



# MDO SOCIAL MEDIA START™



**S** **SETUP** 1- Set up personal Facebook (FB) account first- must have a personal account before setting up a business page

<https://www.facebook.com/help/570785306433644>

2- Set up Business FB page while logged in to your FB personal profile

<https://www.facebook.com/business/learn/set-up-facebook-page>

3- Look up and build friends on personal page (privacy settings link) - limit to 5000 friends on FB personal profile - business page is not limited to number of likes or followers

4- Invite friends to like / follow your business page

<https://www.facebook.com/business/help/464618030623795>

5- Use clean and professional images and grammatically correct language - keep it PG and family friendly for best exposure and sharing capabilities.

**T** **TREATMENT** Follow the Rule of 3rds for content creation & posting following R.A.P (Relational - Add Value - Promote)

Make most of your posts Relational and Value Additions that help people with resources related to home ownership and teach people how to add value to their lives related to your industry and home ownership - restrict your promotional content to less than ¼ of your posts so as not to wear out your audience.

Build your business page to look and feel professional. Remember the Law of Reciprocity - begin liking and commenting and following your friend's posts once a day (5 to 10 minutes max) Use your personal facebook page to share your relational and interesting posts. Use your business page to post about your business and helpful pointers and tips around your business. Don't just think about the sale, think about adding value to the future homebuyer or home owner and more of your posts will get liked and shared. Avoid polarizing topics so you do not alienate friends and followers. Do not over promote your business page posts on your personal page - keep it to 25% or less. If you want to increase sharing, followers and engagement, create occasionally inspiring posts & images, you can get free high resolution stock photos from <https://pixabay.com>. You can download free images from Pixabay and overlay them with text or inspirational quotes to increase engagement and sharing. 2 free tools that are easy to use for this are <https://pablo.buffer.com> and <https://www.canva.com>.

**A** **ARRANGE YOUR SCHEDULE** Schedule business page posts once per day on business page if possible. Business page allows for automated scheduled posts. Personal profile page does not. It's best to set aside an hour or 2 every month and schedule your posts 2 to 4 weeks in advance so you always have content going out. How to schedule automated posts: <https://www.facebook.com/help/389849807718635> Boosting posts by paying for boosted posts may increase followers, but it is not an effective strategy for generating leads. To effectively generate leads, you will need to use the MDO Funnel Building and Lead Generation System in the "AMPLIFY" module of the Million Dollar Originator System. When you are ready to generate leads using Facebook and other advertising channels, ask your MDO Coach for more information.

**R** **RESPOND** The worst thing to do is ignore people who respond to your posts. Be responsive and timely. Be sure to follow up at least once per day with personal and business responses. Remember, social media is a conversation online so be conversational. Millennials are very engaged and responsive and look to social media interaction as cues for building trust and relationships online. Be kind and responsive to everyone who comments and posts. It's good practice to follow up within 12-24 hours or sooner if possible. Schedule your posting and response times to 2 times a day, at 5 to 10 minutes each. This should be plenty of time to post and respond. As you grow your business, you can train someone on your team to post on behalf of your business page.

**T** **TEST AND IMPROVE** Look at your Facebook profile and business page as an ongoing science experiment. This will keep it fun and realistic. Not every post you share will get traction and engagement. Test different kinds of posts, different times of the day and week for posting, and different offers or calls to action and adjust to build your brand awareness, relationships, popularity and responsiveness.

\* The MDO Social Media Start Framework is designed to help you get set up with an effective Facebook personal profile and business page, and to begin generating an awareness of your business and brand using effective social media tools and marketing concepts and social media etiquette. In order to generate mortgage application leads with a predictable, positive ROI, ask your MDO Coach for more information about the MDO Funnel Building and Lead Generation System in the "AMPLIFY" module of the Million Dollar Originator System. This training is not a part of the Facebook website or Facebook Inc. Additionally, this training system is NOT endorsed by Facebook in any way. FACEBOOK is a trademark of FACEBOOK, Inc. | <http://www.milliondollaroriginator.com> | Tim Scholten - phone 614.374.2890