

*Social Media*  
**BEST PRACTICES**

BY DANIELLE BOUTIN

## SOCIAL MEDIA BEST PRACTICES

**“IN TODAY'S WORLD, IF YOU'RE  
NOT ONLINE, YOU'RE INVISIBLE  
TO HALF OF YOUR POTENTIAL  
CLIENTS.”**



# *Instagram & Facebook* **IN 2025**

# INSTAGRAM VS FACEBOOK

## AUDIENCE REACH

**Instagram:** Primarily for reaching new audiences and visually-oriented users. Perfect for personal branding, lifestyle posts, and attracting potential clients.

**Facebook:** Best for engaging with your existing network and local communities. Ideal for networking, fostering deeper relationships, and maintaining client relationships.

# INSTAGRAM VS FACEBOOK

## CONTENT FOCUS

**Instagram:** Focuses on visuals—photos, videos, Reels, and Stories. Video content, especially Reels, continues to dominate in 2025.

**Facebook:** More diverse content types—long-form posts, text based, links, events, and Marketplace listings. Still effective for detailed content and local events.

# INSTAGRAM VS FACEBOOK

## ENGAGEMENT STYLE

**Instagram:** Engagement is often one-on-one through DMs, comments, and user-generated content. Great for building personal connections.

**Facebook:** Group-based engagement thrives here. Creating or participating in local real estate groups or interest-based groups helps build a community.

# INSTAGRAM VS FACEBOOK ALGORITHM

**Instagram:** Prioritizes real-time content and short-form videos (Reels). Engagement (likes, comments, DMs) directly impacts reach.

**Facebook:** Prioritizes meaningful interactions and group-based engagement. Content that sparks discussions and conversations is favored.

# INSTAGRAM VS FACEBOOK POSTING FREQUENCY

**Instagram:** Regular posting (at least 3–5 times a week) keeps your content in front of followers, with an emphasis on Reels for growth.

**Facebook:** Posting once or twice a week is sufficient, but engaging in groups and sharing will keep you visible.



# INSTAGRAM VS FACEBOOK

## AUDIENCE INTERACTION

**Instagram:** Instagram rewards authentic interactions like responding to comments, engaging in DMs, and using interactive Story features (polls, questions).

**Facebook:** The algorithm favors meaningful conversations, so thoughtful comments, replies to posts, and interactions within Facebook Groups are highly valued. Facebook now prioritizes deeper engagement over mere likes or shares.

# INSTAGRAM VS FACEBOOK

## STORIES AND REELS

**Instagram:** Reels and Stories are essential to staying relevant. Short-form video content is key for higher engagement and reach in 2025

**Facebook:** Stories are less utilized, but they are growing. Facebook continues to focus more on longer videos, but Stories are slowly gaining traction.

# INSTAGRAM VS FACEBOOK

## EVENT PROMOTION

**Instagram:** Events are best promoted with Stories, posts, and ads—reaching new audiences through hashtags and location tags.

**Facebook:** Facebook remains the top platform for event promotion, with tools for RSVPs, detailed event descriptions, and built-in audience targeting.

## SOCIAL MEDIA BEST PRACTICES

# 2025 UPDATES INSTAGRAM

**Increased Focus on Reels** Extended to 3 minutes (only 90 seconds when using trending music).

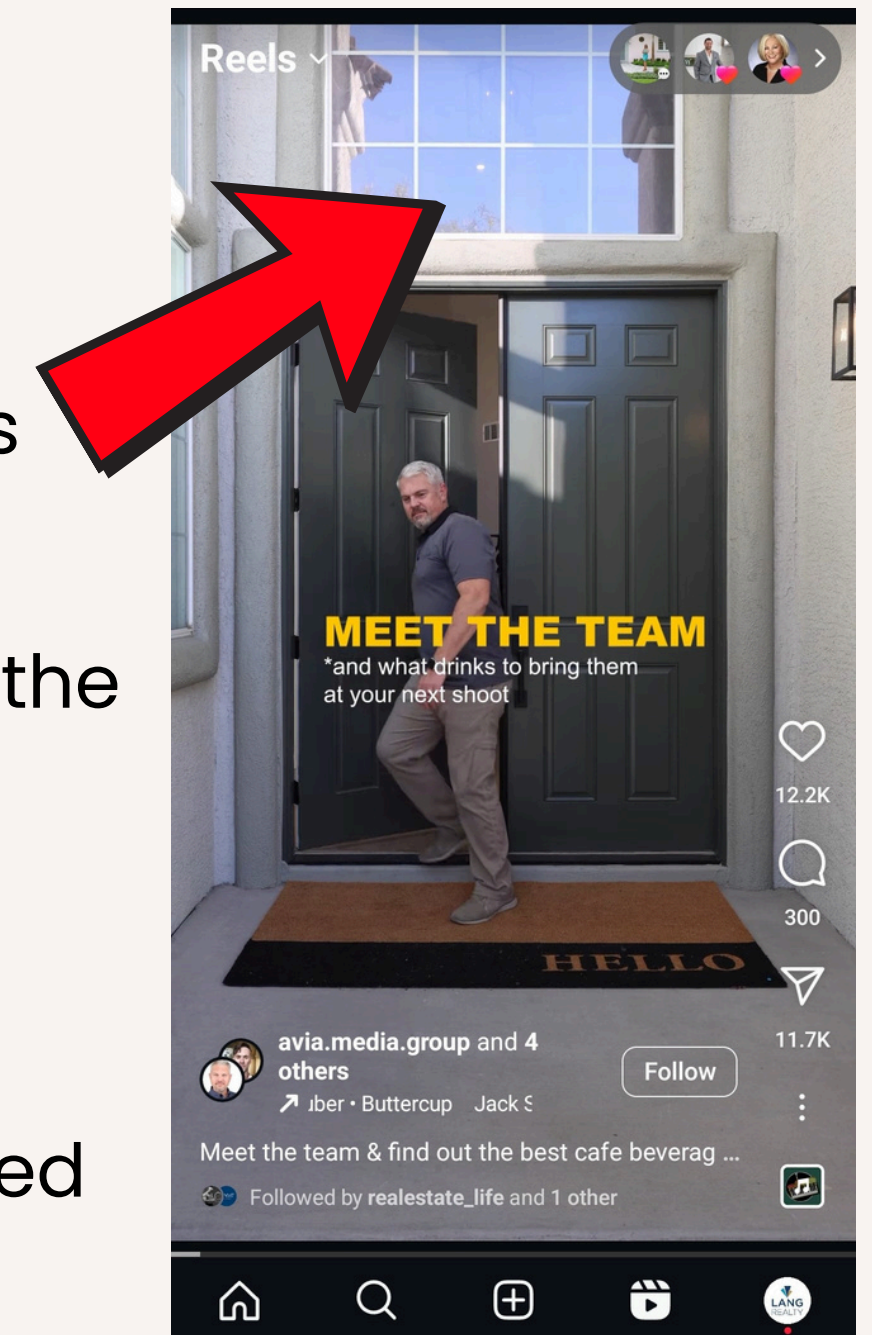
**Improved Content Discoverability** Ability to see which friends have liked or commented on videos in the Reels tab.

**Focus on Authentic and Relatable Content** They love behind the scenes, authentic content.

### AI-Powered Content Creation Tools

AI-powered Reels creation.

**Expanded Carousel Post Capabilities** Instagram has increased the limit for carousel posts to 20 images



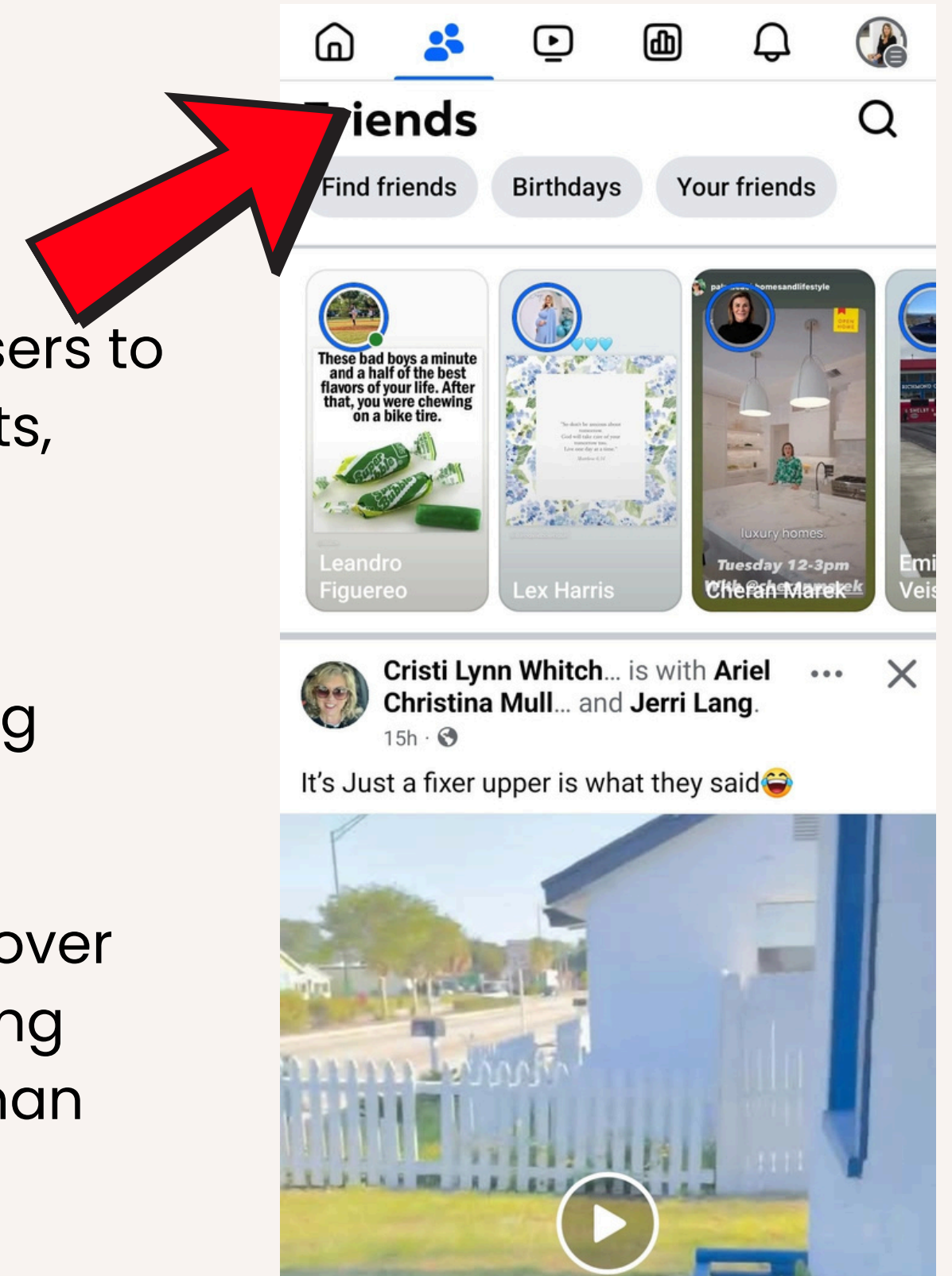
## SOCIAL MEDIA BEST PRACTICES

# 2025 UPDATES FACEBOOK

**Introduction of the 'Friends' Tab** (mobile only) Allows users to see content exclusively from their friends, including posts, stories, and upcoming birthdays, without algorithmic recommendations.

**AI-Driven Content Recommendations** Machine learning suggest posts based on user behavior and interests.

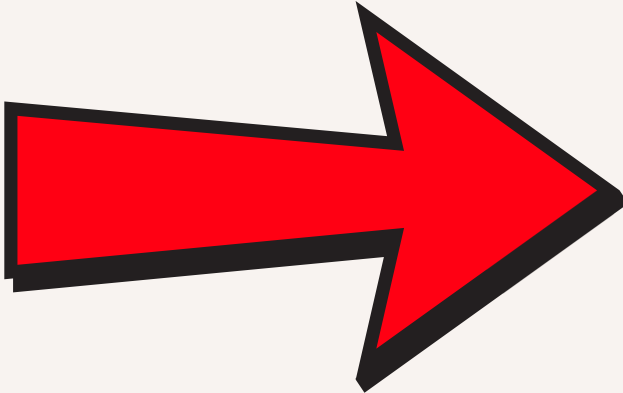
**Focus on Original Content** Now favors original content over reposted material. To maintain visibility, focus on creating unique posts that offer value to your audience, rather than relying on shared content.





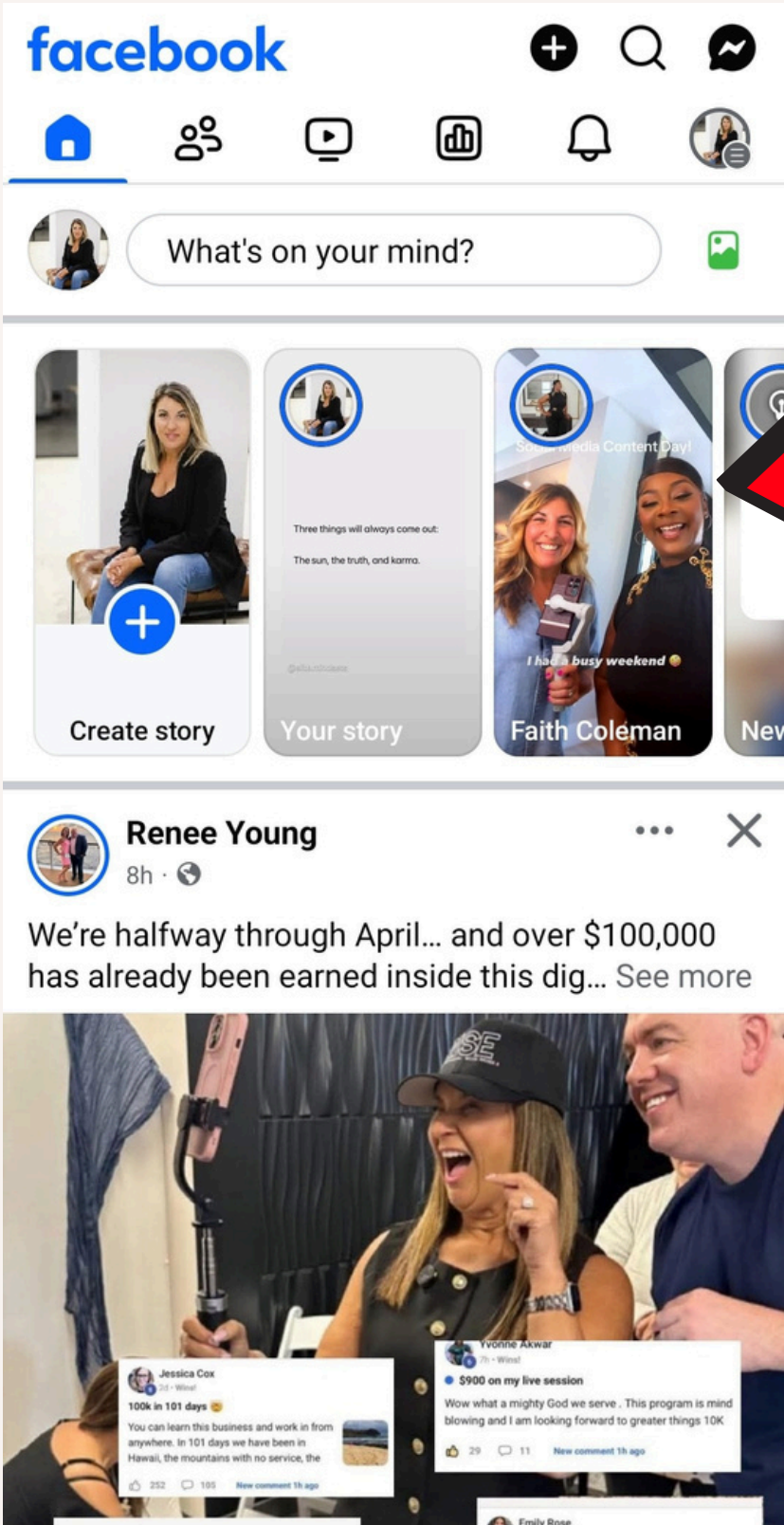
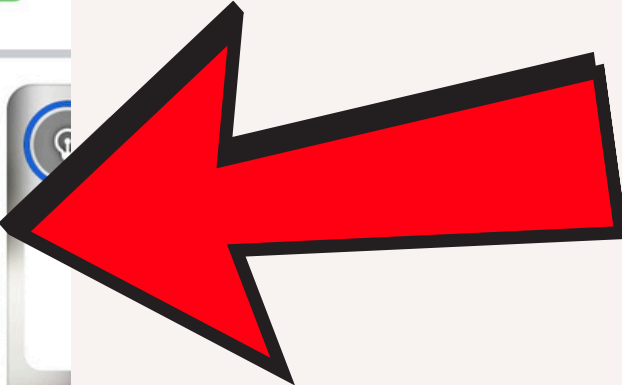
*The Power of*  
**REELS & STORIES**

SOCIAL MEDIA BEST PRACTICES



Get Social RE

STORIES



# STORIES

## What Are They and Why Should I Use Them?

- Quick, casual and easy to create.
- Only last 24 hours (no pressure)
- Responses to Stories start a conversation
- Behind the scenes, get to you know, footage.
- Great way to connect with **followers**



# STORIES

**Post Consistently** To stay top of mind, aim to post on Stories daily or at least a few times a week.

**Use Polls and Questions to Engage** Use interactive features like polls, questions, and quizzes to boost engagement but also helps you gather valuable feedback from followers.

**Include a Clear Call to Action** Ask followers to DM you, or click on your link. (This is one of the only places links can be used on Instagram)

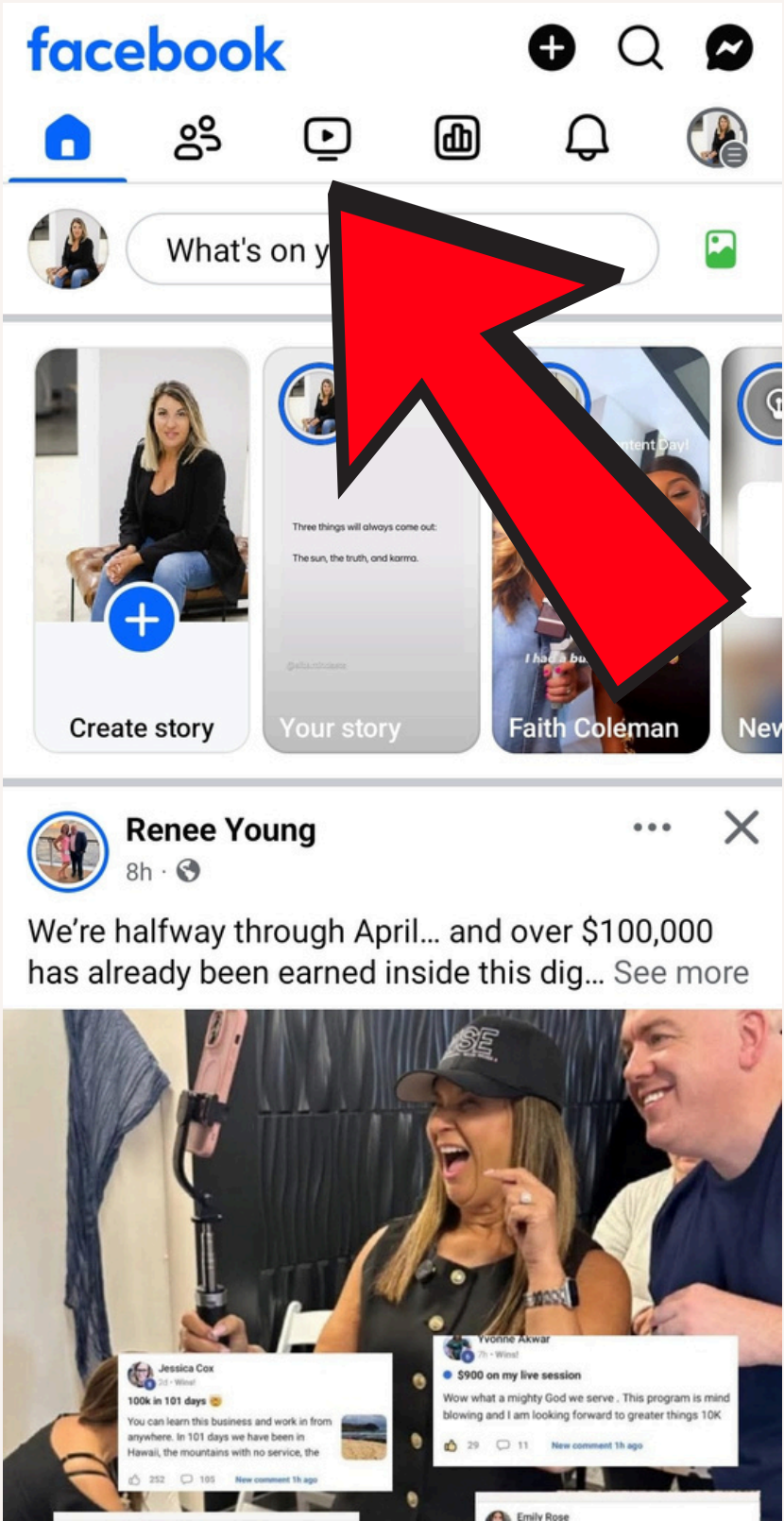
**Use Creative Features** Use fun features like music, GIF's, and text overlays to keep your Stories more creative and show your personality.

SOCIAL MEDIA BEST PRACTICES

REELS



Get Social RE



# REELS

## Why Use Them?

- The algorithm **LOVES** them allowing you the chance to reach non-followers
- Great way to educate and entertain followers
- Displays your brand or niche
- Boosted engagement
- For Listings: Reels are meant to be Teaser for your listing.



# REELS

**Keep them short** Yes, you can post a Reel up to 3 minutes but that's only for original content. Keep under 90 seconds to use trending music and 15–30 seconds is ideal for maximum reach.

**Use trending music** It allows your videos to be pushed to a broader audience.

**Use text overlays and Captions** A lot of people will watch your video on silent. Don't make them scroll.

**Collaborate and Tag for a Broader Reach** Invite other accounts featured in your video to collaborate. Don't spam tag/collab.

**Use Calls to Action** Tell people what you want them to do next. Reels are a great way to drive traffic to your website, message, lead page or free download.

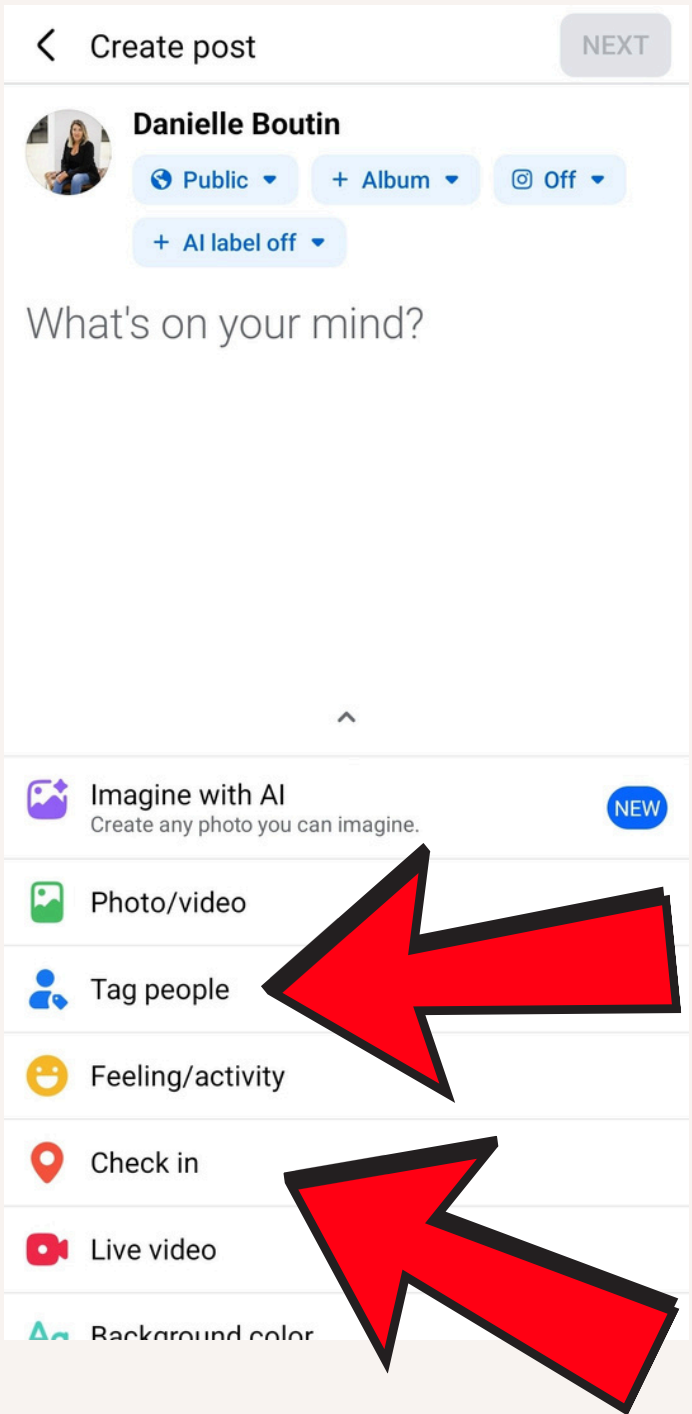
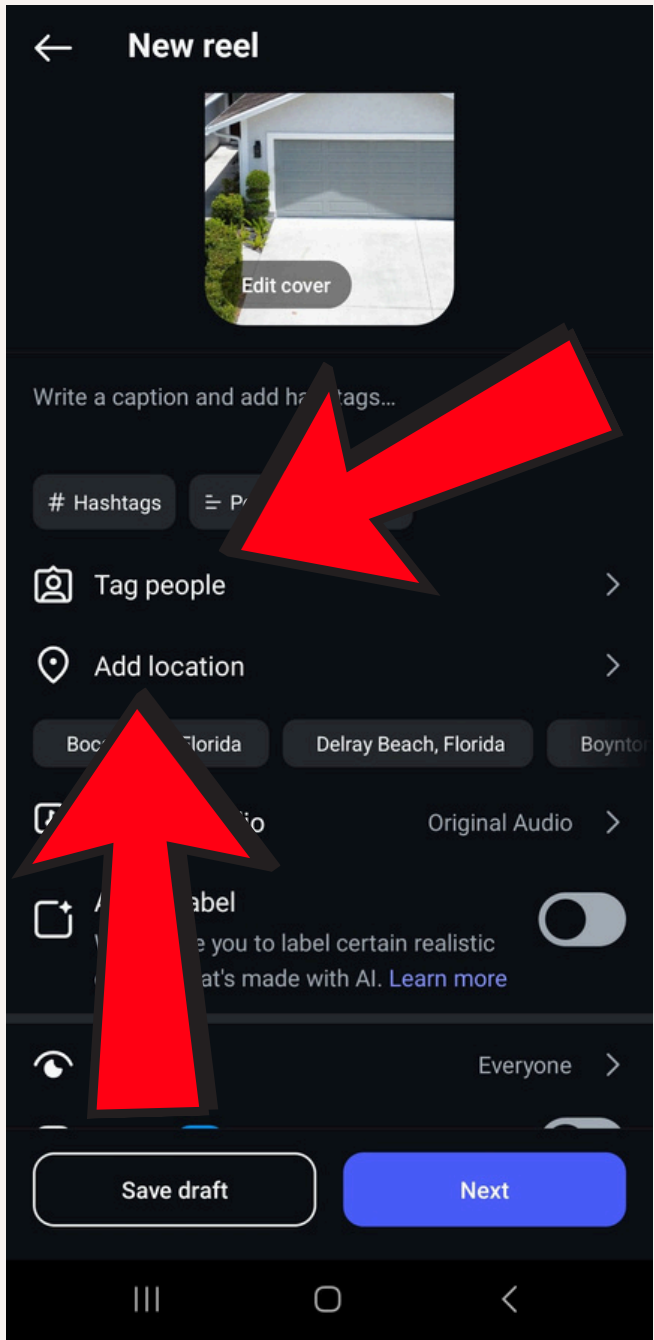
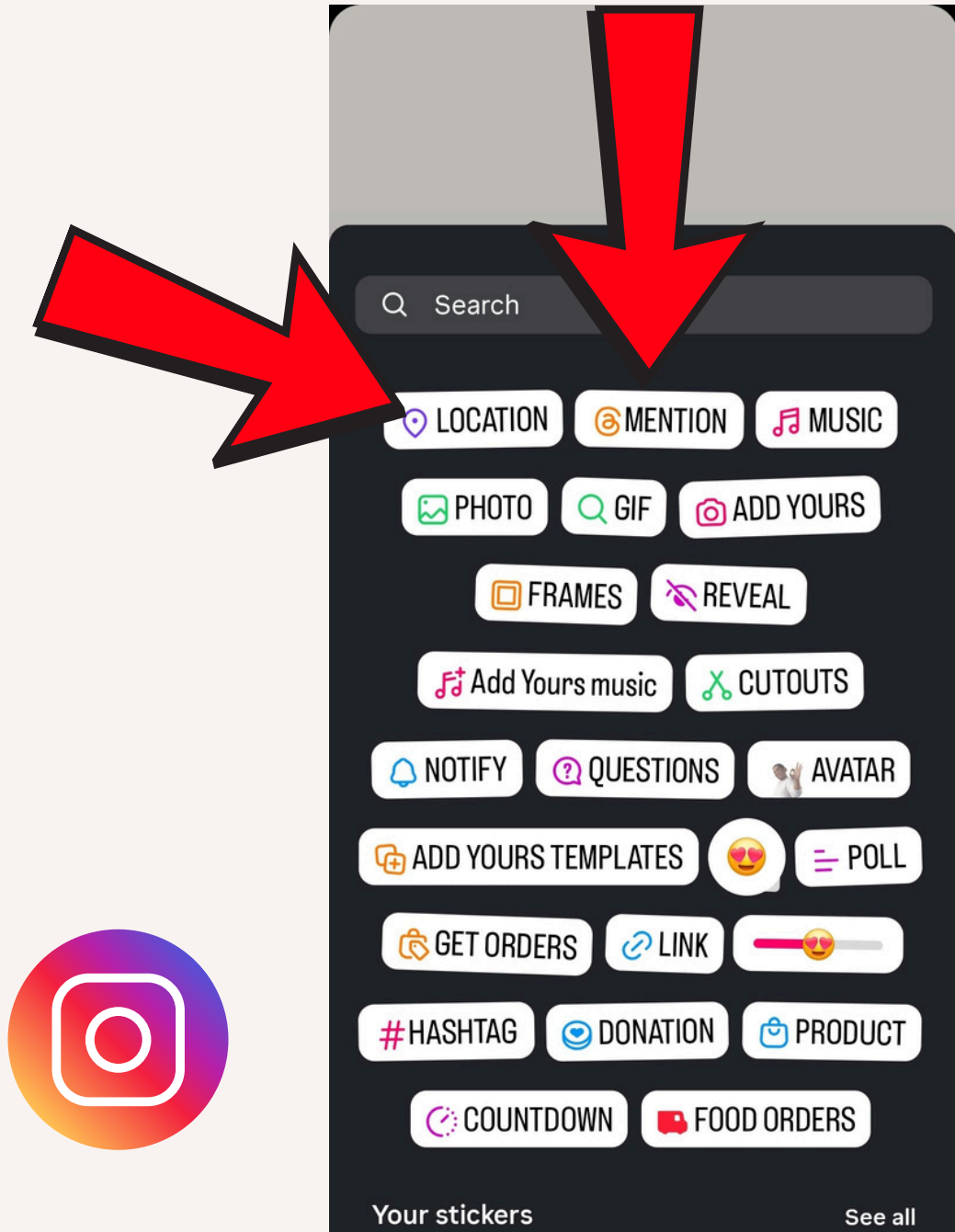


*Maximizing Reach*  
**WITH TAGGING &  
HASHTAGS**



SOCIAL MEDIA BEST PRACTICES

TAGGING



Get Social RE



# HASHTAGGING

**Targeting Use on Instagram:** Use a strategic mix of 5 to 10 hashtags per post. Focus on niche, location-based, and branded hashtags that truly reflect your content and audience. Avoid too many generic or overly broad hashtags with millions of uses.

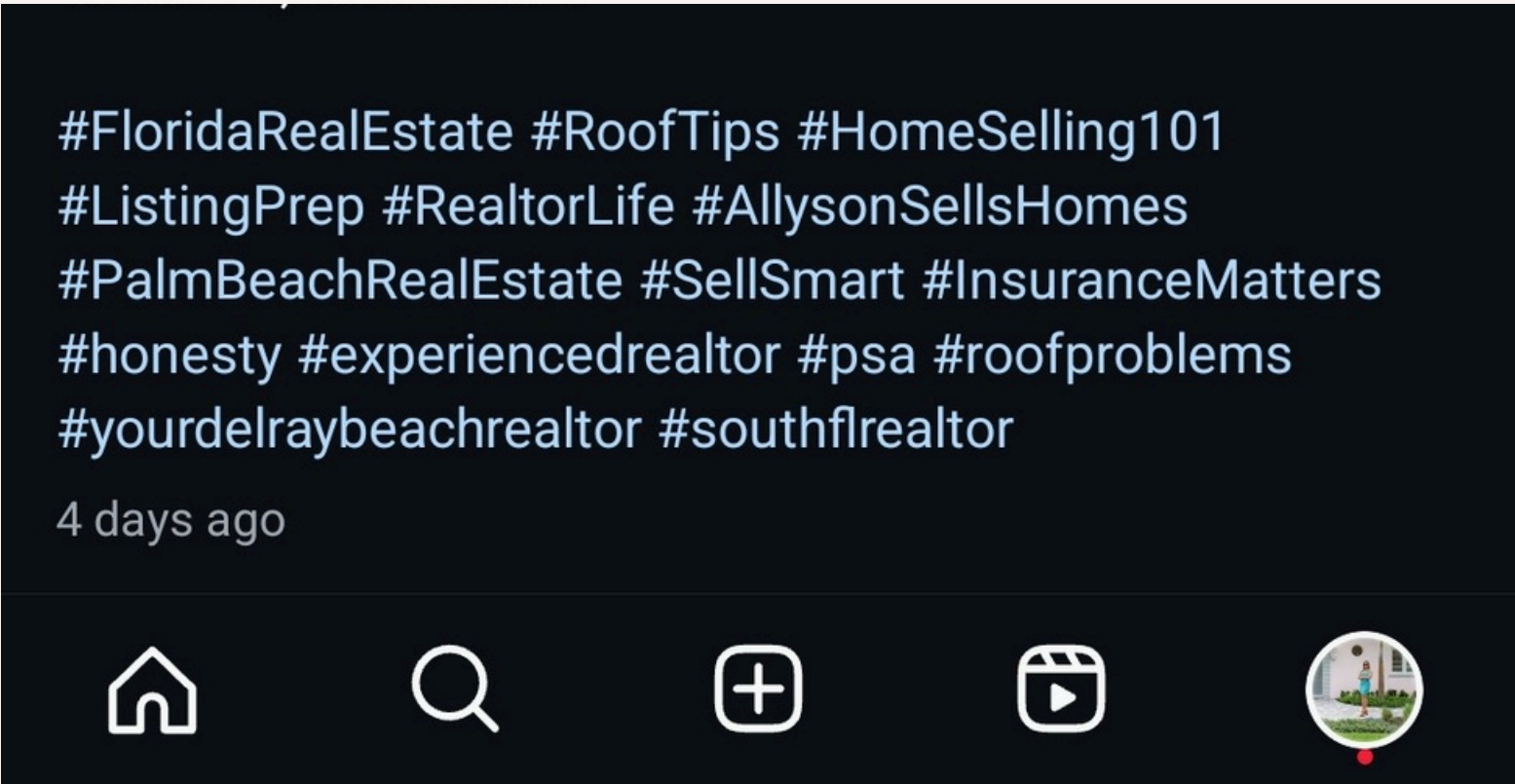
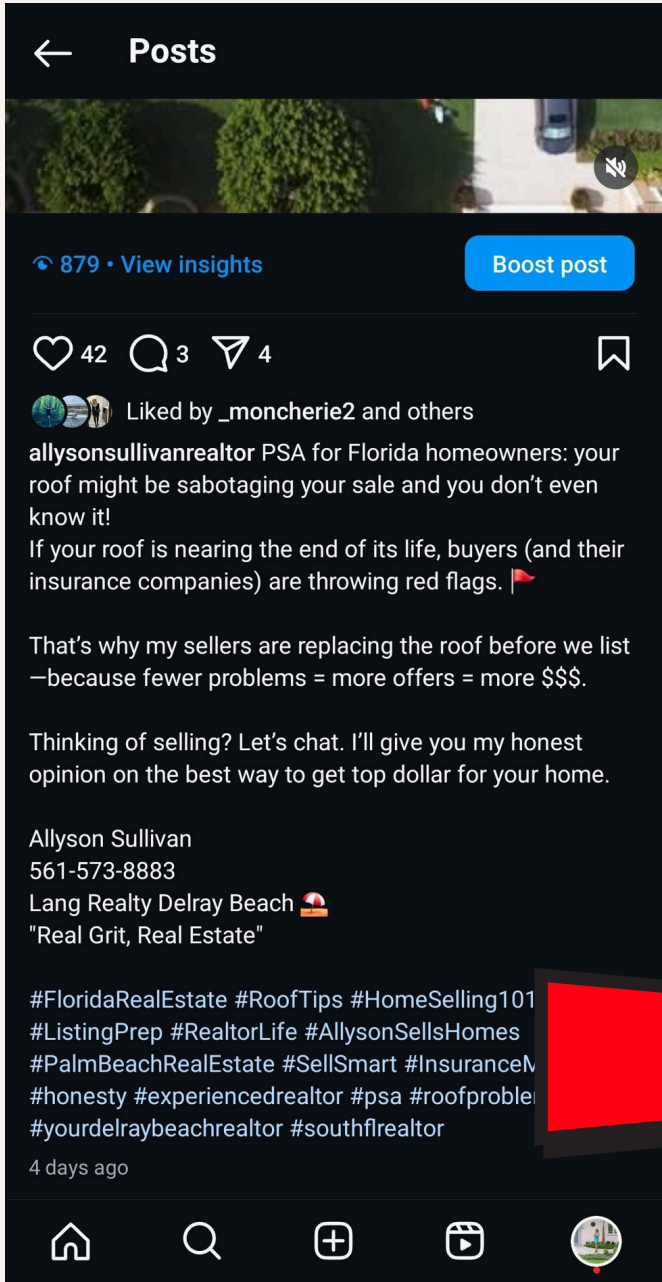
**Placement and Context:** Whether you include hashtags in the caption or as a first comment, make sure they enhance the context of your post and don't clutter your message.

**Limited Use on Facebook:**

While Facebook still supports hashtags, they're less critical to discovery there. Use them sparingly—only when they add value or tie into broader, trending topics relevant to your market.

SOCIAL MEDIA BEST PRACTICES

HASHTAGGING





*Automation*  
**AI & TEMPLATES**

# CANVA

## CREATE BRANDED CONTENT USING CONSISTENT FONTS, STYLES AND COLORS



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?

⚙

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How many people do you have on your team?

1 - 5

10

25

50

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Team up. Save up. Achieve more with Canva Pro. For just \$12.99/month, for up to 5 people, you and your team can unlock everything Pro has to offer. Plus, try free for 14 days.

BEST VALUE

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Everything you need to start designing

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Get started

✓ 250,000+ free templates

✓ 100+ design types (social media posts, presentations, letters, and more)

Pro

Designing together just got better. Professional design made easy with unlimited access to premium tools and content.

FOR UP TO 5 PEOPLE

\$119.99 /year

for up to 5 people

Bill monthly ☒ Bill yearly

Try for free for 14 days

✓ Everything Free has, plus:

✓ 100+ million premium stock photos, videos, audio and graphics

Enterprise

Empower your team, manage your brand, and scale your content all in one place

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Contact sales

✓ Everything Pro has, plus:

✓ Establish your brand's visual identity with logos, colors and fonts across multiple Brand Kits

# CANVA

# TEMPLATES FOR EVERYTHING!

Canva

Home

Templates

Features

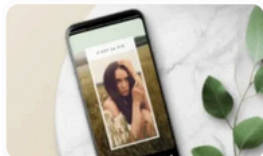
Learn

Pricing

?


⚙️

Create a design



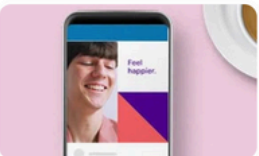
**Social Media**

- Instagram Stories
- Instagram Posts
- Facebook Posts
- Facebook Covers
- YouTube Channel Art
- LinkedIn Banners



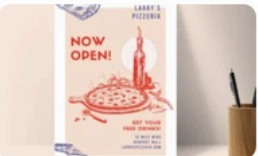
**Personal**

- Invitations
- Cards
- Resumes
- Postcards
- Weekly Schedule Pla...
- T-Shirts



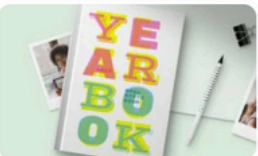
**Business**

- Presentations
- Websites
- Logos
- Business Cards
- Invoice
- Business Letterheads



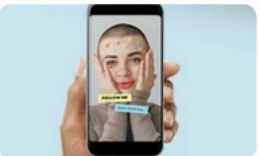
**Marketing**

- Posters
- Flyers
- Infographics
- Brochures
- Newsletters
- Proposals



**Education**

- Classroom Decor Kits
- Lesson Plans
- Worksheets
- Certificates
- Bookmarks
- Class Schedules



**Trending**

- Canvas Prints
- Videos
- YouTube Intros
- Photo Books
- Menus
- Itinerary Planners

Recommended

Presentations

Social media


Video

Print products

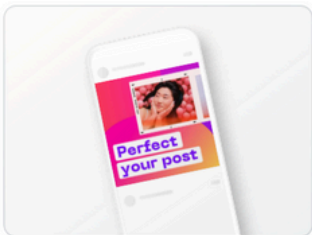
Marketing

Office

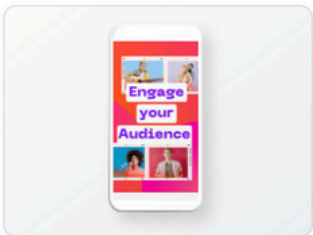
More




Invitations (Portrait)



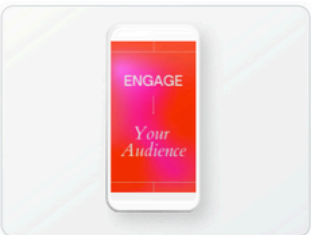
Instagram Posts




Instagram Stories




Facebook Posts




Your Stories



Facebook Covers



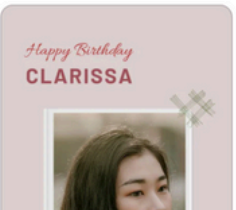
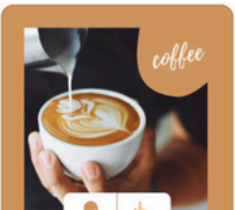

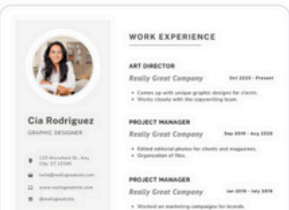


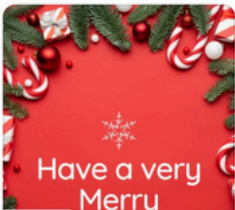
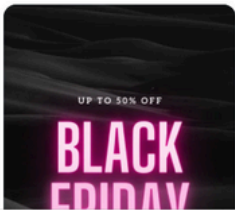


Flyers



Logos

You May Like



https://www.canva.com/templates/

# META BUSINESS SUITE

## MANAGE YOUR FACEBOOK BUSINESS PAGE & INSTAGRAM PROFILE

[business.facebook.com](https://business.facebook.com)  
or download Meta  
Business Suite app

The screenshot displays the Facebook Business Suite dashboard for the page 'Get Social - Digital Marketing for Real Estate Agents'. On the left is a dark sidebar with navigation options: Home (selected), Notifications, Inbox, Calendar, Posts & Stories, Ads, Insights, More Tools, and Settings. The main content area is divided into several sections:

- Page Header:** 'Home' tab and a dropdown menu for the page name.
- Page Profile:** Profile picture, page name, and a 'Create Post' button, along with 'Create Story' and 'Promote' options.
- To-Do List:** A section titled 'Comments 6 unread' with a 'See All' link. It lists four comments from Instagram users: 'themarketingsa...', 'kellie.marie.sey...', 'kellie.marie.sey...', and 'instamediaguru'.
- Connect With More People:** A notification stating, 'You can reach a wider audience by promoting Get Social - Digital Marketing for Real Estate Agents on Facebook and Instagram.' with a 'Promote Page' button.
- Insights:** A section titled 'Trends' for the 'Last 28 Days: June 3-30'. It shows 'Facebook Page Reach' at 205, a 98% decrease from the previous period. Below this, 'Audience Lifetime' shows 'Facebook Page Likes' at 146. A 'See All Insights' button is at the bottom.
- What's New in Business Suite:** A section titled 'Add multiple photos and videos to stories' dated June 10, 2021, explaining that users can now add up to 10 photos and videos to their story at once. A 'Go to Stories' link is provided.



# META BUSINESS SUITE

## PRE-SCHEDULE CONTENT

Links can only be added  
for Facebook posts

Create post

Get Social - Digital Marketing for Real Estate Agents and getsocialre

**Media**  
Share photos or a video. Instagram posts can't exceed 10 photos.

Add photo Add video Use template

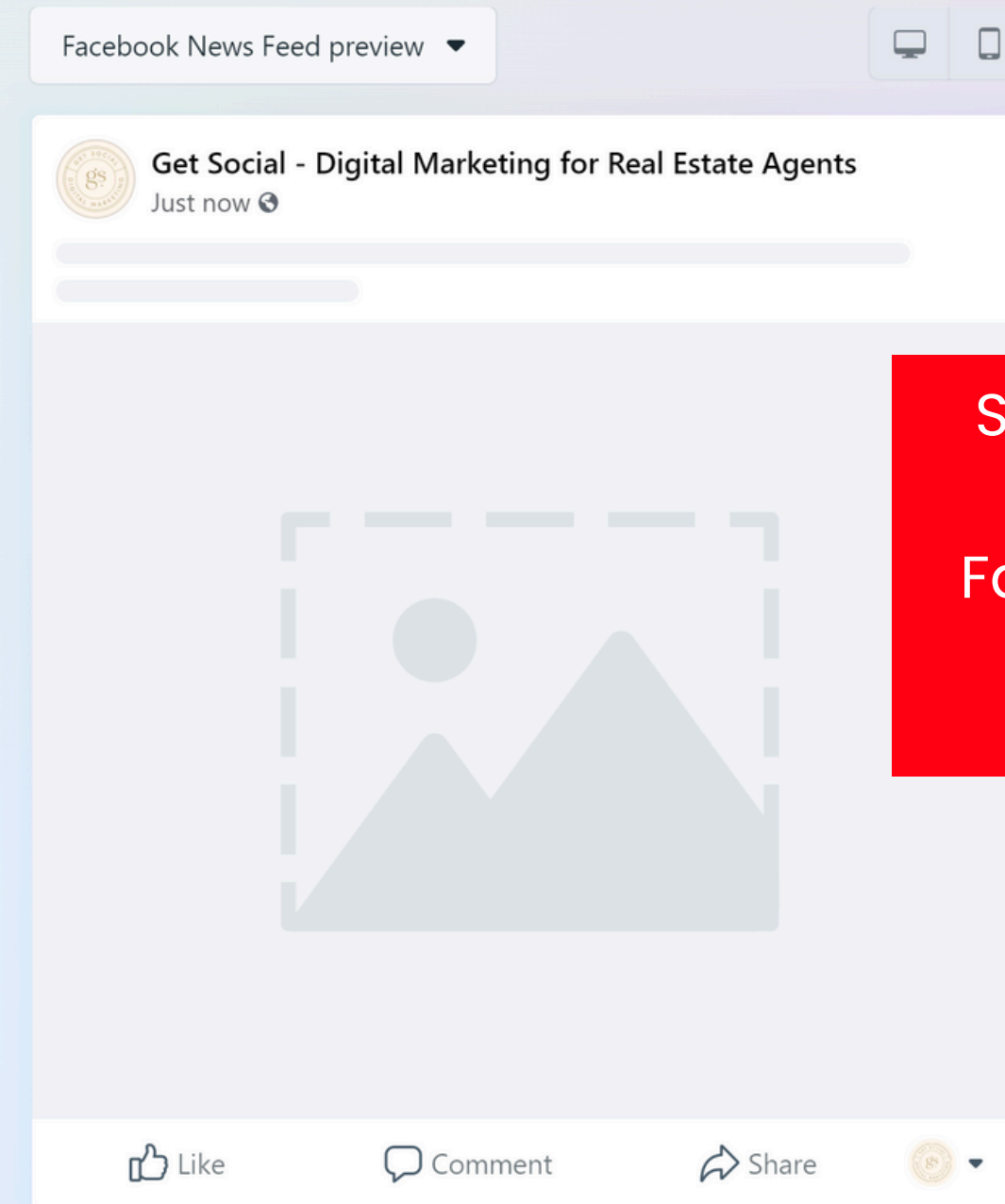
**Post details**

☒ Customize post for Facebook and Instagram

Text

**Scheduling options**

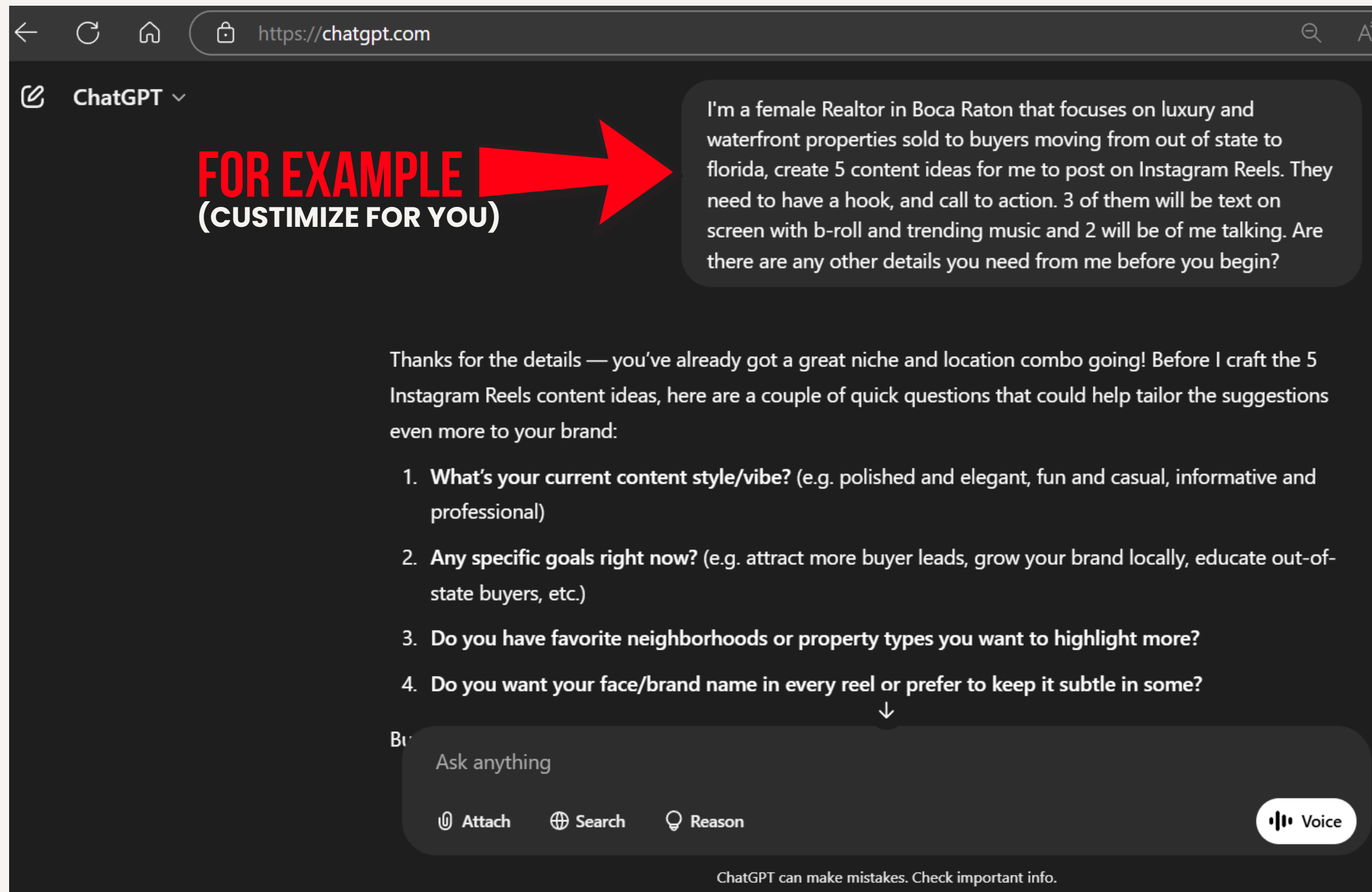
☒ Boost post



Scheduling is only  
available from  
Facebook Business  
Suite Mobile or  
Desktop

# CHATGPT FOR CONTENT IDEAS

## YOUR PERSONAL ASSISTANT, JUST TELL IT EXACTLY WHAT YOU WANT.



# COFFEE & CONTRACTS

## 365 DAYS OF CONTENT IDEAS, CAPTIONS & TEMPLATES

COFFEE *and* CONTRACTS

Search for anything

Dashboard

Content Calendar

Content Vault

Stock Library

KNOWLEDGE

Trainings

Community

Support

Content Calendar

C&C Content CalendarMy Custom Calendar

<> April 2025TodayExport to CanvaAa🖼️☰

01 April



02 April



03 April

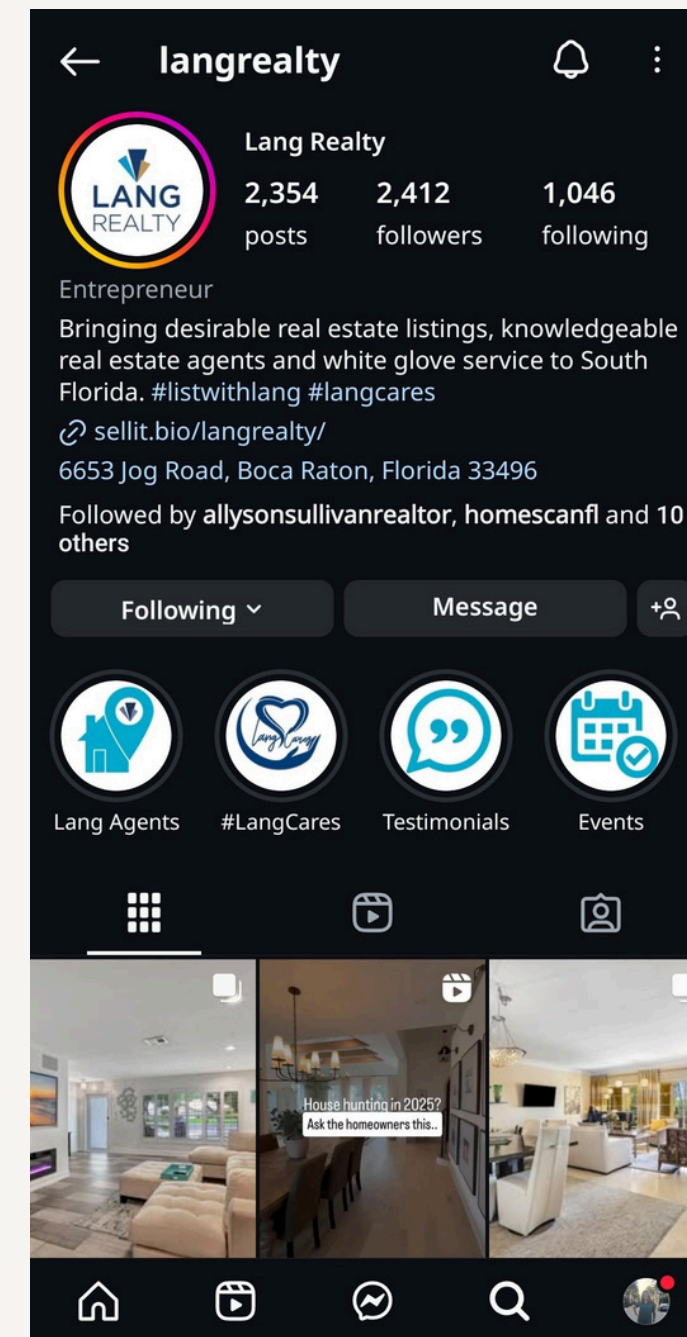


*What Lang Realty*  
**IS DOING FOR YOU**



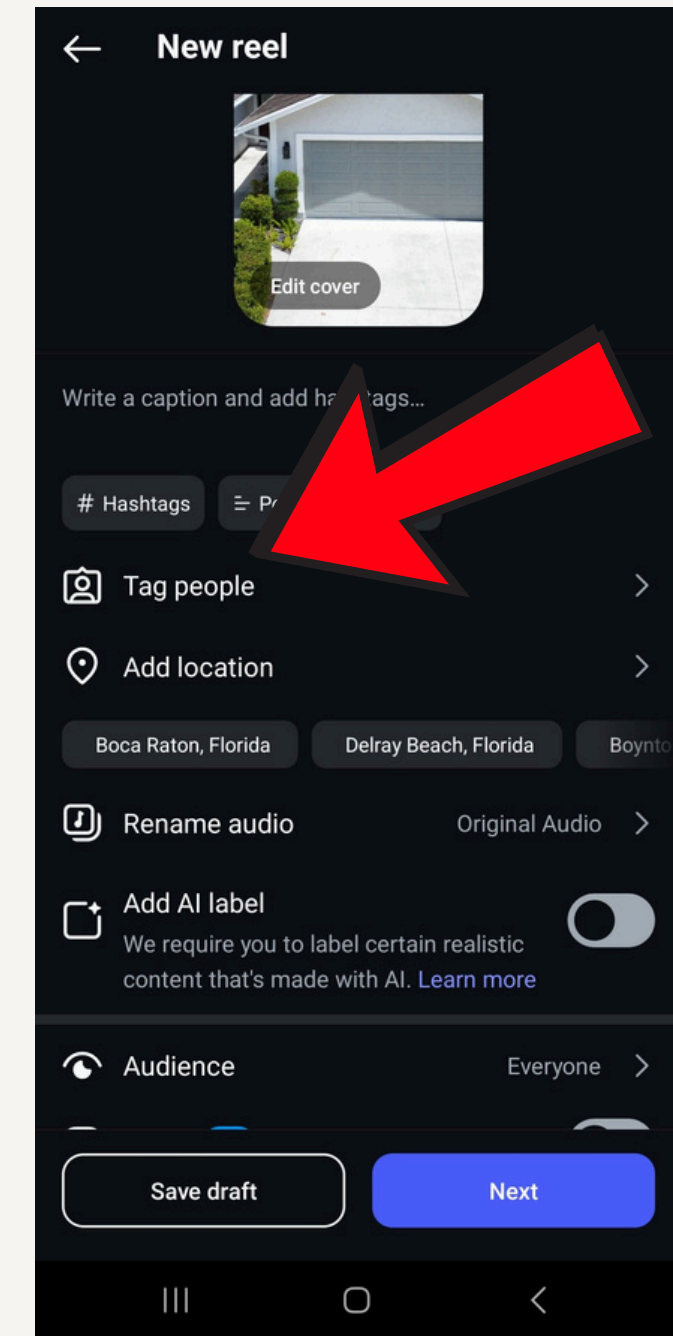
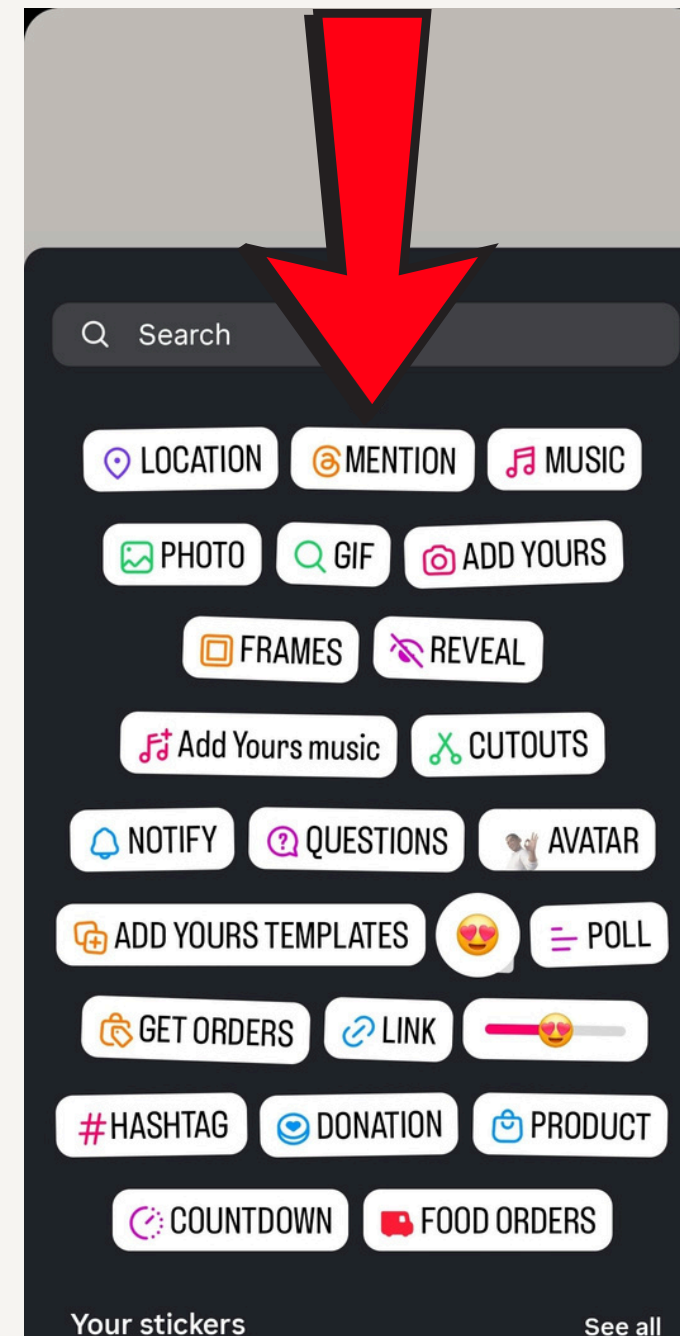
# LANG REALTY LISTING FEATURES TO QUALIFY...

- \$1 million and over (we will sprinkle in \$500k- \$1 million- has to align with the Lang Realty Brand)
- Professional Video + Edits (Timeframe 90 sec max or will be edited down to fit 90 sec.)
- Social Media Layout / Teaser Videos
- Email the request to: [socialmedia@langrealty.com](mailto:socialmedia@langrealty.com) (Not every request will be approved)



# LANG REALTY SHARES WE'LL SHARE YOUR CONTENT IF YOU TAG US

- When posting a Story, Post or Reel on Instagram Tag @langrealty
- If the content is real estate related, we'll share to expose your content to a wider audience! (Not every request will be approved)



GET SOCIAL DIGITAL MARKETING

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*need 1-on-1 help?*  
**CALL ME!**

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561-704-8417

[getsocialre@gmail.com](mailto:getsocialre@gmail.com)