

Setting Up Your Business on Facebook and Instagram

Social media is a powerful tool for building your real estate brand, connecting with your audience, and generating leads. This guide will walk you through the essentials of setting up a professional presence on Facebook and Instagram, with an emphasis on creating profiles that align with your unique brand.

FACEBOOK

Step 1: Creating Your Page

- Go to [Facebook.com/pages/create](https://www.facebook.com/pages/create).
- Select "Business or Brand" and click "Get Started."
- Enter your Page Name (e.g., [Your Name] - Re/Max Crown Realty).
- Choose a Category (e.g., Real Estate Agent, Real Estate Service).
- Add a brief Description about your services (e.g., "Helping Sudbury families find their dream homes with personalized, professional service.").

Step 2: Customizing Your Page

- Profile Picture: Use a high-quality headshot or logo. Ensure the image is professional and reflects your brand. *The ideal dimensions are 170x170 pixels.*
- Cover Photo: Add a compelling banner (e.g., your city skyline, a sold sign, or an image that highlights your real estate services). *The ideal dimensions are 1200x628 pixels.*
- Profile Picture: Use a high-quality headshot or logo. Ensure the image is professional and reflects your brand.
- Cover Photo: Add a compelling banner (e.g., your city skyline, a sold sign, or an image that highlights your real estate services).
- Contact Info: Complete all fields, including phone number, email, website, and physical address.
- Call-to-Action Button: Add a button like "Contact Us," "Call Now," or "Message."

Step 3: Optimizing Your Page

- About Section: Share your story. Include your mission, values, and unique services.
- Services Tab: List the services you offer, such as home evaluations or buyer consultations.
- Pinned Post: Pin an introductory post that highlights who you are and what you offer.



INSTAGRAM

Step 1: Creating Your Account

- Download the Instagram app and create an account.
- Go to your profile, tap the menu (three lines), and select Settings > Account > Switch to Professional Account.
- Choose "Business" and connect it to your Facebook Page.

Step 2: Customizing Your Profile

- Profile Picture: Use the same image as your Facebook profile to maintain consistency.
- Name: Include your full name and brand (e.g., [Your Name] | Re/Max Crown Realty).
- Username: Keep it simple and professional (e.g., @Sudburyrealtor).
- Bio: Write a concise, engaging bio. Include your specialty, service area, and a call-to-action (e.g., "Helping Sudbury families find their dream homes. DM for a free consultation!").
- Contact Info: Add your email, phone number, and website link.
- Story Highlights: Create highlights for key topics like "About Me," "Listings," "Sold Homes," and "Client Reviews." Use branded icons for a cohesive look.

LINKING YOUR FACEBOOK AND INSTAGRAM ACCOUNTS

Why Link Your Accounts?

Linking your Facebook and Instagram accounts allows you to:

- Save time by posting content to both platforms simultaneously.
- Manage interactions (messages, comments) from one dashboard.
- Share consistent branding and messaging across platforms.

How to Link Your Accounts

- Go to your Facebook Business Page settings and select Linked Accounts.
- Choose Instagram and log in with your Instagram credentials.
- Once linked, go to your Instagram profile and ensure it's connected by navigating to Settings > Account > Linked Accounts.

Enabling Cross-Posting

- When creating a post on Facebook, you'll see an option to share it on Instagram. Simply toggle the Instagram icon on.
- When posting on Instagram, you can also share directly to Facebook by toggling the Facebook option before posting.