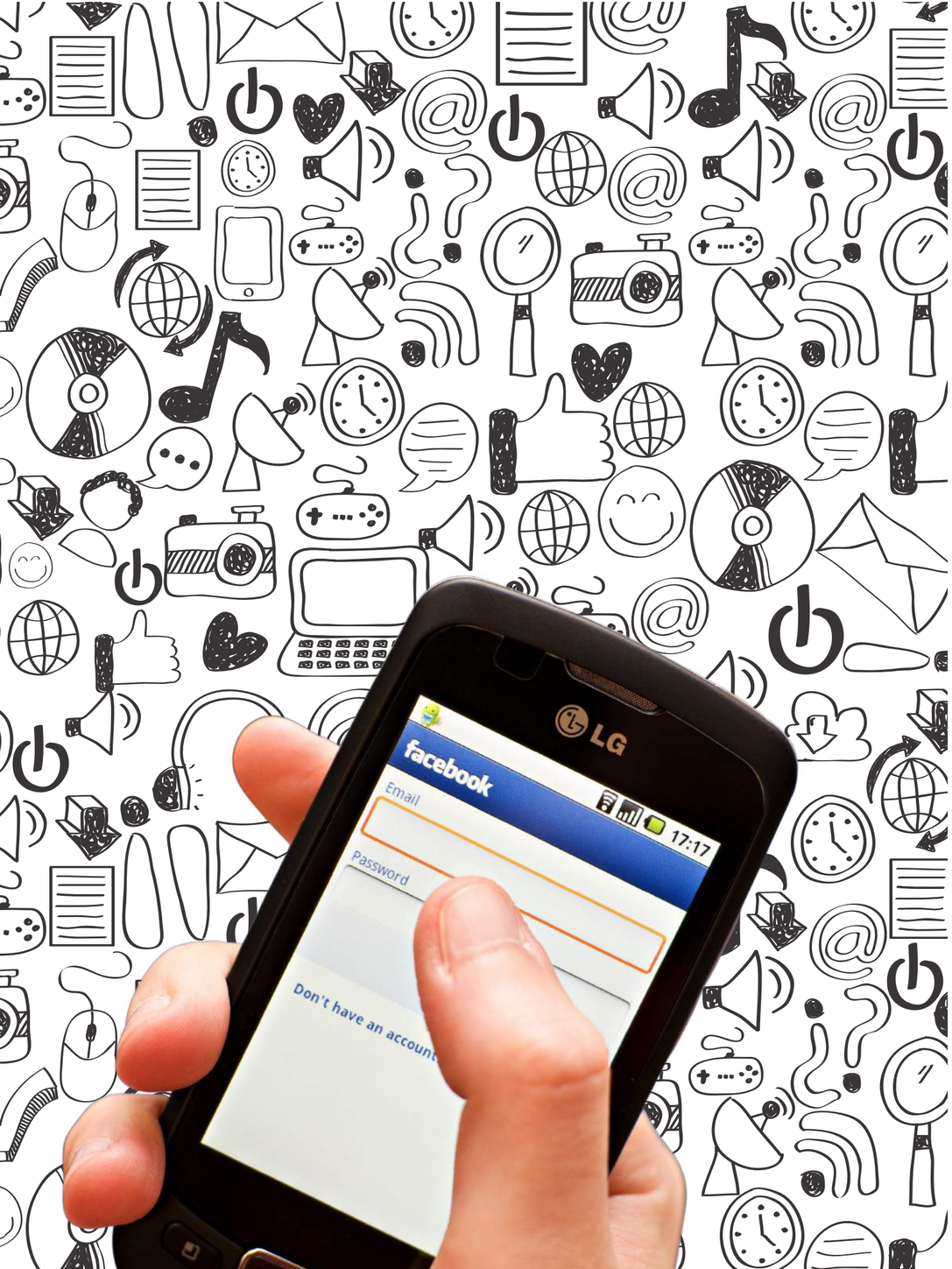

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Realtor How-Tos:

Professional Facebook Business Page

PART I

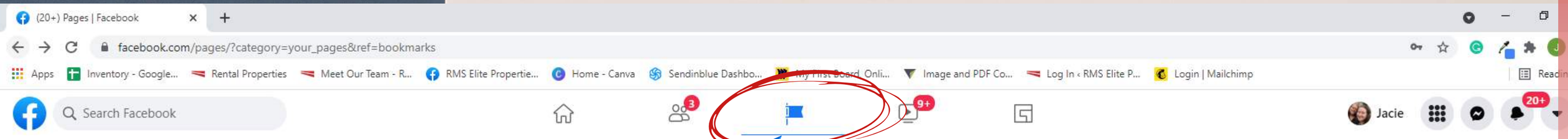
Connect with new clients, network with other businesses, and engage with your local community online!

What You'll Need To Do

Steps

1. Sign Up
2. Fill In
3. Personalize
4. Business Details
5. Organize

1 Sign Up

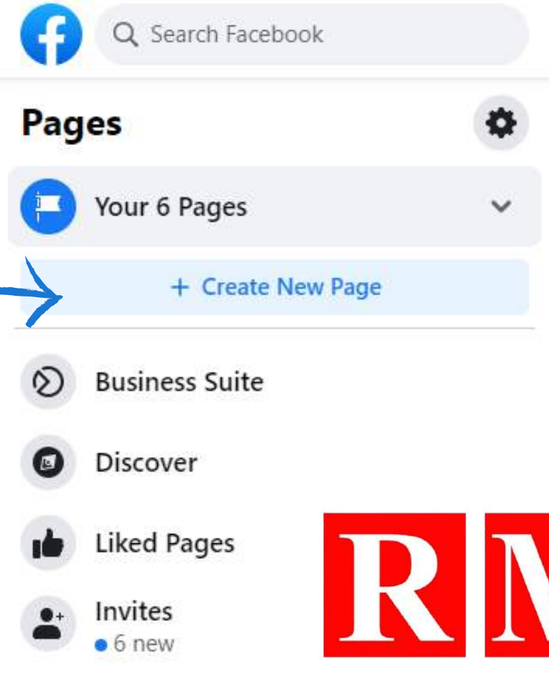


LOG IN & NAVIGATE TO THE "PAGES" TAB

Once you've logged into your personal Facebook account, navigate to the "Pages" tab which is represented by a flag icon at the top of your screen.

CLICK "CREATE NEW PAGE"

On the left-hand side of your screen, select the "Create New Page" button.



(20+) Facebook

facebook.com/pages/creation/?ref_type=launch_point

Apps | Inventory - Google... | Rental Properties | Meet Our Team - R... | RMS Elite Propertie... | Home - Canva | Sendinblue Dashbo... | My First Board, Onli... | Image and PDF Co... | Log In ‹ RMS Elite P... | Login | Mailchimp

Search Facebook

Pages › Create a Page

Create a Page

Page Information

Page name (required)

Use the name of your business, brand or organization, or a name that explains what the Page is about. Learn More

Category (required)

Choose a category that describes what type of business, organization or topic the Page represents. You can add up to 3.

Description

Write about what your business does, the services you provide, or the purpose of the Page.

Character limit: 255

Desktop Preview

2 Fill In

At this point, your page should look something like this...

Page Name

Category

Home | About | Photos | Videos | More | Like | Message

About

Description

Create

Photo/Video | Tag Peo

RMS

2 Fill In

NAME YOUR PAGE

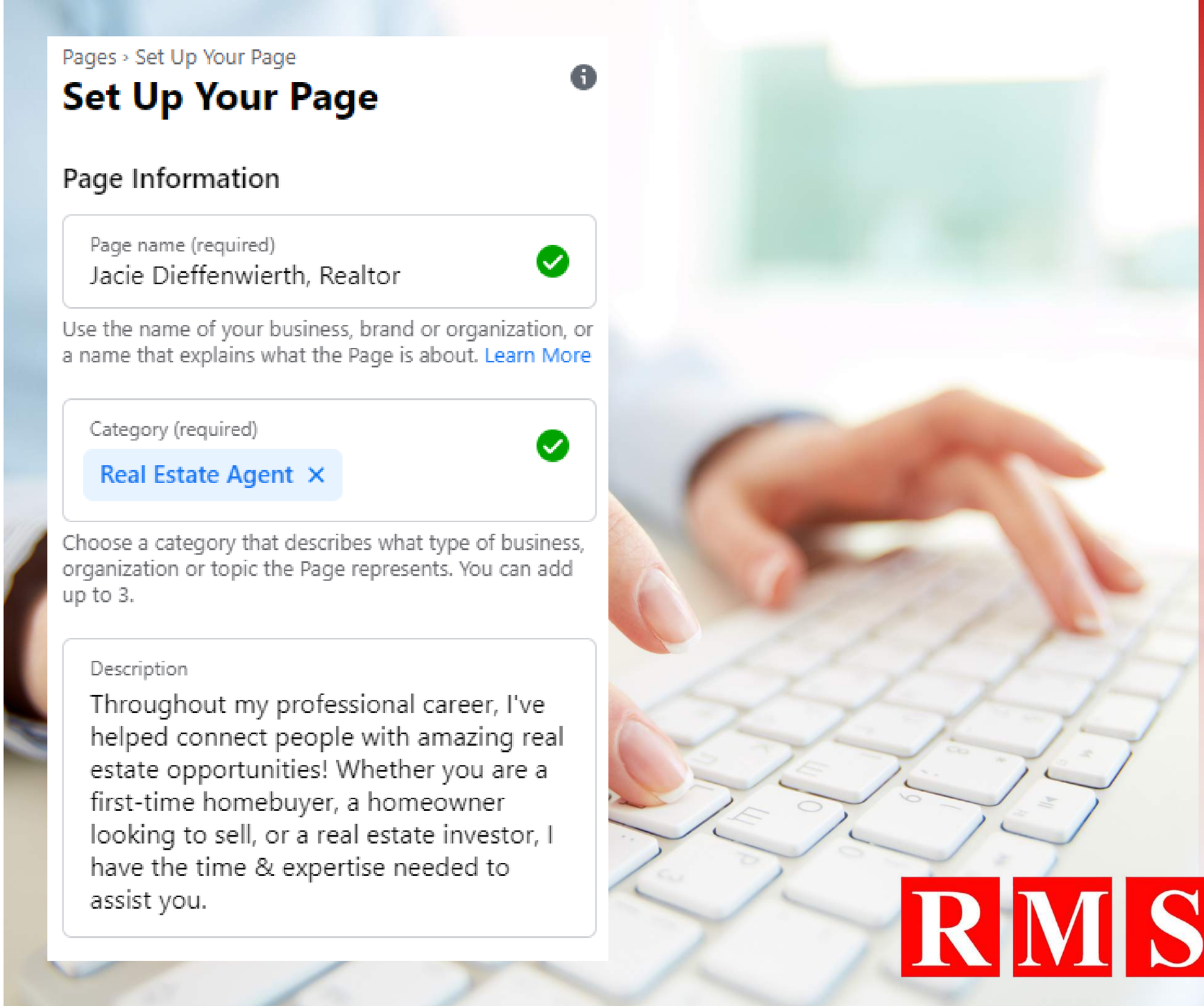
The Page Name should be your name followed by your title.

SELECT A CATEGORY

Change the Category to "Real Estate Agent".

DESCRIBE YOUR PAGE

Briefly describe your experience and expertise. This might be the first impression you make on your audience so be sure to give it some thought! Feel free to use the example I provided



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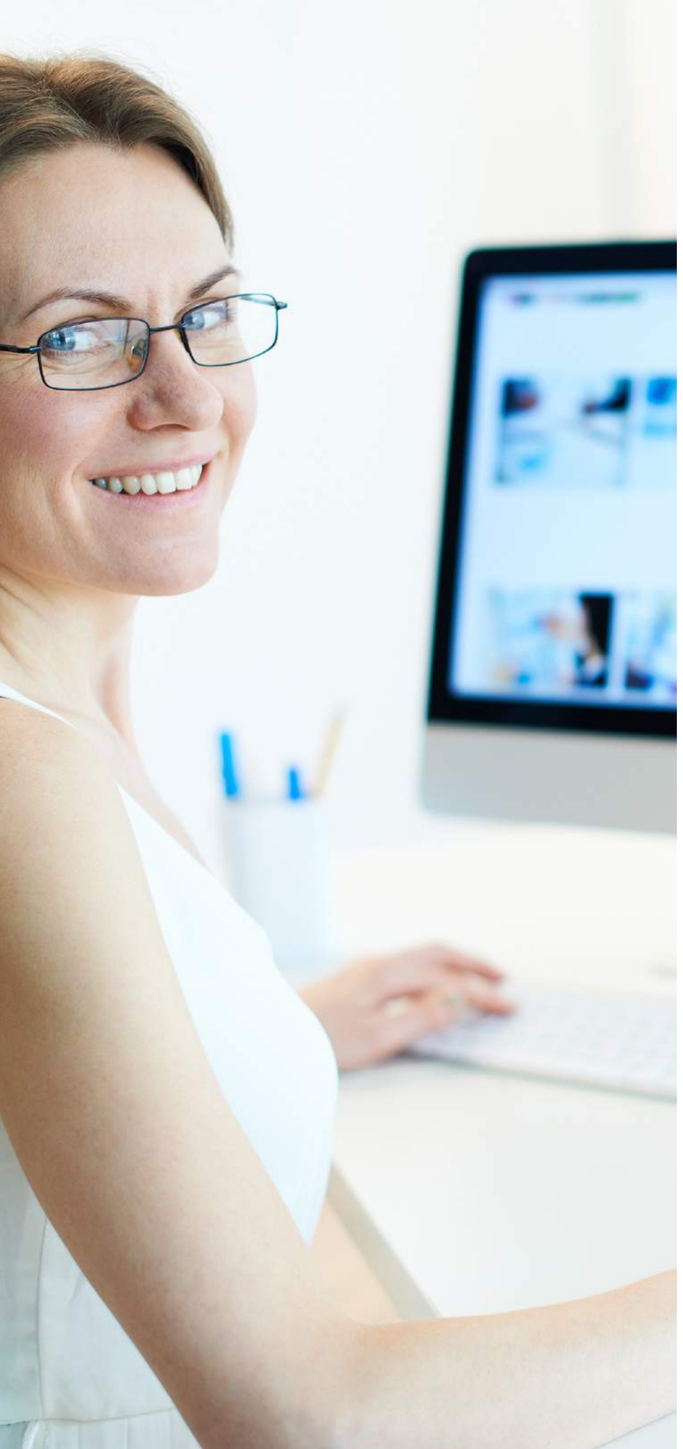

3 Personalize

ADD A PROFILE PICTURE

It's important to have an updated headshot of yourself to use as your profile picture. If your profile picture ends up being too big/small then you might have to resize the image to 170x170 pixels. To do this, simply open the picture as a file on your computer, right-click it, select "resize", and input the dimensions mentioned above.

ADD A PAGE COVER

You can be as creative as you want with your page cover. It could be a collage of homes you have sold, a photo of the city/town you do the most business in, or a custom graphic you create yourself! You can also find free-to-use professional photos on www.Unsplash.com

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3 Personalize

HOW TO CREATE YOUR PAGE COVER

It's easy to create a Facebook page cover when you use Canva. Canva is a FREE online design software with lots of premade templates that you can easily customize.

Visit www.Canva.com

Simply sign up with your email and then you can search for "Facebook cover" in the search bar. It will populate a bunch of pre-made templates you can choose from. Click the one you like the most and edit the information.

Click HERE to download an RMS cover you can start using right now. (You can always change it later!)

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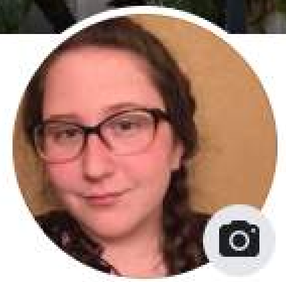
3 Personalize

Once you've added your photos, click save! Your page should look something like this...



Jacie Dieffenwierth, Realtor

Create @Username · Real Estate Agent

+ Add a Button

Choose an easy to remember username like @JacieSellsHomes or @JacieKateRealEstate

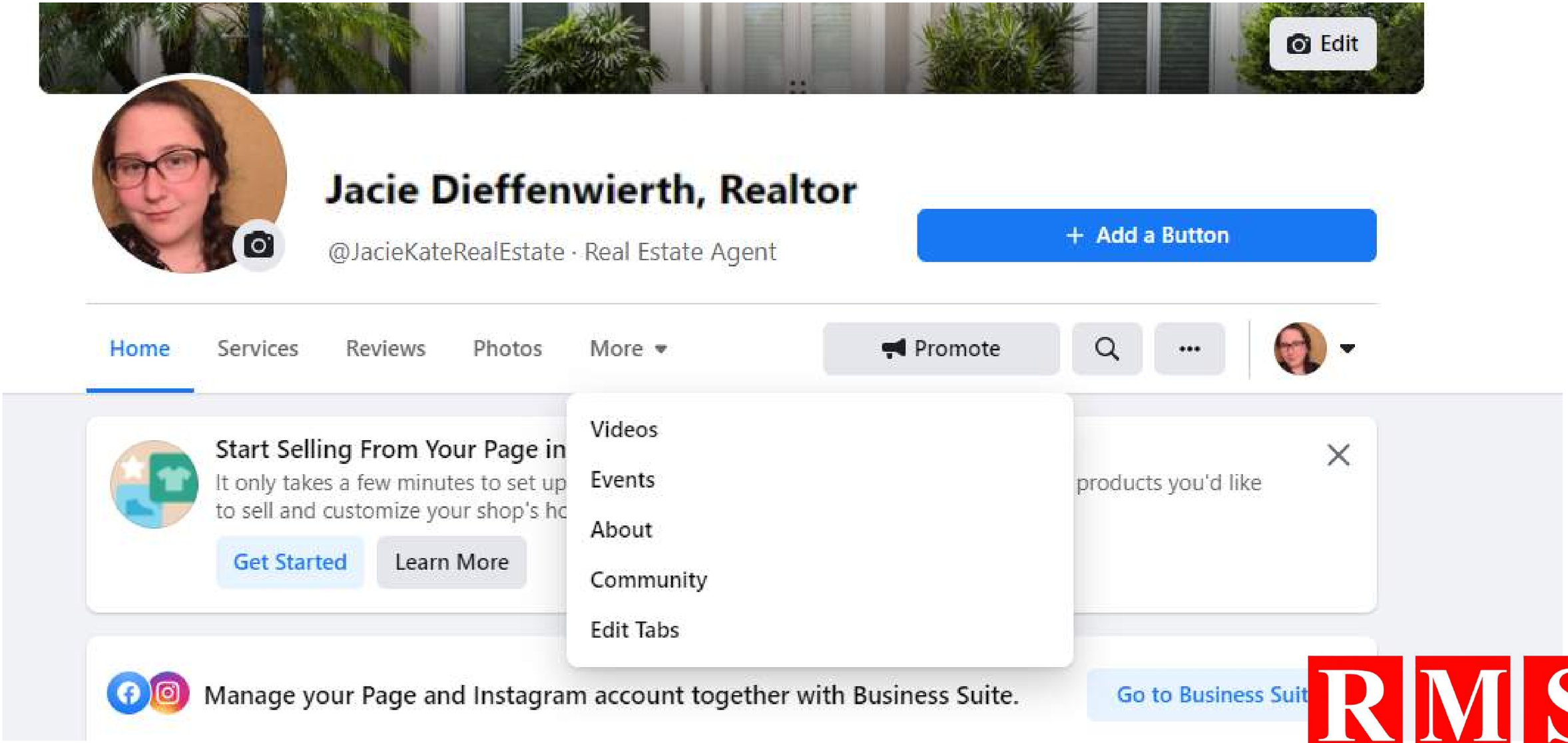
3 Personalize

Make sure to select "+ Add a Button" and select your preferred method of contact

You can choose to have them call you, email you, go to your website, or send a message directly through Facebook

3 Personalize

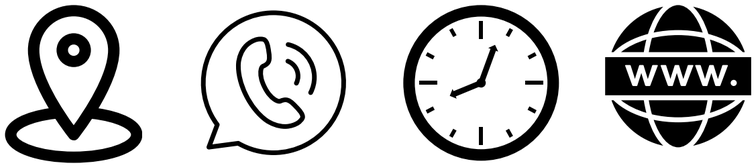
You can further differentiate yourself from other realtors in your Services & About tabs of your page.

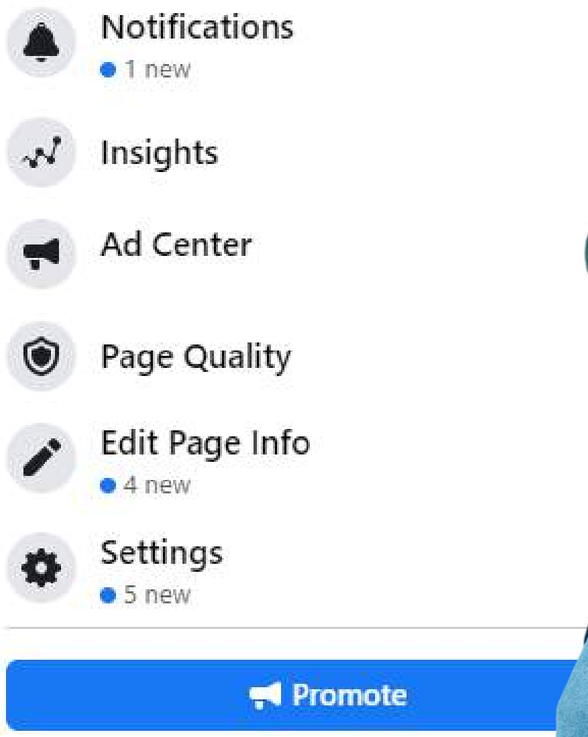


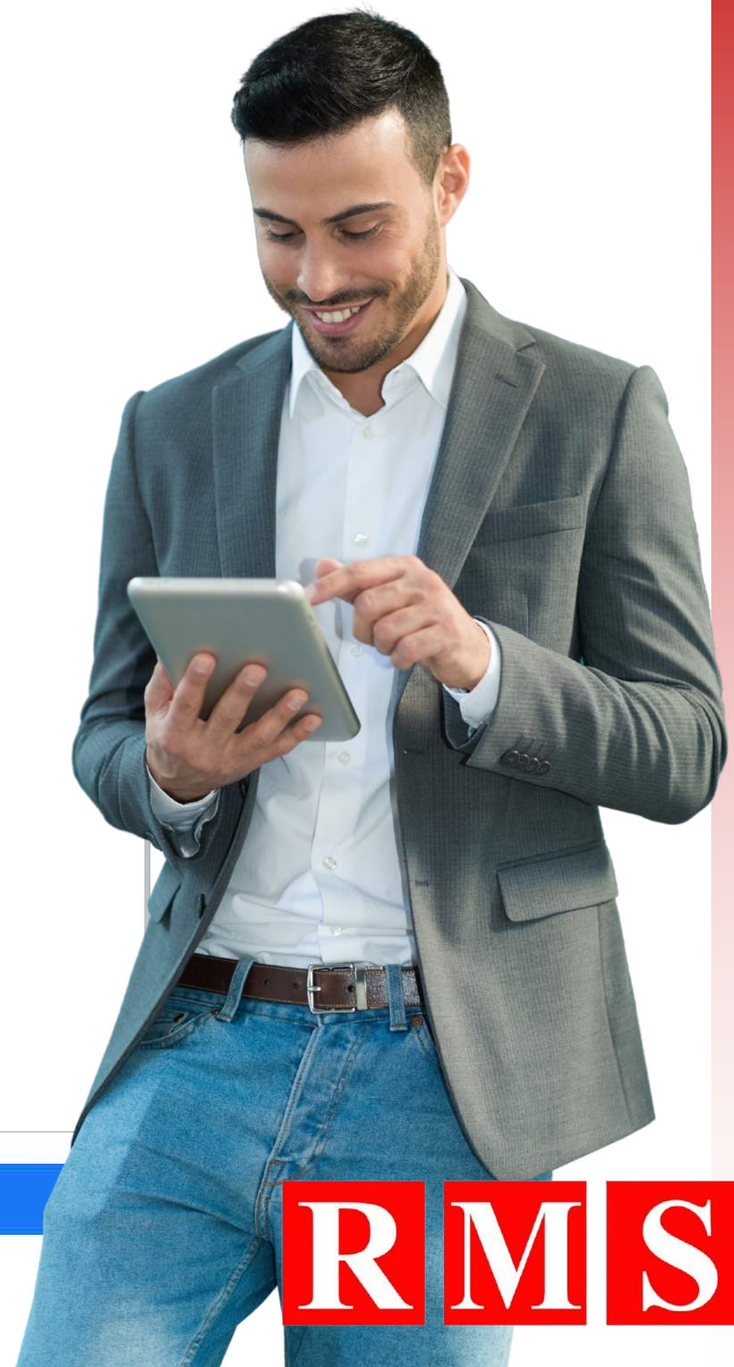
4 Business Details

UPDATE ALL OF YOUR CONTACT INFO

On the left-hand navigation bar, you'll want to scroll down till you get to the "Edit Page Info" option. Here you can include your office location, contact info, hours of operation, links to your personal website, and your service area.







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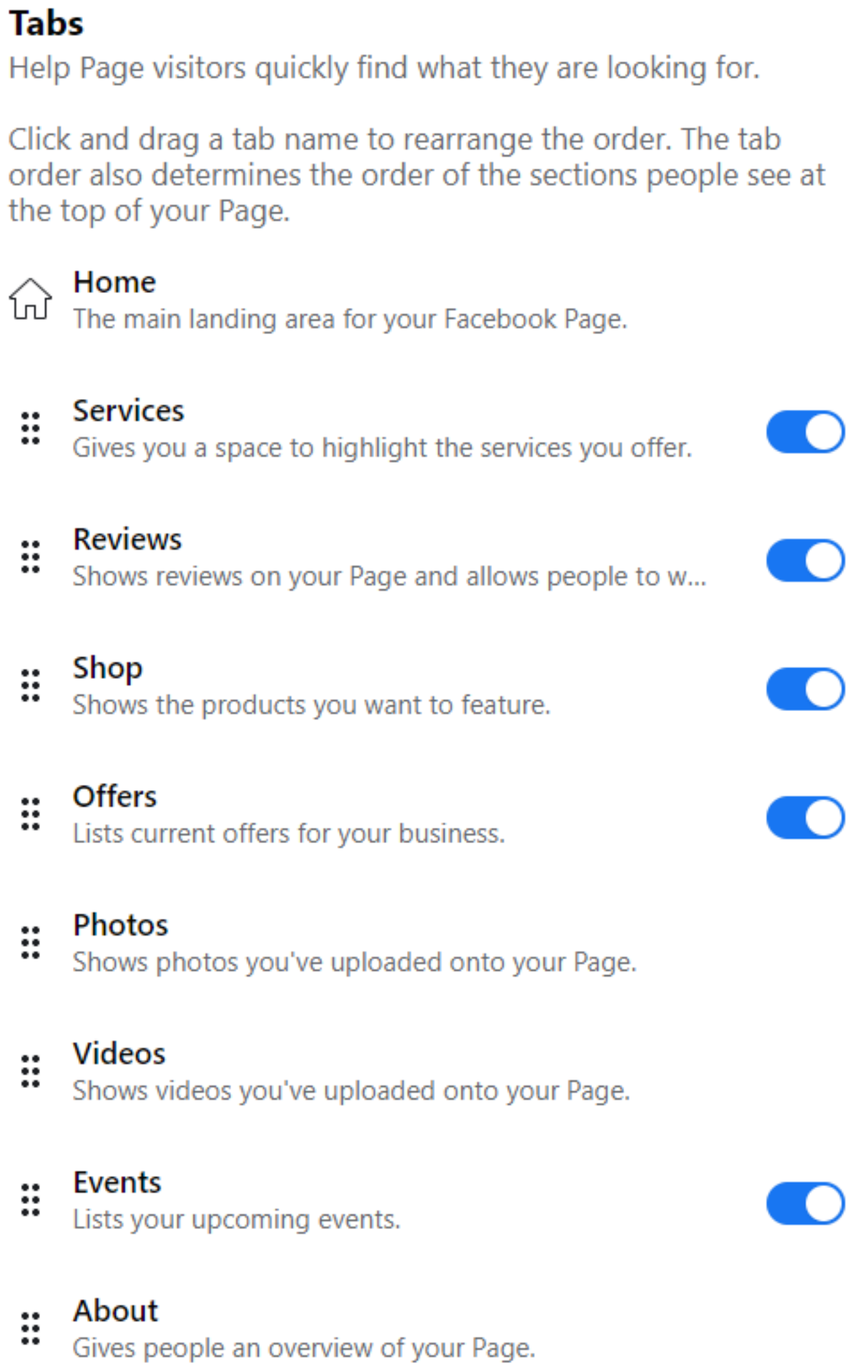

5 Organize

GET RID OF UNNECESSARY INFORMATION

You'll notice that your page has quite a few tabs, many of which you won't need for your business and will just distract the audience from the more important information.

To remove tabs, navigate to the "Settings" option on the left menu bar. Then choose "Templates and Tabs".

Tabs such as Shop, Offers, and Jobs can most likely be removed.

...AND THAT'S IT!

In Part 2, we will show you how to best use your Facebook Business Page now that you have it!

Until next time,

RMS Design Team