



TARA MOLINA
— REAL ESTATE GROUP —

A POSITIVE REAL ESTATE
EXPERIENCE

403-809-4639
TARA@TARAMOLINA.COM

Workbook: Social Media Strategy Playbook

Social media is a powerful tool for connecting with your audience, building your brand, and generating leads. This interactive workbook provides an in-depth guide to creating a successful social media strategy, complete with exercises, tips, and templates.

Step 1: Know Your Audience

1) Ideal Client Profile:

- Define your target audience by demographics (e.g., age, income, profession).
- Identify their primary challenges and needs related to real estate.
- Write a persona for your ideal client. Example: "Jane, 35, first-time homebuyer looking for guidance."

2) Audience Habits:

- Which platforms do they use most frequently (e.g., Facebook, Instagram, LinkedIn)?
- What type of content do they engage with (e.g., videos, photos, text)?

3) Audience Feedback:

- Collect testimonials and comments from past clients to understand their pain points.
- How can this feedback shape your content?

Exercise: Use the space below to outline your ideal client profile:

Step 2: Crafting a Content Strategy

1) Content Categories:

- Define 5-7 themes for your posts, such as:
 - Market updates
 - Client testimonials
 - Educational content (e.g., tips for buyers/sellers)
 - Personal stories and behind-the-scenes moments
 - Community highlights
- How do these categories align with your audience's interests?

2) Content Formats:

- Decide on formats for each category: static posts, videos, reels, or live sessions.
- Experiment with emerging trends like Instagram Stories or TikTok videos.
- Content Calendar:
 - Plan your posts for the next four weeks.
 - Monday: _____
 - Wednesday: _____
 - Friday: _____
 - Include seasonal or event-specific posts.

Exercise: Fill out the provided content calendar template for the upcoming month.

Step 3: Engagement Tactics

1) Engaging Your Audience:

- Respond to comments and direct messages promptly (within 24 hours).
- Use polls, quizzes, or Q&A stickers to encourage interaction.

2) Live Events:

- Host virtual open houses or market Q&A sessions.
- What topics resonate most with your audience for live events?

3) Collaborations:

- Partner with local businesses or influencers to cross-promote your content.

Exercise: Write down three interactive ideas you can implement this month:

-
-
-
-
-
-

Step 4: Analytics and Optimization

1) Review Metrics:

- Track engagement rates, reach, and impressions for each post.
- Which types of content performed best?

2) Testing and Adjusting:

- Experiment with post timings and formats.
- Adjust your strategy based on audience preferences.

3) Tools for Success:

- Use scheduling tools like Hootsuite, Buffer, or Later to streamline posting.
- Explore analytics platforms (e.g., Meta Insights, Google Analytics).

Exercise: Review your analytics for the past month and identify one area for improvement.

Step 5: Building a Social Media Routine

1) Daily Activities:

- Spend 15-30 minutes engaging with other posts in your niche.
- Share relevant news or community updates.

2) Weekly Planning:

- Set aside one hour to create and schedule content for the week.
- Review and respond to all messages and comments.

3) Monthly Review:

- Evaluate your progress and refine your strategy.
- Set goals for the next month (e.g., increase followers by 10%).

Exercise: Schedule a recurring time each week to focus on content planning and engagement.

Templates & Resources:

1) **Content Calendar Template:** Plan your posts day by day.

2) **Engagement Tracker:** Record likes, comments, and shares for each post.

3) **Hashtag List:** Create a master list of hashtags to use for different topics.

4) Post Checklist:

- Eye-catching image or video
- Compelling caption
- Call-to-action (e.g., "DM me for more info!")

Final Action Plan:

- Commit to posting consistently for 30 days.
- Use the provided templates to plan, execute, and track your content.
- Experiment with one new platform or format this quarter.
- Celebrate milestones and refine your strategy based on results.

By the end of this workbook, you'll have a fully developed, actionable social media strategy to grow your real estate business.

Let's Make Your Next Move a *Positive* One!

TARA MOLINA
REALTOR® CCS

(403) 809-4639
TARA@TARAMOLINA.COM
TARAMOLINA.COM

TARA MOLINA
— REAL ESTATE GROUP —

ROYAL LEPAGE
Benchmark





POSITIVE MIND



POSITIVE VIBES



POSITIVE REAL ESTATE EXPERIENCE

TARA MOLINA
— REAL ESTATE GROUP —



Benchmark