

## The 5 Social Media Moves Every Small Business & Realtor Needs in 2025

—and that puts you one step closer to knocking out the competition online.

---

### 1. Get Reel or Get Left Behind

**Short-form video is king.** Reels, TikToks, and YouTube Shorts are dominating attention spans. Post consistently—aim for 2–3 reels per week that showcase listings, behind-the-scenes, or quick tips. Use trending audio, captions, and hooks in the first 3 seconds.

✅ *Pro Tip:* Branded intro/outro with your logo makes your content recognizable.

---

### 2. Educate to Elevate

Content that *teaches* builds trust and keeps people coming back. Share bite-sized tips on buying/selling, market updates, and home maintenance.

✅ *Pro Tip:* Turn FAQs into weekly carousel posts.

---

### 3. Go Live with Value

Live videos build real-time engagement. Tour a home, answer audience questions, or bring on a guest expert (like a mortgage broker).

✅ *Pro Tip:* Announce lives 48 hours in advance and post a reminder 1 hour before.

---

### 4. Show the Human Side

People buy from people, not logos. Share personal stories, client wins, community events, or a 'day in your life.'

✅ *Pro Tip:* Use your Stories for casual, authentic moments.

---

### 5. Optimize Your Profile to Convert

Your bio is your billboard. Add who you help, what you do, and a strong call to action. Include a link-in-bio tool to showcase your listings, lead magnets, or contact forms.

✅ *Pro Tip:* Use Linktree or a mini landing page to house multiple links.

---

### **Ready to take the next step?**

Knock Out Promotions can help you set up, strategize, and skyrocket your online presence.

📱 Follow: <https://www.facebook.com/knockoutpromotionsllc>

🚀 You're not just posting—you're positioning.

---

*This free resource is brought to you by Knock Out Promotions – the digital marketing powerhouse for real estate pros and small business champs.*