

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 →

<

New post



Put your caption here with a blank space before your hashtags!

#FitzpatrickTeam #REMAXResults #REMAXAwards
#RhodeIslandRealEstate

≡

Poll

🔍

Prompt

👤

Tag people

>

📍

Add location

>

Newport, Rhode Island

Rhode Island

Newport, Ri

🎵

Add music

>

🎵

Lemon & Sunshine · BOKA...

🎵

Spring Mood · HD

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

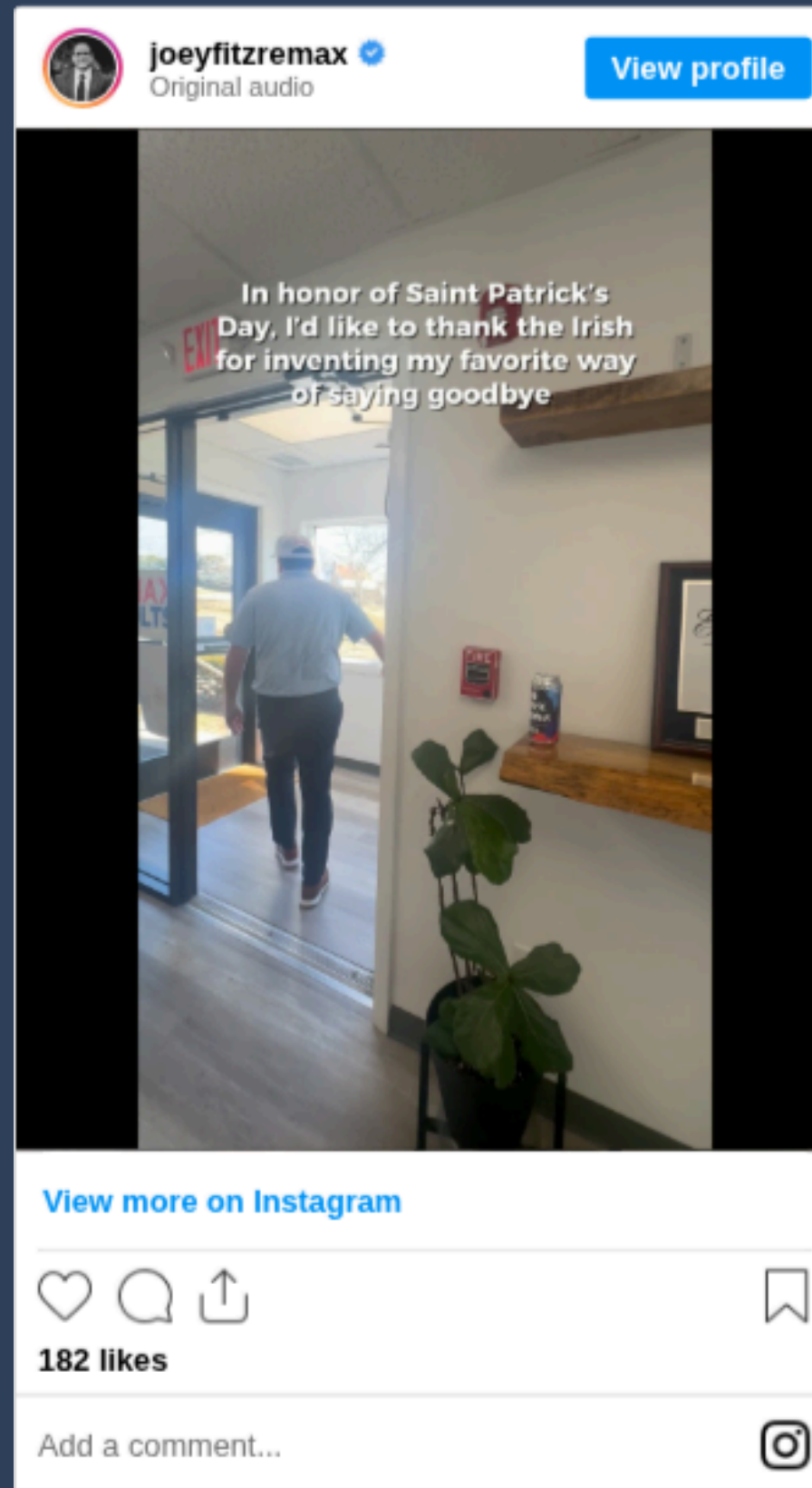
- High-Quality Video: 9:16 format, crisp visuals and steady shots
- Hook in First 3 Seconds: Capture attention immediately (with text or content)
- Trending Audio: Use a sound that's gaining traction*
- Captions/Subtitles: Helps with engagement and accessibility
- Hashtags: 5-15 relevant ones to optimize 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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 - 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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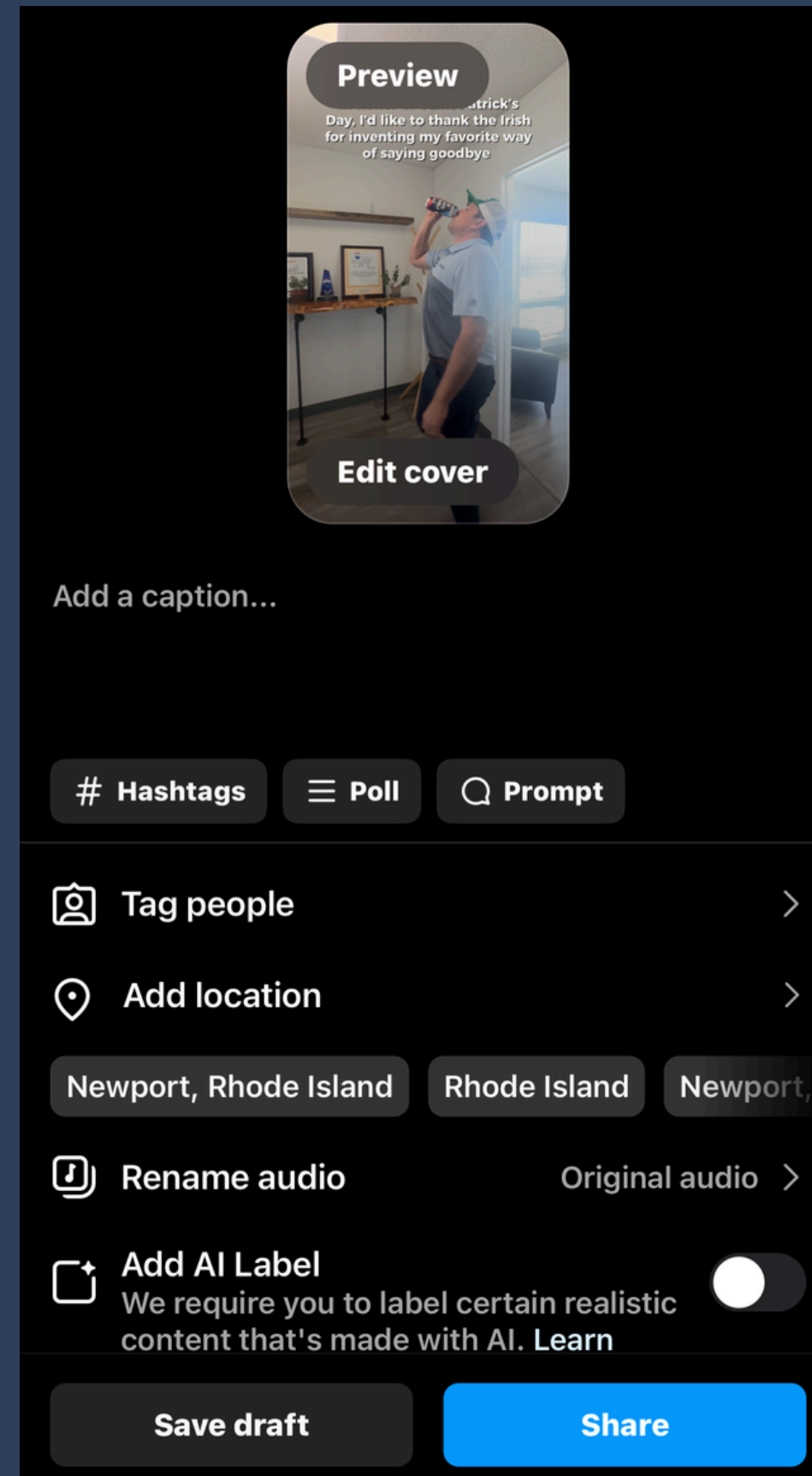
Reel →

Caption →

Hashtags, poll, prompt →

Tags and Collaborations →

Location →



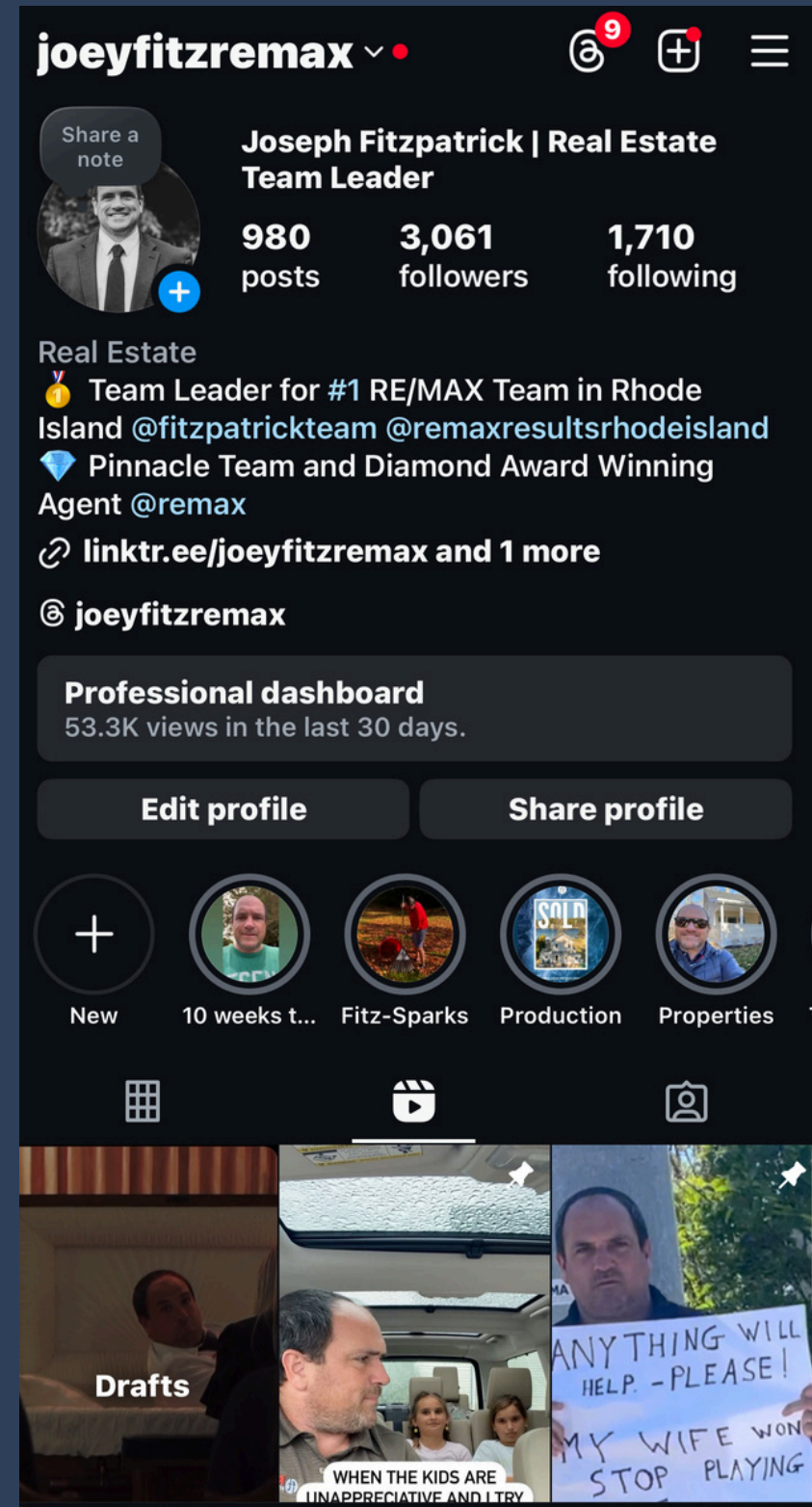
← Edit cover

← Audio

REELS

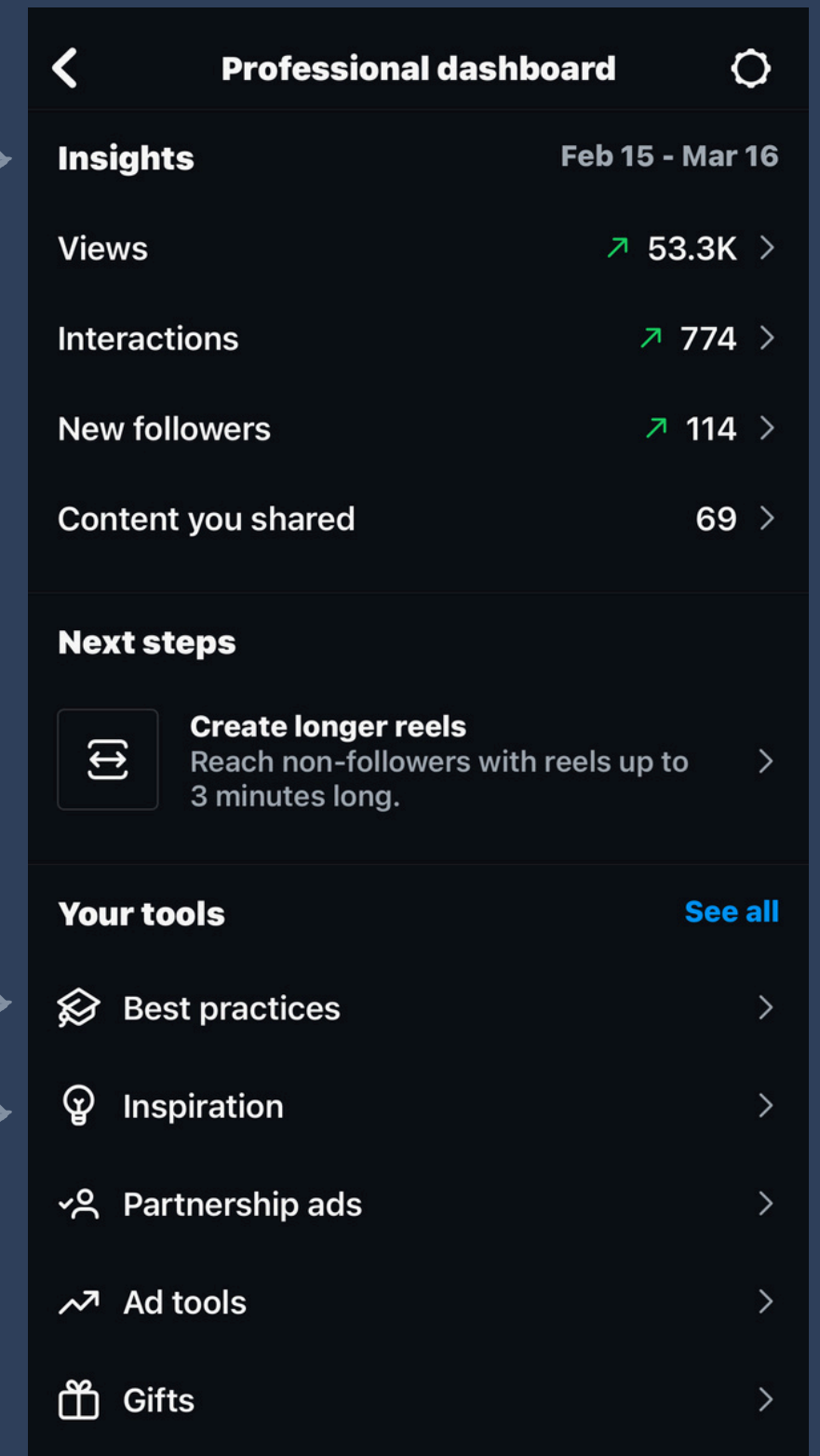
Click on your professional dashboard

*must already have a professional account



Insights from past 30 days

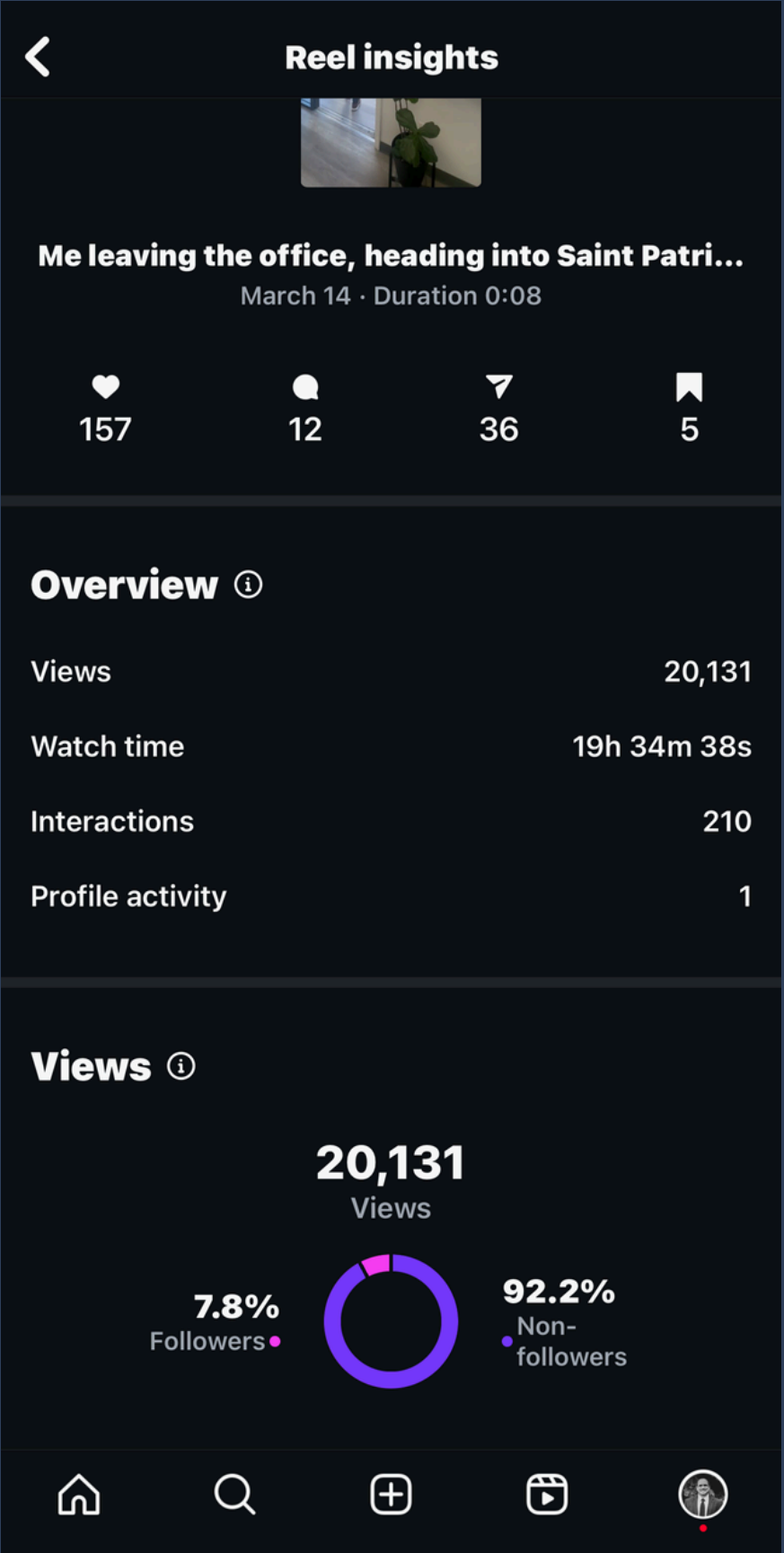
Best Practices
Inspiration
(trending audio)



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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