



## 7 Facebook Tips for Brokers

Facebook is a much more personal and personable platform. This is where you can shed a bit of your professionalism (key words- a bit) and be more candid.

1. Don't use any hashtags.
2. Don't oversell to your friends.
3. Share your success stories and reviews, with gratitude – in hopes your friends can refer more to you.
4. Use pet photos, share your family, continue posting all your candid posts – the more people engage with you regularly, the more likely they will see your mortgage centric posts.
5. Make your posts funny – use memes about the crazy mortgage industry, make light of all the hard work you do.
6. Tag your location! If you are at an industry event, always tag your location.
7. If you do a post in hopes to get clients or industry event-related, consider making that post public.