

NATIONAL ASSOCIATION OF REALTORS®

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

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



www.get.realtor



REALTORS® are members of the National Association of REALTORS®

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

New Member Benefit!

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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

Secure Your **FREE Website** Ending in **.realtor™**



www.get.realtor



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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!

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

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



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/sc/fo/rhvur1shhg03hztjqkvxr/h?dl=0&rlkey=zhu1go67ydfkz477l4xt6uwci> or you can share the video from YouTube by using this Youtube link: <https://youtu.be/kZph4dr-RgQ>

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**

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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:

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ADD LINK TO YOUR LANDING PAGE HERE

3. Post #3 – anytime

Secure Your **FREE Website**
Ending in **.realtor™**

The advertisement features a central laptop displaying a real estate website with the headline "LET'S FIND YOUR DREAM PROPERTY TOGETHER". To the left is a tablet showing a "PHOTO GALLERY" of various interior photos. To the right is a smartphone displaying a profile page for "Katie Smith". Below the laptop, a green button with a mouse cursor icon contains the text "www.get.realtor". To the right of this button is the logo for the "NATIONAL ASSOCIATION OF REALTORS®". At the bottom center, in small text, it reads "REALTOR® are members of the National Association of REALTORS®".

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

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-

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Webinar:

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- Or you can share the video from YouTube by using this Youtube link:
<https://youtu.be/kZph4dr-Rg0>

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