

Leveraging Social Media to Help Market Your Home

It's hard not to feel defeated when the home you are trying to sell isn't immediately snapped up by an enthusiastic buyer. Don't people know what a happy life you had there? Don't the good vibes automatically attract interest?

If only that were so! In today's housing market sellers have to hustle to build buzz about their homes. [Home ownership and sales figures may be on the rise](#) (September sales are up almost 30% from last year) but it is still very much a buyer's market. This means that you need to put in some extra effort if you ever want to successfully sell your house.

In 2015, only 33% of home buyers found their homes via their real estate agent while [44% of buyers found their homes via the Internet](#). Even fewer found their homes via print ads, friends, and yard signs. The fastest and most reliable way to make sure people can find your house on the internet (for purchasing not for creepery) is to promote it on social media. Here are five tips on how to do that.

Make a Facebook Page

Facebook is a fantastic way to quickly connect with a multitude of potential buyers because the entire platform is built around the idea of liking and sharing. [20% of the web's page views](#) happen via Facebook.

Once you've created the page, invite all of your friends to like it. Ask (politely!) them to share it with all of their friends—particularly those who might be in the market for a home in your area (or know of someone who is).

How to Promote Your Listing on Twitter

Use Twitter's search function. Use phrases like "move to [your town]" or "find a house in [your town]" and if recent posts come up, use Twitter to make contact with the users whose posts you like. Don't just jump out of nowhere at them with your listing. Instead, offer a helpful tip about the neighborhood or a local artist or restaurant they might enjoy. Then, after you've messaged back and forth a little bit, you can mention the house. You should also list your house's Facebook Page URL in your Twitter bio.

YouTube is Your Best Friend

Anybody can create videos and upload them to YouTube for free. Create an account for your home and use that account to house all of the videos you take of your property. You can upload

a video tour, put together some home movies showing how you used the space. [21% of home buyers look for and utilize videos when searching for a new home.](#)

The key to a good video is to make it personal and fun to view. YouTube has a fantastic library of free music that you can overlay on a video tour to make the video feel more professional. You can also tell stories about your favorite memories from each room. Etc. The other key to good videos? Keep them short. Try to keep each video under three minutes. People are more likely to sit through ten three minute videos in a row than they are to sit for one thirty-minute video.

Spread it Around

Don't limit yourself to these three "major players." You should also be using Pinterest, Flickr, Instagram, and any other social media portal you think might be useful. Remember: while almost everybody uses social media in some form or other, not everybody uses all of the same sites. Yes there is some overlap, but there are people out there who skip Facebook in favor of regular blogging or who love Pinterest and Instagram but have no use for Twitter.

Post Often

Your first instinct might be to post every hour, but this will be overkill. The time and volume of your posts will both attract and alienate buyers so it is important to [find the sweet spot](#) for your posting frequency. Try to post about your home on every social media outlet you use at least once a day. Twice (once in the early afternoon and once in the morning or evening) is better. Three might be pushing it, unless you have new content to share.

Special Bonus Tip #6: Be Safe!

If you are still living in the home, you should be careful about listing the physical address publicly on social media. The last thing you need is people showing up at all hours asking to "take a peek." Instead limit yourself to your neighborhood or city quadrant on the public posts and only share the address with people via DM or, better, send them to your realtor.

The same is true for your phone number. List your realtor's phone number instead of your personal number. This will help make sure each potential sale goes through the proper channels and will keep the creepy types at bay.

The real estate market is picking up again and while we're not quite at the "booming" stage yet, we're sure that if you use these tips, you'll sell your home quickly and get a great price for it!