

Real Estate Social Media Platform Cheat Sheet

Where to spend your time, and how to set each profile up to be found and to convert.

WHICH PLATFORM FOR WHAT

PLATFORM	BEST FOR
Instagram	The best all-round starting point. Reels, Stories, carousels, listing photos, local branding.
Instagram Reels	Short vertical video: walkthroughs, tips, personality. The most reach per post right now.
Facebook	Local community, older demographics, local groups, promoted listings.
TikTok	Discovery, short property videos, suburb guides, younger future buyers.
YouTube / Shorts	Walkthroughs and educational content that stays searchable for years.
LinkedIn	Commercial, investors, referrals, and B2B thought leadership.

Start with one or two. Pick the platform you will actually use and the one your clients already scroll. Add a second only once the first is a habit.

SET UP EVERY PROFILE TO CONVERT

- Clear name and a professional headshot.
- A bio that says who you help, where, and what to do next.
- One link that captures leads (a home search or a free guide).
- Consistent branding and handle across platforms.
- Contact info and location filled in.

Turn attention into leads: treat every comment and DM like a website inquiry. Reply fast, be helpful, and guide them to a next step.