

MARKETING MEETING

MARCH 18TH

SOCIAL MEDIA POSTING CHECKLISTS

AGENDA

- Spring Google Form
- New listings social update
- Posts steps and checklist
- Reels steps and checklist
- Group reel

WHAT IS YOUR FAVORITE THING(S) TO DO IN RHODE ISLAND IN THE SPRING?



ACTIVITIES, LOCAL EVENTS, RESTAURANTS, WALKING TRAILS, ETC.

NEW LISTINGS SOCIAL UPDATE

POSTS CHECKLIST

BEFORE YOU POST

- Engage First: Spend 5-10 minutes liking, commenting, and replying to other people's stories to boost visibility

POST SETUP

- High-Quality Image/Carousel: Well-lit, and visually engaging
- Caption with a Hook: Make the first line attention-grabbing, add value, and include a call-to-action
- Hashtags (5-15 relevant ones is recommended): Mix of popular, niche, and branded hashtags
- Tag Relevant Accounts: Tag other agents, RE/MAX Results, Fitzpatrick Team etc.
- Add a Location: Helps with local discovery

POSTS CHECKLIST

FINAL TOUCHES BEFORE POSTING

- Post at Peak Time: Check insights to see when your audience is most active (this can only be done through a business account)
- Engage Immediately: Reply to comments within the first 30 minutes.
- Share to Stories: Boost reach by re-sharing to your story
- Pin to Profile (if relevant): Highlight key posts

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WHAT IS WHERE

Image(s) →

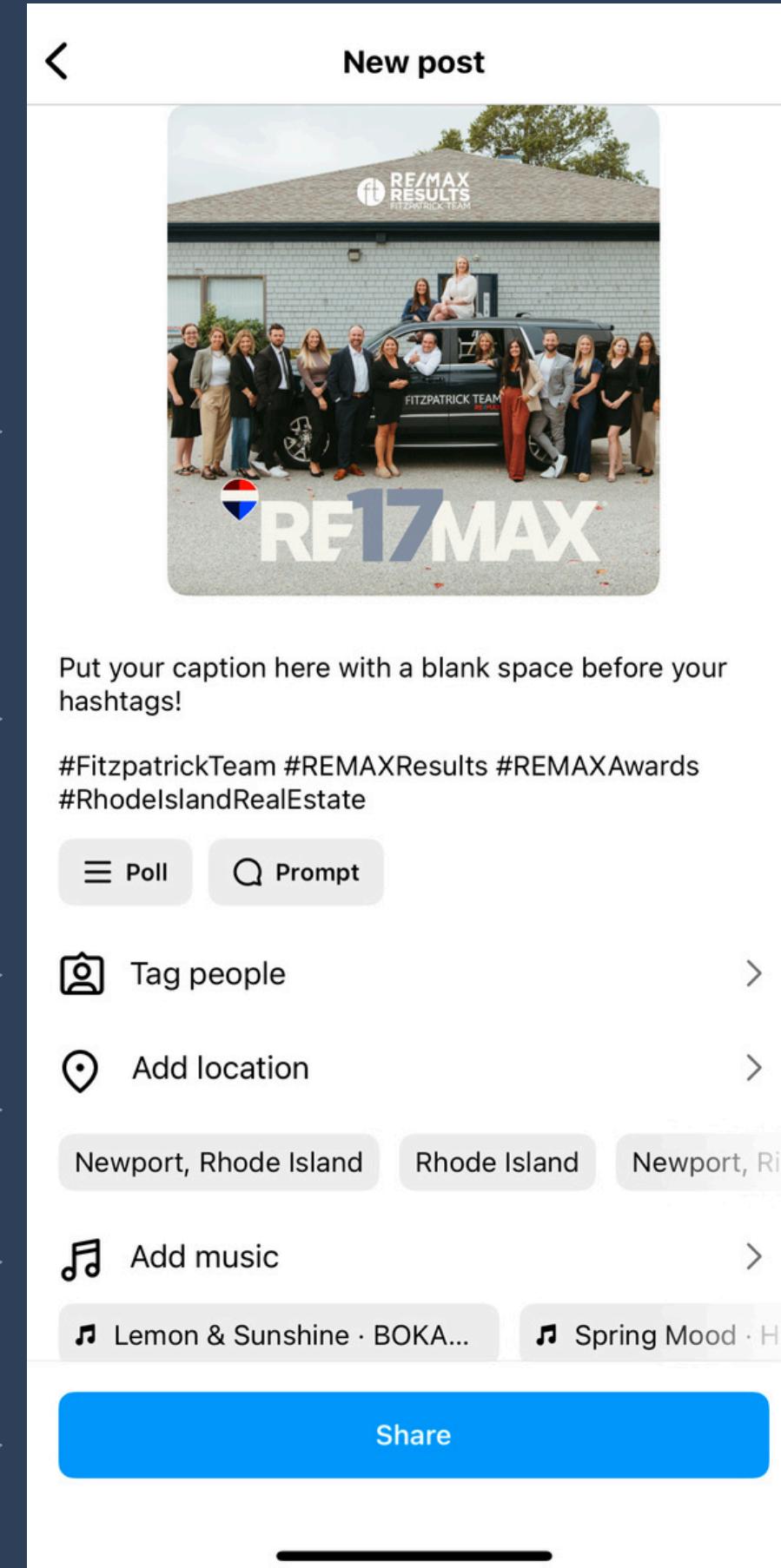
Caption →

Tags and Collaborations →

Location →

Audio →

Share →



REELS CHECKLIST

BEFORE YOU POST

- Engage First: Spend 5-10 minutes liking, commenting, and replying to other people's stories to boost visibility
- Make sure your account is a business account*

POST SETUP

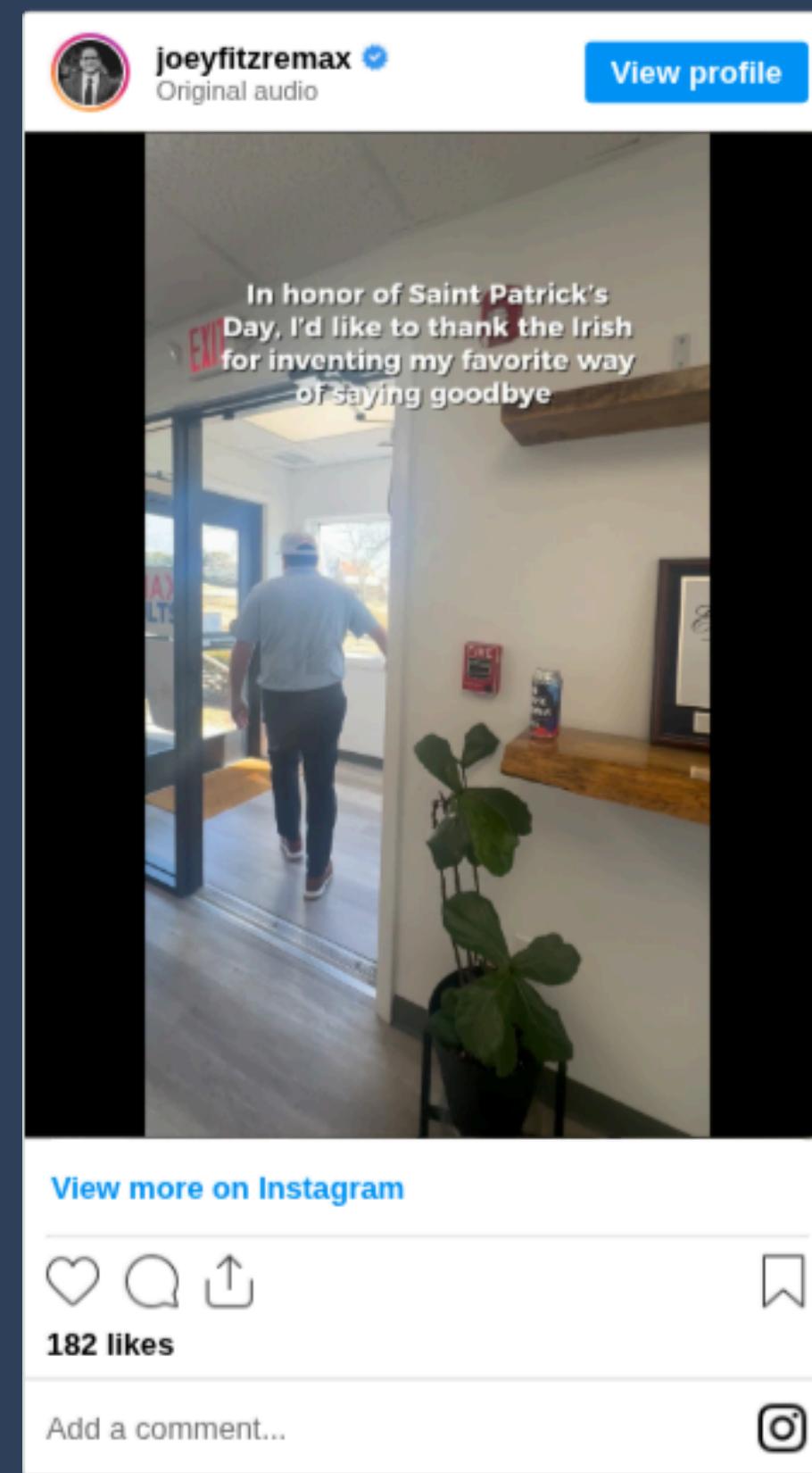
- High-Quality Video: 9:16 format, crisp visuals and steady shots
- Hook in First 3 Seconds: Capture attention immediately (with text or content)
- Trending Audio: Use a sound that's gaining traction*
- Captions/Subtitles: Helps with engagement and accessibility
- Hashtags: 5-15 relevant ones to optimize discoverability
- Tag Relevant Accounts: Other agents, RE/MAX Results, Fitzpatrick Team etc.
- Add a Location: Increases local visibility
- Choose Cover Image: Ensure it fits your aesthetic and shows what the reel is about

REELS CHECKLIST

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- Engage Immediately: Reply to comments within the first 30 minutes
 - Don't just post and forget - continue to check throughout the day
- Share to Stories: Boost reach by re-sharing to your story
- Pin to Profile (if relevant): Highlight key posts, or posts that did well with engagement

REELS



REELS CHECKLIST

REEL POSTING CHECKLIST

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WHAT IS WHERE

Reel →

Caption →

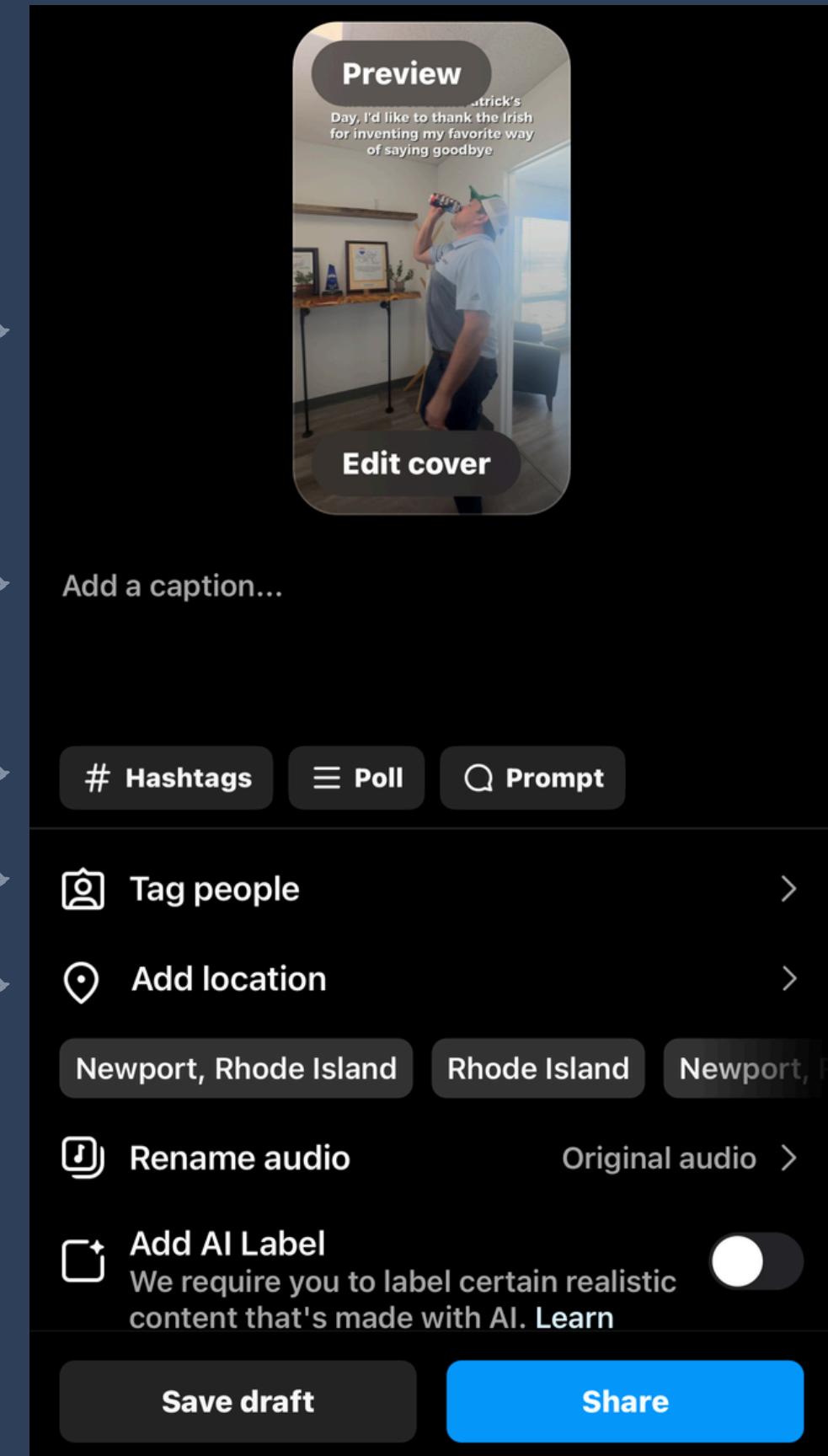
Hashtags, poll, prompt →

Tags and Collaborations →

Location →

← Edit cover

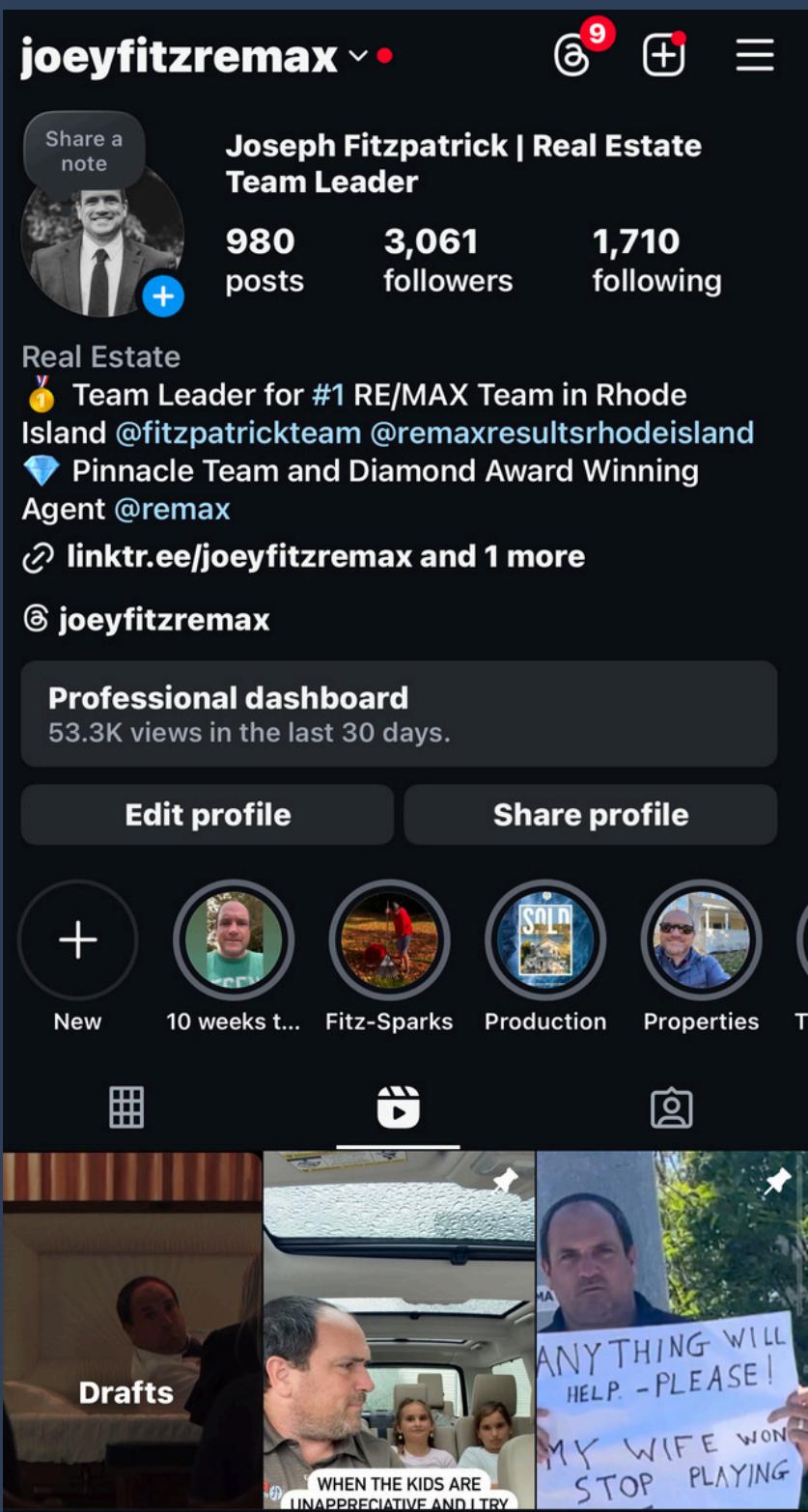
← Audio



REELS

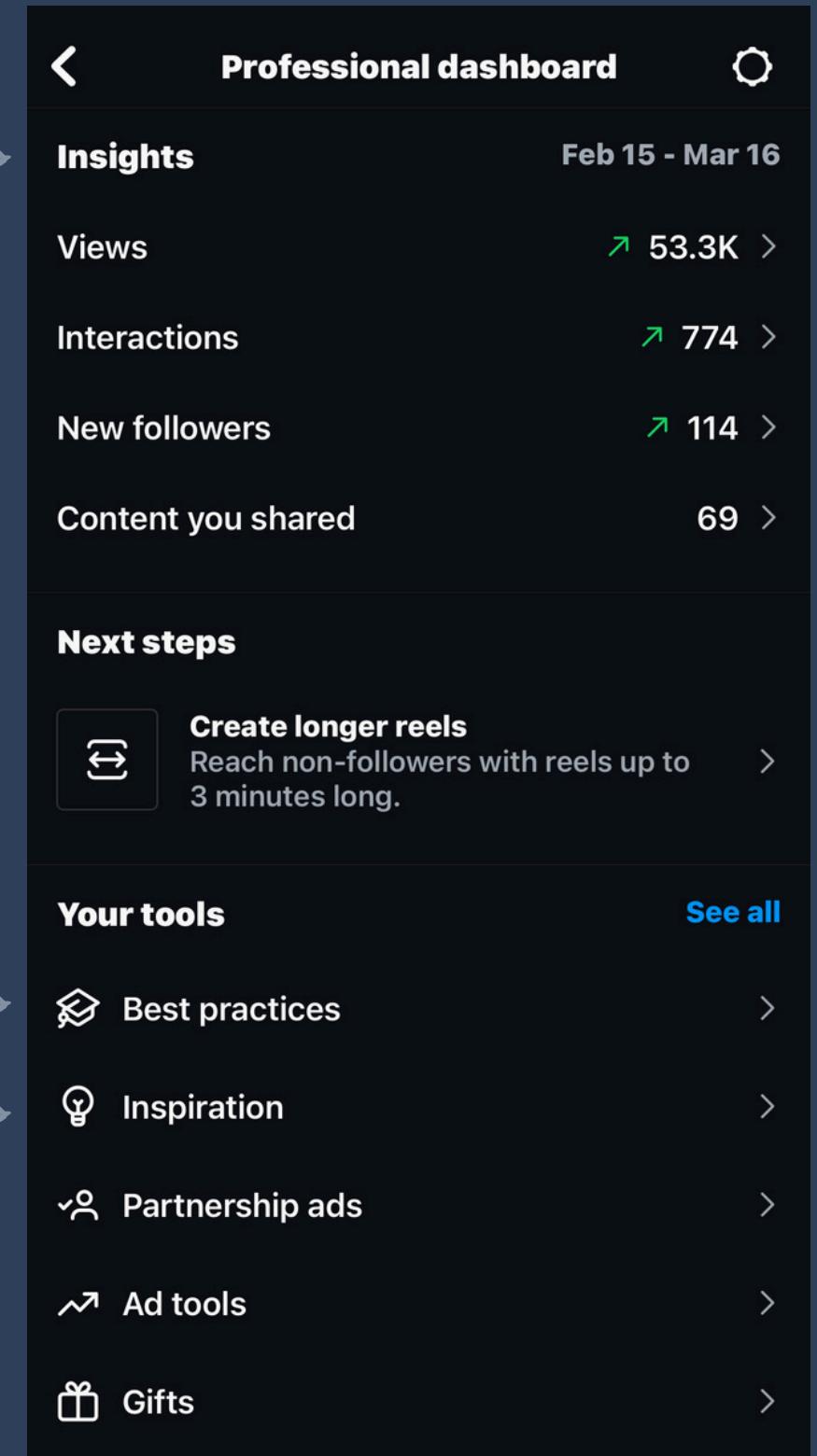
Click on your professional dashboard

*must already have a professional account



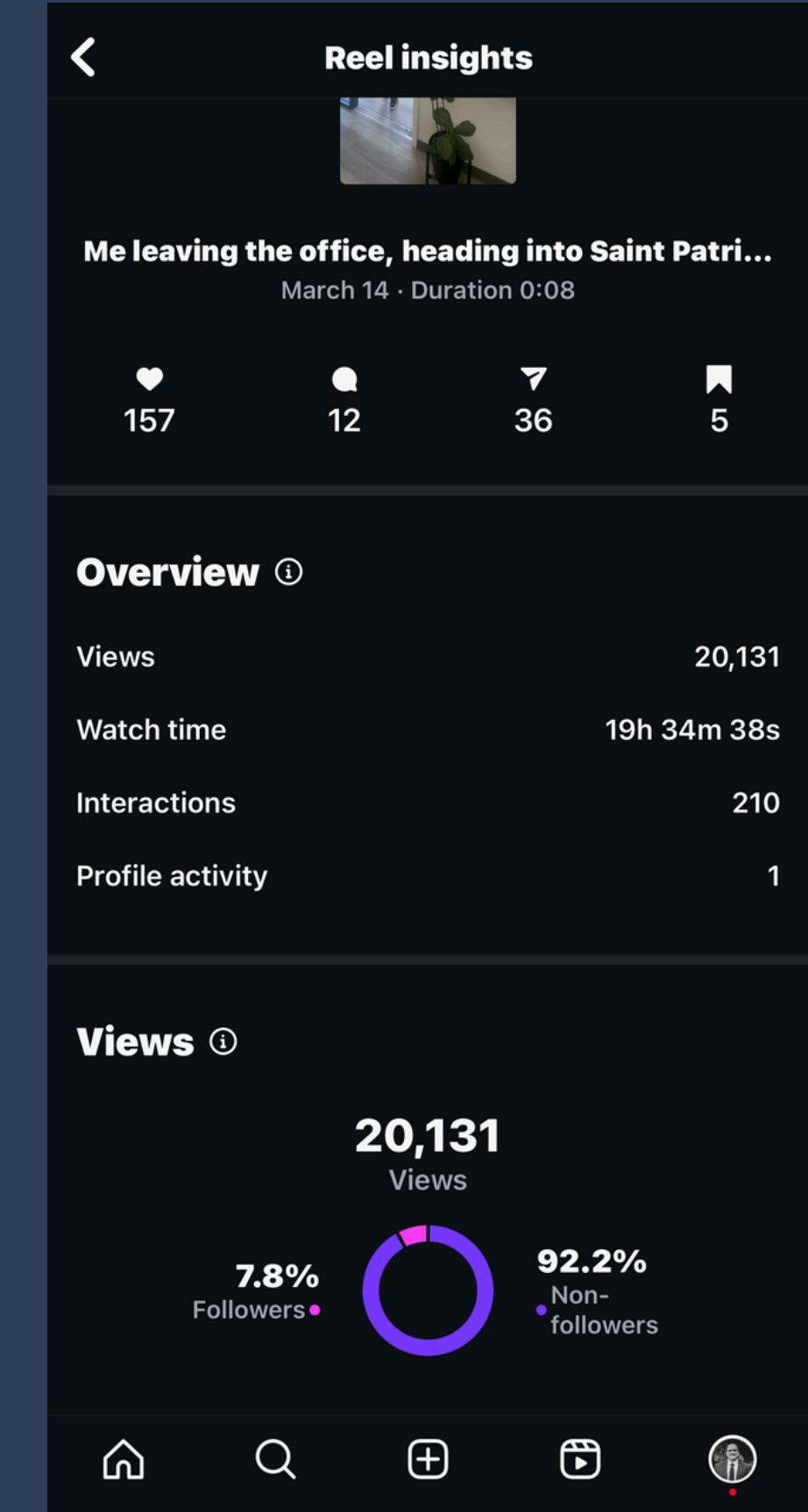
Insights from past 30 days

Best Practices
Inspiration
(trending audio)



REELS

Insights →



How many people interacted with your content?

How many people viewed your reel? How many of those people were following you already?

GROUP REEL

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