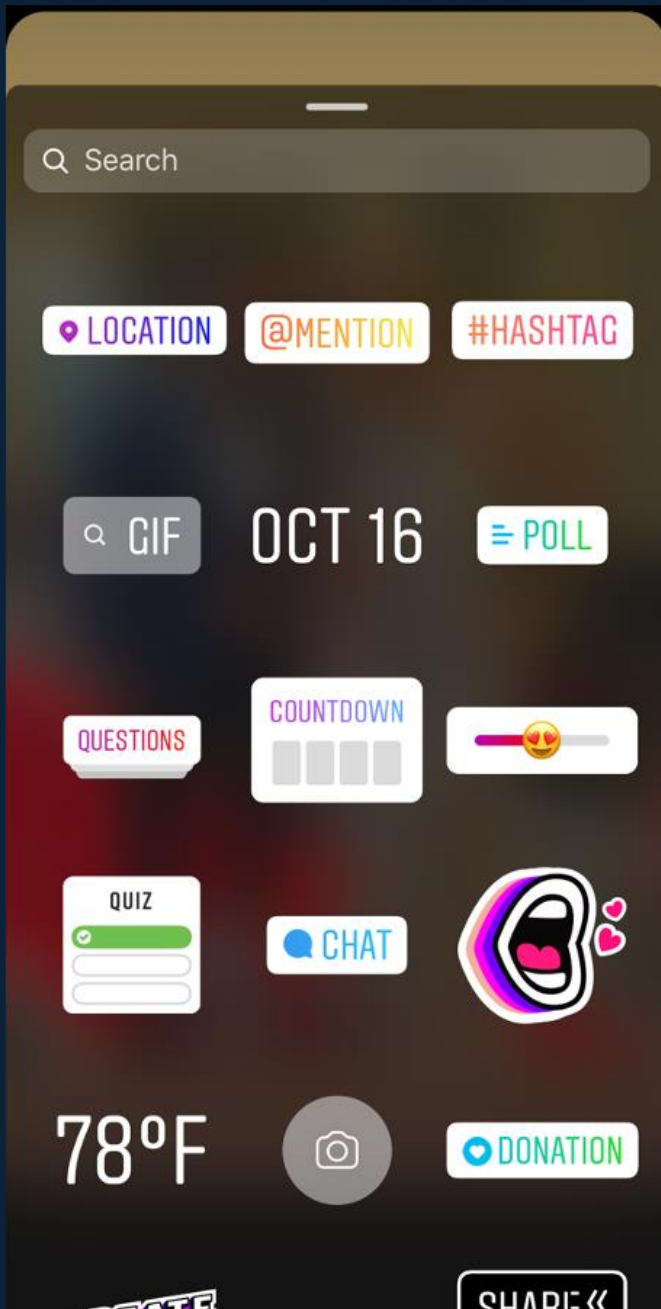
There's lots of room for experimentation.



Stories will surpass newsfeed sharing by the end of 2020.

Chris Cox- Facebook Chief Product Officer





What was the best advice you received as a new agent?
Type so

#TUES

What was the best advice your received as a new agent?
Practice writing up contracts, over and over.

@TRACI.ETHINGTON 👍👍

What was the best advice you received as a new agent?
...tive, be co
...athon not

YOUCITY

What was the best advice your received as a new agent?
Relationships are key

@ST.EPH609 🙌

What was the best advice your received as a new agent?
...s are
...ed!!!

UENTE

What was the best advice your received as a new agent?
You're career will be made or broken by your first mentor, chose wisely! ...we say this too!

@THEZENITHPARTNERS 👍

What was the best advice your received as a new agent?
...

ELL 🙌

Why Engage Members On Social Media?

- Build Awareness
- Communicate Authority
- Show Authenticity
- Encourage Engagement
- Provide Support
- Grow Affordably

Key Points to Remember

- Be Human
- People want to Know You, Like You and Trust You
- Be True To Your Brand
- You Look The Way You Look And You Sound The Way You Sound
- Overcome Fear and Excuses, Just Do It!

Bonus Tip- Create A Facebook Group

The screenshot shows a Facebook group page for 'HAR MLS Platinum Subscribers'. The group is private and the user is interacting as HAR.com. The cover image features the text 'INNOVATION & TECHNOLOGY' and 'MLS Platinum MEMBERS' with the HAR.com logo and 'Houston Association of REALTORS®'. The left sidebar contains navigation options: About, Discussion, Jobs, Members, Videos, Photos, Files, Units, Group Insights, Recommendations, Get Facebook Support, Watch Party, Moderate Group, and Group Quality. The main content area includes a 'Write Post' section with a 'Write something...' prompt, a 'Photo/Video' upload button, and a 'Create Job' button. Below this is a 'Jobs in this group - 1 job' section with a 'View Jobs' button. On the right, the 'GROUP BY' section shows 'HAR.com' with 39,266 likes and a 'Call Now' button. The 'INVITE MEMBERS' section has a search bar for adding members. The 'MEMBERS' section shows 6,072 members with a row of profile pictures and a 'Write Post' button.

HAR MLS Platinum Subscribers
Private group

Interacting as HAR.com

About
Discussion
Jobs
Members
Videos
Photos
Files
Units
Group Insights
Recommendations
Get Facebook Support
Watch Party
Moderate Group
Group Quality

Search this group

Shortcuts

NEW ACTIVITY

INNOVATION & TECHNOLOGY
MLS Platinum MEMBERS
HAR.com
Houston Association of REALTORS®

Joined Notifications Share More

Write Post Photo/Video Create Job More

Write something...
Write post in another language [?]

Photo/Video Ask for Reco... Job

Jobs in this group - 1 job View Jobs

GROUP BY HAR.com 39,266 like this Call Now

INVITE MEMBERS
+ Enter the name of a person or Page...

MEMBERS 6,072 members
You have 28 new members this week. Write a post to Write Post

Thank You!!!



Follow us on Facebook:

www.facebook.com/HARFans



Follow us on Instagram:

@HARMembers



Connect with us on LinkedIn:

www.linkedin.com/company/harmembers



Subscribe to our weekly podcast:

<https://www.harconnect.com/podcast>



Follow us on Twitter:

@HARMembers



Subscribe to our YouTube channel:

www.YouTube.com/HARTV