

Coates Communications
RESULTS-ORIENTED MARKETING



Optimizing Your Social Media Profile





Overview

In this course we will be talking about how to optimize your social media profiles.



1

The Basics of Optimizing Your Profile

What Is Optimization?

“Social media optimization (SMO) is the use of social media networks to manage and grow an organization’s message and online presence.” -Investopedia

SMO makes it easier for your business to reach a wider audience.

The Basics

To optimize your social media profile, there are key steps to take:

- Identify what your goals are
- Be clear about your brand when posting
- Make sure your profile is filled out entirely
- Utilize hashtags
- Frequently interact with followers
- Create quality posts





1

Importance of Social Media Optimization

The Importance of Social Media Optimization

- Increases the reach of a page
- Creates a reputable presence
- Improves Search Engine Ranking
- Drives relevant traffic
- Creates more opportunity for curation





2

How to Optimize Your Social Media

How to Optimize Your Page

When creating your social media page, make sure that you have filled out all of the necessary information to start your page.

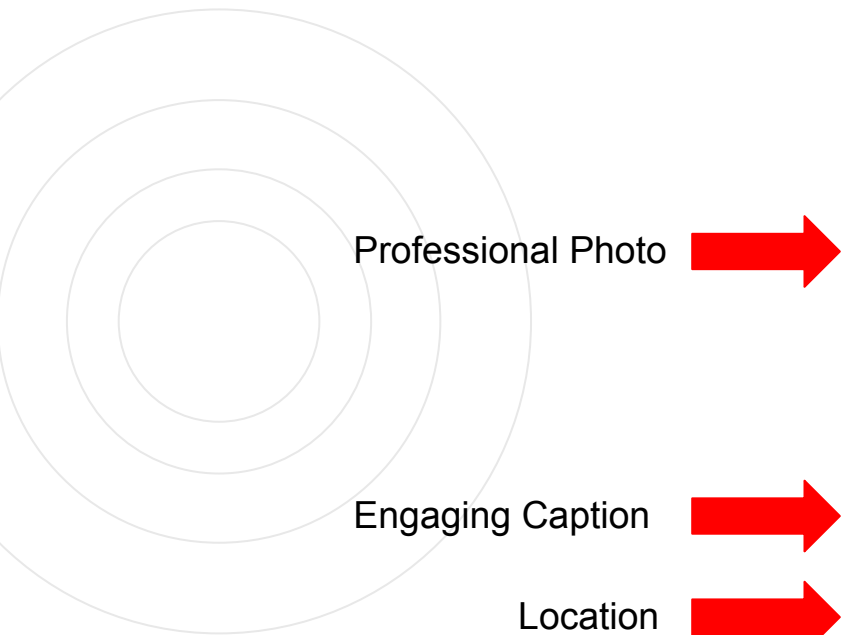
Make this information as detailed as possible and pick a profile picture that is appropriate and professional.



Visual Aspects of Your Profile

Picking a catchy caption and professional profile picture are important for setting a first impression with new clients. Here are some examples of good profiles.





< queenrealtorbre ...

102 Posts 3,494 Followers 2,678 Following

Bre Gaither 👑 NC REALTOR®
Real Estate Agent
Introducing a "Red Carpet" experience to Empower, Educate, and REPRESENT Homebuyers & Sellers. 🗝️
#CharlotteRealtor
■ PROACTIVE ■ PERSONABLE ■ PERSISTENT
linktr.ee/Clientschoosebre

Follow Message ▾

Bre's Tips Reviews Travel SOLD MY WHY ❤️

Example of a Good Profile

How to Optimize Your Posts

Before making a post, make sure that your post is aesthetically pleasing and fits your brand.

Consider using professional photos of a home or clean, sophisticated graphics.

Sites that make it easy to create graphics:

- Canva
- Adobe Spark
- Crello
- Gravit Designer

New Listing



2 Bedrooms, 1 Bathroom, 1 Car Space

123 Anywhere St., Any City, ST 12345

Identifying Your Goals

Identifying your professional goals, can help focus your social content and attract the right audience.

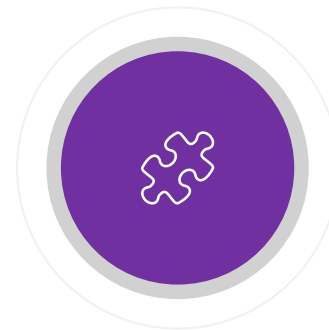
These questions will help you clarify your goals:

- Who are you?
- What service are you providing?
- Who is the audience you want to reach?
- What does your branding look like?
- How big do you want to grow your brand?

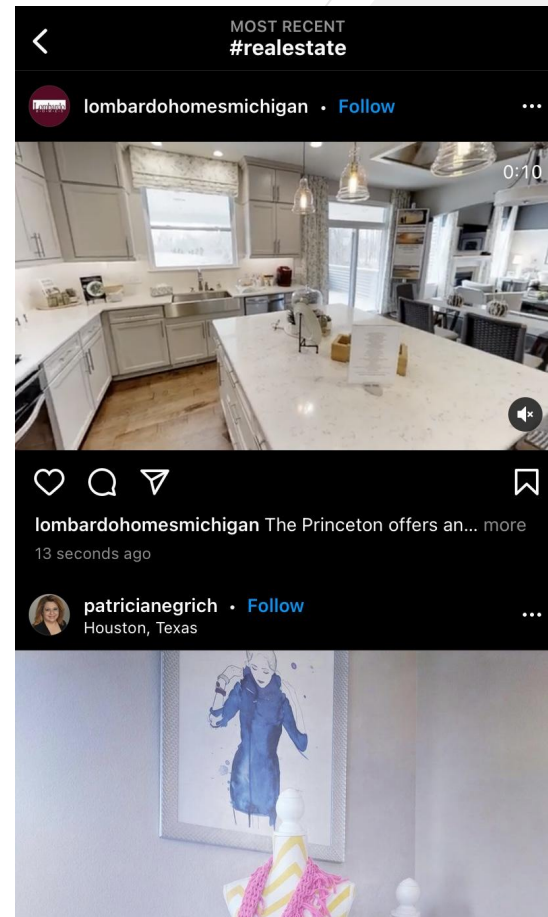
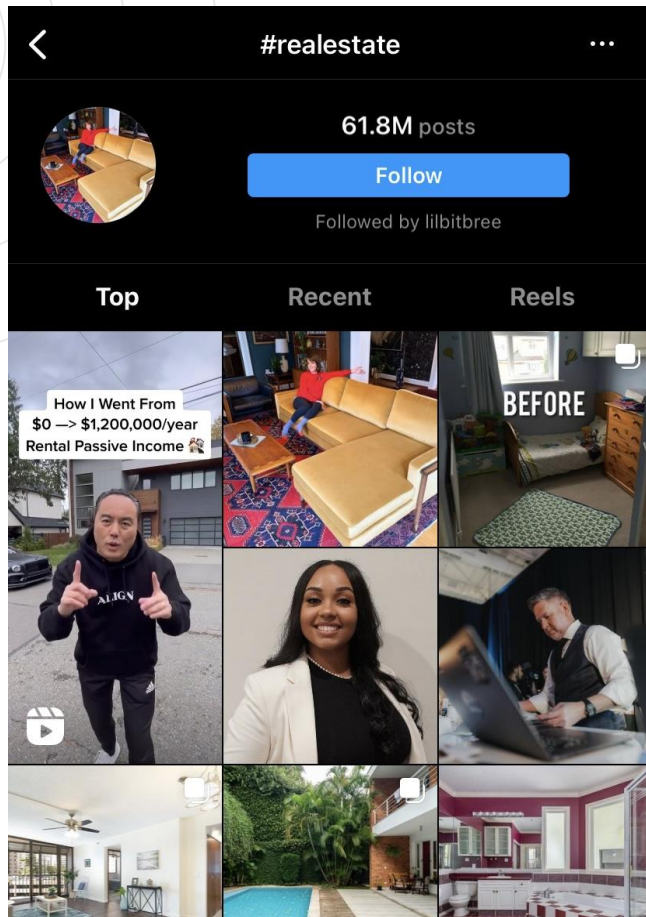


Interacting with Followers

- Comment back to followers on posts
- Respond to direct messages
- **Go to relevant hashtags and react on others posts**



Interacting on Hashtags



Interacting on Hashtags

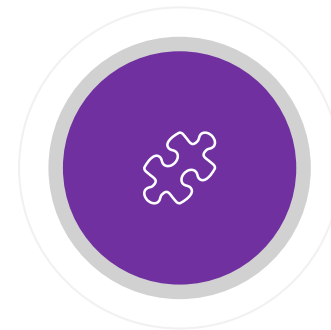
- Comment on posts that include hashtags you are using.
- This will lead users who see that post to your page as well.
- It can be as simple as, “I love this picture, come check out our page for more real estate content!”





Key Takeaways

- Make your social media pages organized and aesthetically pleasing.
- Rely on keywords and hashtags to expand your reach.
- Respond to your audience through comment, DMs, and hashtags.



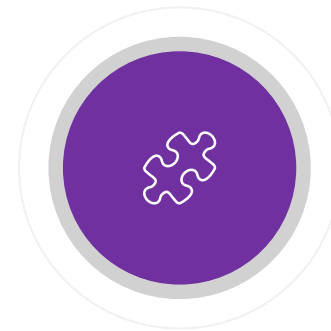


3

Content Categories Quiz

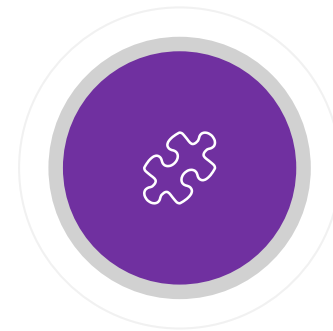
What is one question you should ask when defining your goals?

- Who are you?
- What service are you providing?
- Who is the audience you want to reach?
- What does your branding look like?
- How big do you want to grow your brand?



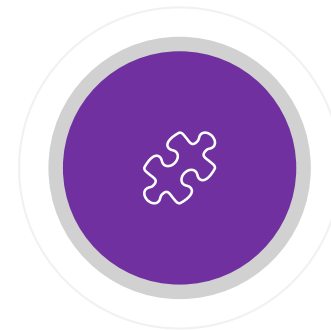
What are the three ways you should interact with your followers?

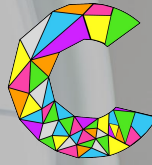
- Comment back to followers on posts
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What is one way SMO can help grow your social media pages?

- Increases the reach of a page
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Thanks for Listening!

