

Gaming The System: Your Guide to Social Media





Welcome Our Speaker

- **Has Helped over 15,000 Agents and Brokers**
(Works with some of the Top Agents and Brokers in the World.)
- **Built, Bootstrapped and Managed Multiple Companies in the Real Estate Space**
(10+ years of Growing Businesses)
- **Internationally Renowned Speaker**
(Has spoken in 30+ States and for some of the biggest organizations including NAR)

Alex Camelio

CEO, Agent Inner Circle

www.AgentInnerCircle.com



Social Media Can Be Tough!!!

- Work gets busy and distracting.
- Coming up with new content is HARD!
- Picking the right time and what to post can be confusing and overwhelming.
- Some days you *just don't feel like it...*

Don't worry - I'll share the lessons I've learned to overcome these challenges!



Overview

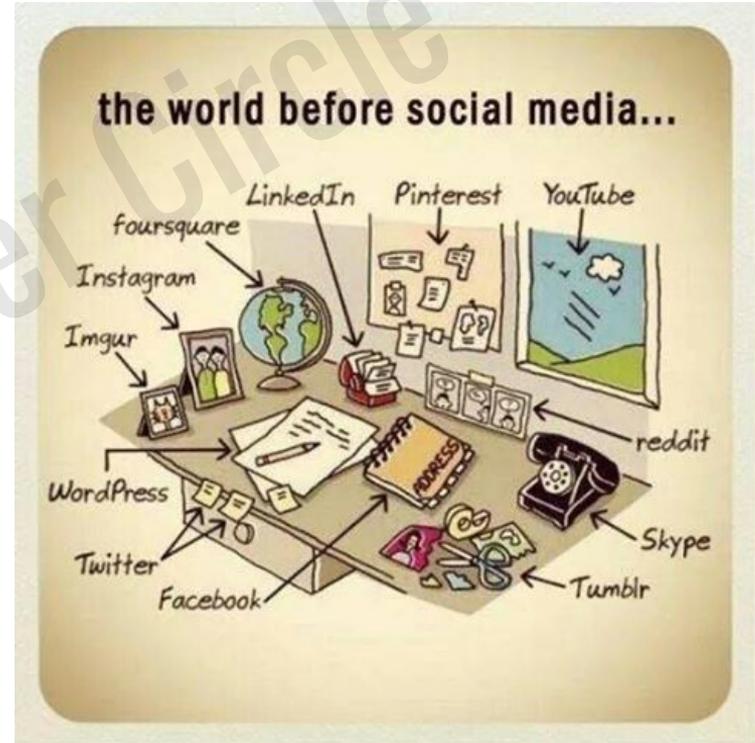
- 1.) **The Social Media Landscape**
- 2.) **Pick Your Platform & Focus**
- 3.) **Hack The Platform**
- 4.) **Work Smart & Save Time**
- 5.) **Engage Your Audience**

1. The Social Media Landscape

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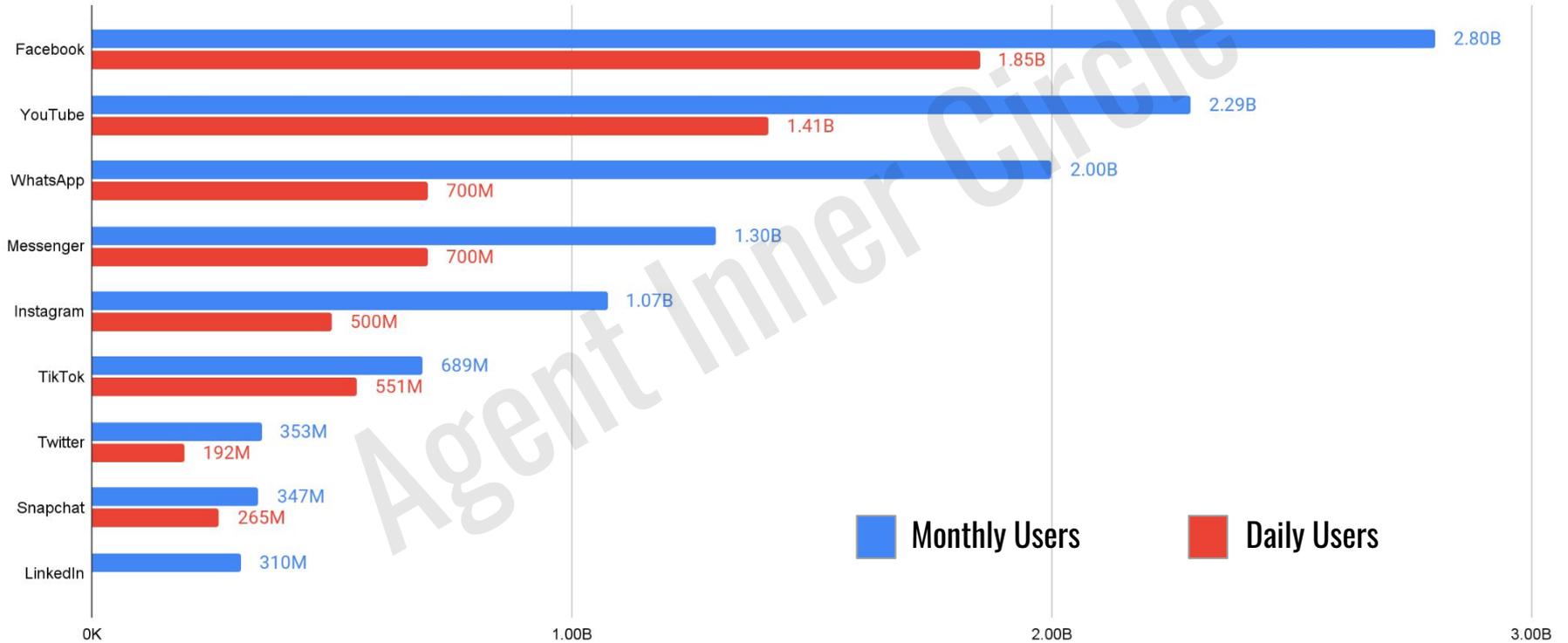
The Social Media Landscape

- In the early days, each platform found its niche and catered.
- But then... there was market share to compete for!





The Social Media Landscape



The Platform's Goal - \$\$\$

- Each platform generates \$\$\$ by getting the most engagement from the most users they can... but how?





How Do They Do This?

They keep people's attention for an extended period of time by showing ***content that's proven to get the most engagement.***



... but they're not all the same.



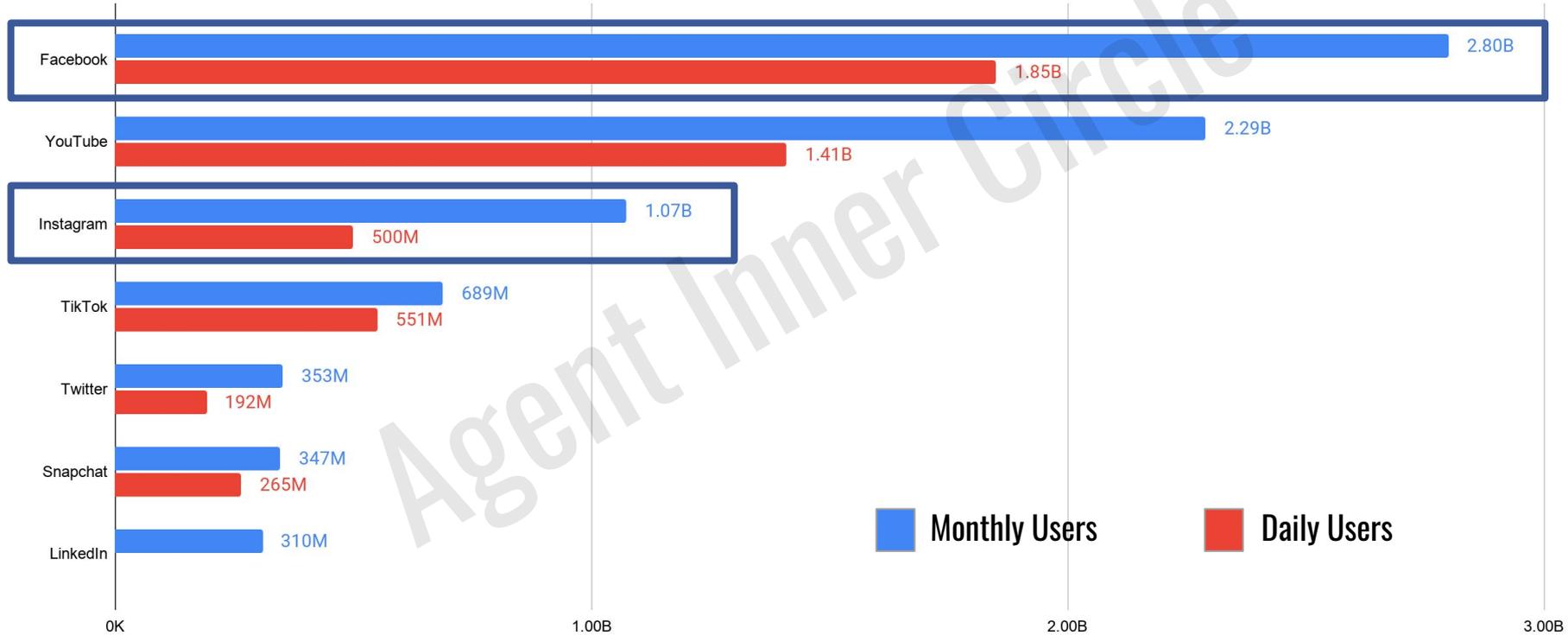
The major social media platforms have very different primary demographics and types of media they focus on.

2. Pick Your Platform & Focus

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Facebook Rules the Kingdom



Twitter -

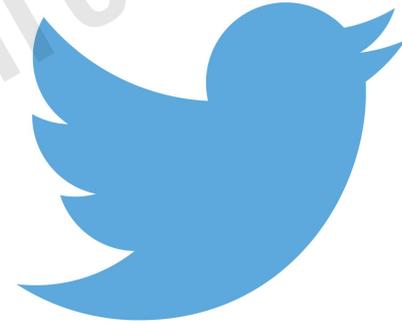


- Demographics:
 - 80.2% are 18-49.
 - 42% of Twitter users have a degree.
 - 80% of tweets come from 10% of the platform's most active accounts.
 - The Lifespan of a Tweet is 18-24 Minutes



Twitter -

- Content That Works Well:
 - Questions & Polls
 - Industry News
 - Shared Blog Posts
 - GIFs & Memes
 - Infographics & Visuals
 - Holiday Announcements
 - Motivational Quotes



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TikTok -



- Demographics:
 - 62% between 10-29
 - Average User Spends 52 Minutes Per Day
 - 80-90% Access the Platform Daily
 - Incredibly High Engagement Rates (18% for Influencers)



TikTok -

- Content That Works Well:
 - Challenges & Pranks
 - Trending Hashtags
 - Home Reno/DIY
 - Dance Videos, Song Imitations & Voiceovers
 - Cute Animal Videos
 - Recipes & Cooking
 - Makeover Videos



Instagram -



- Demographics:
 - 62.7% are 18-34.
 - Average User Spends 30 Minutes Per Day
 - People Use Instagram to Follow Interests Like:
 - Travel (45%)
 - Music (44%)
 - Food & Drink (43%)

Instagram -

- Content That Works Well:
 - Existing Influencers
 - Community Involvement
 - Behind-the-Scenes
 - Advice & Tutorials
 - User Generated Content
 - Questions & Polls
 - Trending Content & Hashtags





YouTube -

- Demographics:
 - Most popular with 35 and under but barely.
(67%-77%)
 - YouTube reaches more 18-34 year olds than any other TV network
 - 1 Billion Hours Watched Per Day (70% Mobile)



YouTube -



- Content That Works Well:
 - Product Reviews
 - Educational Videos
 - Walkthroughs
 - How-To Videos
 - Top/Best [Number] Lists
 - Q&A Sessions
 - Timelapse
 - Music Videos



Facebook -

- Demographics:
 - Evenly split by age group.
 - Average user spends 34 minutes per day.
 - People love to scroll on breaks.
 - 86% of Internet users with \$100k+ income



Facebook -

- Content That Works Well:
 - Hearts & Laughs
 - Recorded & Live Video
 - Inspirational Quotes
 - Memes & GIFs
 - Quizzes & Trivia
 - Questions & Polls
 - Free Resources
 - Community Challenges



3. Hack The Platform

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Ideal Content Types	Facebook	YouTube	Instagram	TikTok	Twitter
Trending Content & #Tags	●	●	●	●	●
Questions & Polls	●	●	●	●	●
Cute Animal Videos	●	●	●	●	●
Inspirational Quotes	●	●	●	●	●
Top/Best Lists	●	●	●	●	●
Community Involvement	●	●	●	●	●
Challenges & Pranks	●	●	●	●	●
Memes & GIFs	●	●	●	●	●
Quizzes & Trivia	●	●	●	●	●
Free Resources	●	●	●	●	●



Ideal Content Types	Facebook	YouTube	Instagram	TikTok	Twitter
Educational Videos	●	●	●	●	●
Walkthroughs	●	●	●	●	●
Music & Dance Videos	●	●	●	●	●
Behind The Scenes	●	●	●	●	●
Product Reviews	●	●	●	●	●
Timelapse Videos	●	●	●	●	●
Recipes & Cooking	●	●	●	●	●
Makeover Videos	●	●	●	●	●
Industry News & Blogs	●	●	●	●	●

What Creates Engagement

- Visual
 - Image (emoticon or colored background)
 - Picture or Website Link
 - Video
- Questions/Polls
- Anything that generates an emotional response
(funny, scary, anger, sad, etc.)



Your Personal Ranking

- Every interaction makes it more likely your content gets shown.
- The more people interact with your content, the more likely they are to see other pieces of content.
- The more you post content that the social media platform **does not** want to see, the less likely they are to serve up your content.



4. Work Smart & Save Time

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Pick Weekly Themes & Times

- Being Creative is Easier When You Have a Starting Point
- Don't Fear Repetition
 - Your Audience Doesn't See Everything
 - Some People Enjoy and Come Back Because of the Consistency
- Having a Fallback Will Save You





Plan Ahead

- Always Have Something Available for Your Busy Days
- Coordinate Your Posts for the Largest Effective Range



-> Spend 1 Hour a Week Planning Content <-

- Use Your Themes & Times
- Create At Least 1 Post Per Day

Curate & Create

- Flipboard App
- Google Alerts
- Pinterest
- Giphy
- ImgFlip.com
- Canva.com





Find Everyday Content

Train Yourself To Do the Following:

Step 1: “Oh, that’s cool!”

Step 2: “Is there a reason my community **would not** find that interesting too?”

Step 3: Post it!!!

5. Engage With Your Audience

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Get Interested In Your Audience

“You can make more friends in two months by becoming interested in other people than you can in two years by trying to get other people interested in you.”

– Dale Carnegie

Respond To Everything

- Build A Reputation For Replies
 - Alleviates Fear
 - Encourages Engagement
- Manipulate The Facebook Algorithm
 - Threads of Comments > 1
Comment

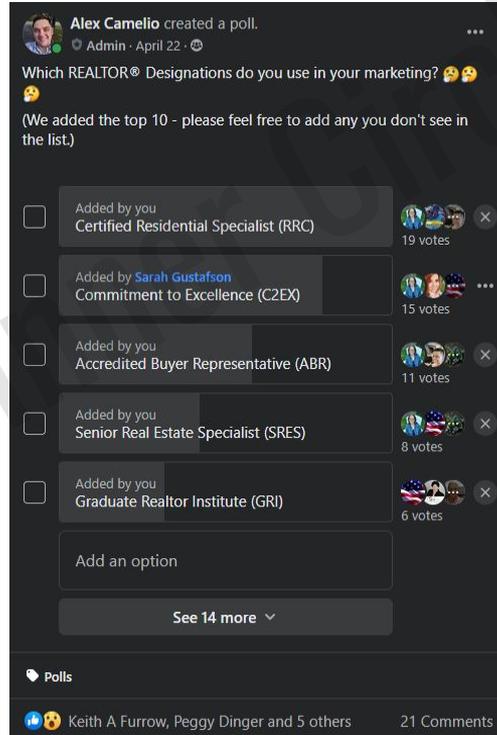
-> Don't Make The **Biggest Mistake** <-





Ask Lots of Questions

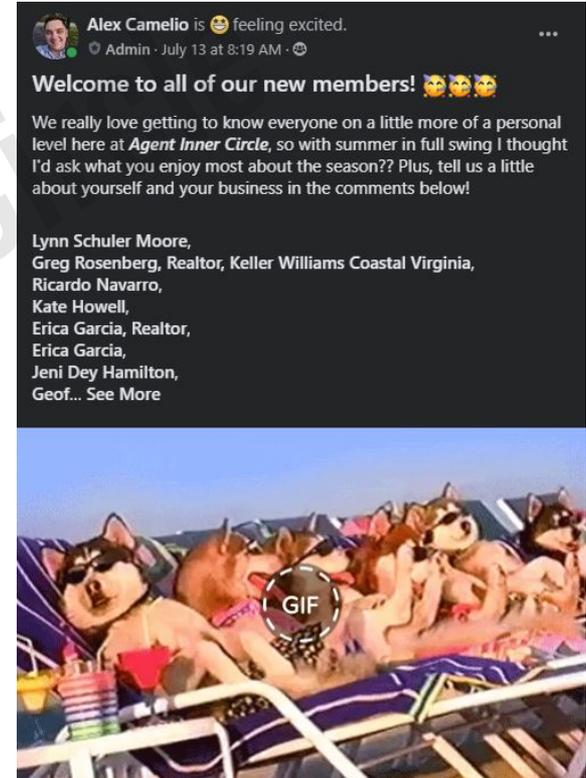
- Polls
- Specific Questions





Recognize & Appreciate

- Weekly Welcome Post
 - Change It Up
 - Ask Specific Questions
- Recognize & Thank Members For:
 - Great Deeds
 - Personal Wins
 - Contributions



Encourage Engagement



Personal Interaction

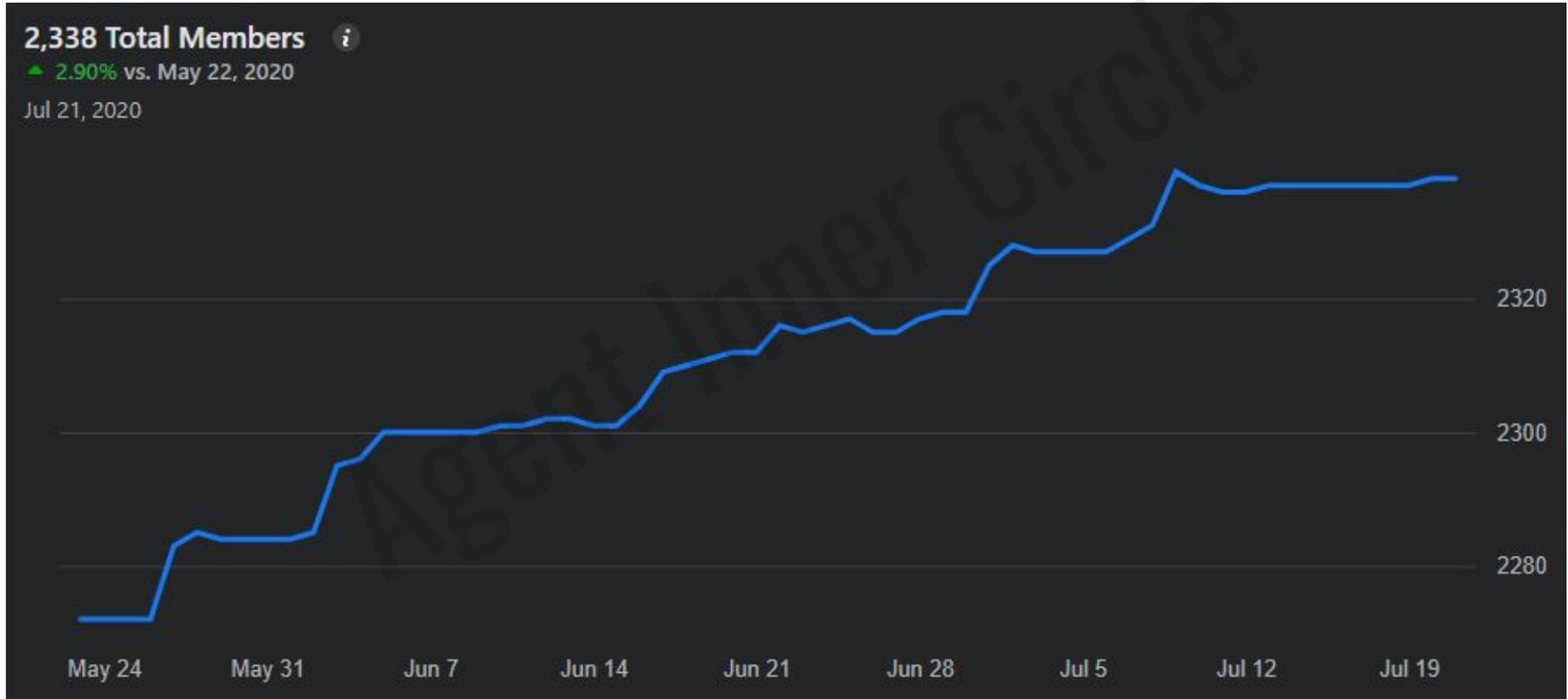
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6. Track & Adjust

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Growth Metrics





Growth Metrics

1,274 Active Members i

May 23, 2020 - Jul 21, 2020





Engagement Metrics

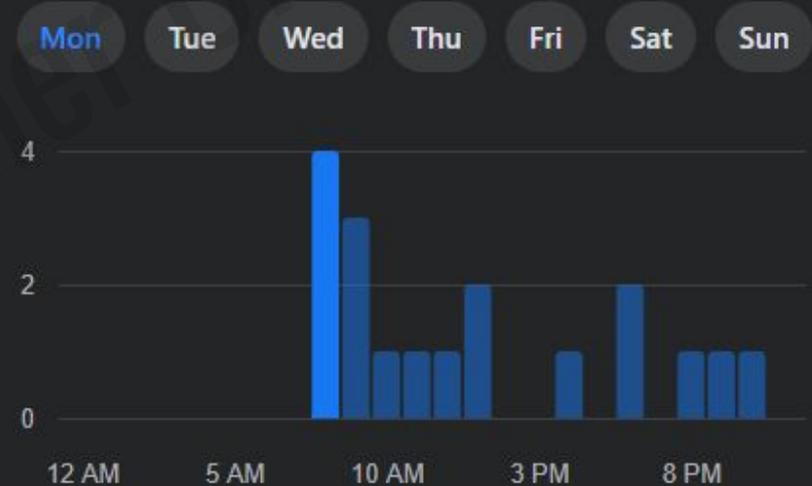
Popular Days

The average number of times group members post, comment or react on a given day in the specified date range.



Popular Times

The average number of times group members post, comment or react at a given hour of the day in the specified date range.





Engagement Metrics

Top Posts



⚠️ Date range does not apply to top posts. Data shown is always for the last 28 days.



Alex Camelio is 🤔 feeling curious.

🔒 Admin · 4d · 🌐

What's the 1 thing you're Most Proud of accomplishing this week??? 😊 😊 😊

👍 Barbara Belmont Osborne and 1 other

50 Comments 👁️ Seen by 571



Alex Camelio created a poll.

🔒 Admin · July 7 at 11:37 AM · 🌐

How many People are In your Sphere of Influence??? (Your Power List) 😊 😊 😊

👍 Barbara Belmont Osborne

39 Comments 👁️ Seen by 305



Alex Camelio is 🤡 feeling funny.

🔒 Admin · July 10 at 9:35 AM · 🌐

How far have you gone to show a house??? 🤡 🤡 #FridayFunny I know you all go out of your way to help Buyers, but what's the craziest thing you've ever done? Anyone scale ropes to get upstairs? One way or another, let's Ring that Bell at the top!!

👍 🤡 🍷 Mitchel Durfee, Blake T Webber and 3 others

15 Comments 👁️ Seen by 314



You Can Do It!!

- You Have The Idea
- You Know Your Audience
- You Have The Strategies

I want to make this even easier for you... and I don't normally do this. Who wants a PDF of the slides?

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Questions?

Alex Camelio

CEO - Agent Inner Circle

<https://AgentInnerCircle.com>