

NATIONAL ASSOCIATION OF REALTORS®

2023 Local Association Partner Program Toolkit

Social Media Post Outline

IMPORTANT REMINDERS BEFORE YOU BEGIN

1. Update any [green highlighted text] with your information. Those areas should be replaced with your association's name, your webinar information, your landing page URL, etc.
2. When posting to social media, the **FIRST STEP is to upload the image** you are using.
3. The second step is to copy and paste the post copy (you should have already updated it with your information).

This document includes 15 pages of content:

Facebook posts start on page 2

Twitter posts start on page 7

LinkedIn posts start on page 11

Have questions?

Please contact Nina Bachkova, NAR's TLD Marketing Specialist

nbachkova@nar.realtor

773-835-4957

Facebook graphics and copy

1. Facebook Post #1 - anytime prior to webinar

- ADD THE WEBINAR IMAGE TO FIRST. THEN COPY AND PASTE THE POST COPY



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Post copy: We are thrilled to announce a ★ NEW MEMBER BENEFIT! ★ Join us for the Launch Webinar with Nina Bachkova, Marketing Specialist at NAR for an introduction to your FREE REALTOR® Branding Kit. *ADD DATE AND TIME OF YOUR LAUNCH WEBINAR HERE* Register here: *ADD REGISTRATION LINK TO YOUR WEBINAR HERE*

2. Facebook Post #2 – DAY OF WEBINAR

- ADD THE IMAGE TO SOCIAL MEDIA FIRST. THEN COPY AND PASTE THE POST COPY



Post copy:

We want to make sure you have the tools necessary to capture and captivate clients, build your book of business, and set yourself up for success – that's why the **<ASSOCIATION NAME>** has teamed up with the National Association of REALTORS® to help you own your online presence with a FREE REALTOR® Branding Kit. This is a new member benefit that includes:

- FREE Lead Generating Website
- FREE Domain & Email address
- FREE Email, Calendaring, & Contact Management System

ADD LINK TO YOUR LANDING PAGE HERE

3. Facebook Post #3 – 5-7 Days after webinar

- ADD THE IMAGE TO SOCIAL MEDIA FIRST. THEN COPY AND PASTE THE POST COPY



Post copy: It's not too late to capture the winning combination of your expertise, market knowledge, and cut-above client service with your FREE .realtor™ web address, email address, lead-generating website, and business tools!

You can find lots of great information on our program page: ***ADD LINK TO YOUR LANDING PAGE HERE***. There is also a team of dedicated customer service reps waiting to help you! If you have any issues, please reach out to them via phone: 866-361-3029, email: support@get.realtor, or web: <https://help.get.realtor/hc/en-us>.

4. Facebook Post #4 – Anytime

- ADD THE IMAGE TO SOCIAL MEDIA FIRST. THEN COPY AND PASTE THE POST COPY



Post copy: NAR's member survey shows that more than 65% of you will move brokerages every 5 years. With your FREE REALTOR® branding kit, you'll own your brand no matter where you hang your hat. Grab your Branding Kit and find lots of great information on our program page:

<https://www.get.realtor/kit>.

5. Facebook Post #5 – VIDEO post Anytime

- ADD THE VIDEO TO SOCIAL MEDIA FIRST. THEN COPY AND PASTE THE POST COPY
- PLEASE CLICK HERE TO DOWNLOAD THE VIDEO, THEN UPLOAD IT TO FACEBOOK:
<https://www.dropbox.com/scl/fo/rhvur1shhg03hztjqkvxr/h?dl=0&rlkey=zhu1go67ydfkz477l4xt6uwci> or you can share the video from YouTube by using this Youtube link: <https://youtu.be/kZph4dr-Rg0>

Post copy: When you succeed, we succeed! Grab your REALTOR® Branding Kit now, by logging in here with your NAR credentials:
<https://www.get.realtor/r/login>.

Twitter copy and graphics

1. Post #1 - post as many times as you'd like, in the days prior to webinar



We are thrilled to announce a ★NEW MEMBER BENEFIT!★ Join us for the Launch Webinar to learn about your FREE REALTOR® Branding Kit. *ADD DATE AND TIME OF YOUR WEBINAR HERE* Register here: *ADD LINK TO YOUR WEBINAR HERE*

2. Post #2 – post any day after webinar



We've teamed up with @nardotrealor to help you own your online presence with a FREE REALTOR® Branding Kit. This is a new member benefit that includes:

- FREE Lead Generating Website
- FREE Web Address & Email address
- FREE Email, Calendaring, & Contact Management System

ADD LINK TO YOUR LANDING PAGE HERE

3. Post #3 – anytime

SECURE YOUR **FREE WEBSITE** ENDING
IN **.REALTOR™**

LET'S FIND YOUR DREAM
PROPERTY TOGETHER

KEEP IN TOUCH

www.get.realtor .realtor™ .realestate

It's not too late to capture the winning combination of your expertise, market knowledge, and cut-above client service with a FREE REALTOR® Branding Kit: web address, email address, lead-generating website, and email, calendaring, & contact management system! Members only benefit: ***ADD LINK TO YOUR LANDING PAGE HERE***.

4. Post #4 –post anytime



NAR's member survey shows that more than 65% of you will move brokerages every 5 years. With your FREE REALTOR® branding kit, you'll own your brand no matter where you hang your hat. <https://www.get.realtor/kit>

5. Post #5 – VIDEO post anytime

- Use this Youtube link: <https://youtu.be/kZph4dr-Rg0>
- COPY: When you succeed, we succeed! Grab your FREE REALTOR® Branding Kit now, by visiting <https://www.get.realtor/kit>

LinkedIn graphics and copy

1. LinkedIn Post #1 - 5 days prior to webinar

- ADD THE WEBINAR IMAGE TO FIRST. THEN COPY AND PASTE THE POST COPY

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Post copy: We are thrilled to announce a ★ NEW MEMBER BENEFIT! ★ Join us for the Launch Webinar with Nina Bachkova, Marketing Specialist at NAR, for an introduction to your FREE REALTOR® Branding Kit. *ADD DATE AND TIME OF YOUR LAUNCH WEBINAR HERE* Register here: *ADD REGISTRATION LINK TO YOUR WEBINAR HERE*

2. LinkedIn Post #2 – DAY OF WEBINAR

- ADD THE IMAGE TO SOCIAL MEDIA FIRST. THEN COPY AND PASTE THE POST COPY



Post copy:

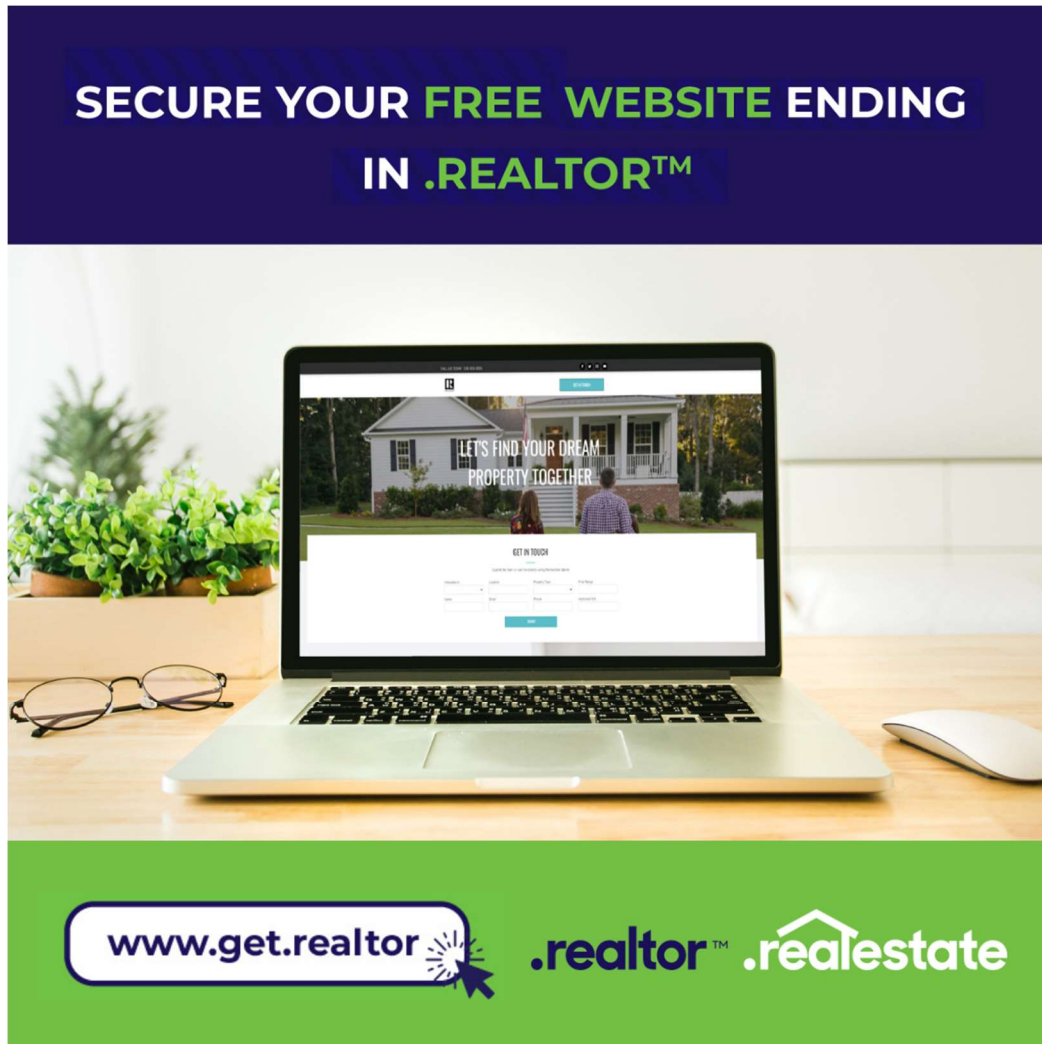
We want to make sure you have the tools necessary to capture and captivate clients, build your book of business, and set yourself up for success – that's why the **<ASSOCIATION NAME>** has teamed up with the National Association of REALTORS® to help you own your online presence with a FREE REALTOR® Branding Kit. This is a new member benefit that includes:

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- ➔ FREE Email, Calendaring, & Contact Management System

Learn More: <https://www.get.realtor/kit>

3. **LinkedIn Post #3 – 5-7 Days after webinar**

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Post copy: It's not too late to capture the winning combination of your expertise, market knowledge, and cut-above client service with your FREE .realtor™ web address, email address, lead-generating website, and business tools!

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4. **LinkedIn Post #4 – Post Anytime**

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Claim your **FREE** REALTOR®
Branding Kit!

www.get.realtor .realtor™ .realestate

- NAR's member survey shows that more than 65% of you will move brokerages every 5 years. With your FREE REALTOR® Branding Kit, you'll own your brand no matter where you hang your hat. Grab your Branding Kit now and find lots of great information on our program page: <https://www.get.realtor/kit>.

6. LinkedIn Post #5 – VIDEO post Anytime

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- PLEASE CLICK BELOW TO DOWNLOAD THE VIDEO, THEN UPLOAD IT TO LINKEDIN:
<https://www.dropbox.com/scl/fo/rhvur1shhg03hztjqkvxr/h?dl=0&rlkey=zhu1go67ydfkz477l4xt6uwci>
- Or you can share the video from YouTube by using this Youtube link:
<https://youtu.be/kZph4dr-Rg0>
- COPY: When you succeed, we succeed! Grab your branding kit now, by logging in here with your NAR credentials: <https://www.get.realtor/kit>.