Social Media Marketing Resources

This section focuses on the marketing resources available to help agents maintain a consistent and authentic presence on social media through organic activity. It is designed to support brand awareness, sphere engagement, and overall visibility. For strategies related specifically to targeting and converting online leads, refer to the separate section under ‘Prospecting.’

- Social Media SOP
- Creating Social Media Posts Using Canva
- Connecting Listings To Canva
- Back At You Media

Social Media SOP

Social Media SOP: Staying Relevant & Consistent

Purpose

Maintain a strong, consistent presence on social media by following a clear posting and engagement system that builds trust, visibility, and audience connection.

Platforms I Use

- Instagram (Feed, Stories, Reels)
- Facebook (Page + Personal)
- LinkedIn (optional)
- Google Business Profile
- Back At You Media
- Canva
- TikTok
- YouTube

Posting Frequency

- Instagram/Facebook Feed: 3x per week
- Stories: Daily or at least 3–5x per week
- Reels/Video: 1x per week
- Google Business Post: 1x per week
- LinkedIn: 1x per week (optional)

Weekly Content Plan

Monday: Market Insight or Tip

Example: “Newmarket prices are holding steady this month…”

Wednesday: Personal / Behind-the-Scenes

Example: “On my way to prep a listing—this one’s going to shine!”

Friday: Listing Highlight or Client Story

Example: “Just Listed: 123 Main Street—open house this Sunday!”

Monthly Content Themes

- Market updates
- Local events or small business spotlights
- Just Listed / Just Sold
- Testimonials / Success stories
- Buyer and seller tips
- Personal moments or community involvement
- Business milestones

Posting Checklist

- ☐ Clear, eye-catching photo or video
- ☐ Strong first sentence
- ☐ Value-based or storytelling caption
- ☐ Call to action (e.g. “Message me to learn more”)
- ☐ Hashtags and location tag
- ☐ Branded design or consistent style

Daily Engagement Routine (15 mins)

- Respond to comments and DMs
- Like/comment on local posts and followers’ content
- Share relevant stories and tag people
- Re-share older posts that still provide value

End-of-Month Review

- Which posts had the most engagement?
- What topics worked best?

- Any events or listings coming up?
- Plan next month’s content calendar

Creating Social Media Posts Using Canva

Department: Marketing | Tool: Canva.com

PURPOSE

This SOP outlines how to use Canva to create professional, brand-consistent social media graphics for platforms like Instagram, Facebook, LinkedIn, and Stories. It includes best practices for using templates, customizing them to your brand, and exporting content ready for scheduling or posting.

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1. GETTING STARTED WITH CANVA

a. Create or Log In to Your Canva Account

- Go to www.canva.com
- Sign in with your work email address.
- If applicable, request access to the *C21 Heritage Group Shared Brand Kit or Templates Folder* from the Marketing Department.

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2. SETTING UP BRANDING (One-Time Setup)

a. Access the Brand Kit

- In the left-hand menu, click **“Brand”** (Pro accounts only).
- Upload your:
- **Logo(s)**
- **Brand colours** (Hex codes like #F5C518 for Century 21 Gold)
- **Fonts** (Main heading, subheading, and body)

b. Confirm Your Brand Kit Matches the C21 Heritage Group Standards

• If unsure, contact the marketing team to confirm branding specs and correct colours/fonts.

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3. CHOOSING A TEMPLATE

a. Search for Templates

- Use the search bar: “Real Estate Instagram Post,” “Open House Flyer,” or “Facebook Listing Ad.”
- Filter by post type: Instagram, Story, Facebook, LinkedIn.

b. Use Branded Templates (Preferred)

- Access your team or brokerage’s shared template folder if available.
- Select a relevant template based on the purpose (e.g., Just Listed, Client Testimonial, Market Update).

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4. CUSTOMIZING THE TEMPLATE

a. Replace Placeholder Content

- Swap out all stock photos for actual listing images, agent headshots, or relevant branding photos.

- Replace all placeholder text with correct listing info or captions.

b. Apply Your Branding

- Confirm fonts and colours match your **Brand Kit**.
- Add your logo in a consistent corner or placement.
- Use brand-approved icons or elements (avoid clutter or non-brand visuals).

c. Maintain Visual Hierarchy

- Highlight the most important information first (price, call-to-action, date/time).
- Use no more than 2 fonts and 2–3 colours per post.

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5. EXPORTING YOUR DESIGN

a. Select the Correct Format

- Click **“Share” → “Download”**
- Use:
- **PNG** for most social media posts
- **JPG** if smaller file size is needed
- **PDF** if you’re creating flyers or printable materials

b. Name Your File Clearly

• Example: JustListed_123MainSt_Apr2025.png

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6. POSTING OR SCHEDULING

a. Download and Upload

• Upload to platforms like Instagram, Facebook, or LinkedIn manually OR…

b. Use Canva's Content Planner

- Click **"Apps" → "Content Planner"**
- Choose a date and connect your social account to schedule posts directly from Canva.

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7. TIPS & BEST PRACTICES

- **Stay Consistent**: Use templates from the same series when running campaigns or posting regularly.
- **Use Clear Calls to Action**: (e.g., "Book a Showing," "Contact Me," "Learn More").
- **Mobile First**: Design assuming most people will view your post on their phones.
- **Save Templates**: Once you customize a design to match your brand, **save it to your folder** for re-use.

*Content can be used in Back at You Media if you are using their platform to automate posts.

NEED SUPPORT?

If you need help setting up your brand kit, accessing shared templates, or troubleshooting Canva, contact the **Marketing Department** or ask to be added to the shared workspace.

Connecting Listings To Canva

SOP: Connecting Listings to Canva via Remarketer Studio

Purpose:

This Standard Operating Procedure outlines how to integrate Remarketer Studio with Canva to enable quick access to your active listings within any Canva design.

Instructions

Step 1: Access Canva's App Integrations

1. Log into your Canva account.

2. Click on **"Apps"** in the left-hand toolbar.

3. In the search bar, type **"Remarketer Studio."**

Step 2: Install the Remarketer Studio App

1. Select the Remarketer Studio app from the results.

2. Click **"Connect"** or **"Use."**

3. When prompted, sign in with your Remarketer Studio credentials to authorize the connection.

Step 3: Access Listings Within a Canva Design

1. Create a new design or open an existing template in Canva.

2. In the left-hand panel, select **“Apps” → “Remarketer Studio.”**

3. Browse or search for the desired listing.

4. Click to insert property photos, address, price, and other listing details directly into the design.

Tips and Reminders

• Keep your Remarketer listings up to date to avoid pulling outdated information into your designs.

• Use branded templates in Canva to ensure compliance with Century 21’s brand standards.

• Information pulled into Canva reflects what is stored in your Remarketer Listing Manager—double-check details before posting.

Screenshot 2025-05-12 at 8.55.35 AM.png
Image not found or type unknown

Back At You Media

SOP: Accessing and Using Back At You Media

Purpose:

This SOP outlines how to access and use **Back At You Media** (BAYM) for automated and manual real estate social media marketing, including login options and initial setup.

Access Methods

Option 1: Google Single Sign-On (SSO)

1. Go to www.backatyou.com.

2. Click on **“Login.”**

3. Select **“Sign in with Google.”**

4. Choose your **Google account associated with your real estate email** (typically your C21 email).

5. Once logged in, you will be redirected to your Back At You Media dashboard.

Option 2: Through the Brokerage Hub in Remarketer

1. Log in to your **Remarketer** account.

2. Navigate to the **Brokerage Hub** section.

3. Locate and click on the **Back At You Media** tile or link.

4. This will either log you in automatically or prompt you to use your Google SSO.

Getting Started with Back At You Media

Step 1: Complete Your Profile

• Fill in your contact info, bio, and upload a professional headshot.

• Sync your MLS ID and ensure your listings are visible in the dashboard.

Step 2: Choose Your Automation Settings

• Turn on **automated listing posts**, **market updates**, **client reviews**, and **holiday/social media themes**.

• Review the schedule and frequency of posts to suit your branding and market presence.

Step 3: Customize Content

• Navigate to the **“Content Library”** to preview, edit, or schedule posts manually.

• Use the drag-and-drop editor or pre-built templates for your social feeds.

• Add local content, business spotlights, or personalized videos to increase engagement.

Step 4: Connect Your Social Media Accounts

• Link your **Facebook Business Page**, **Instagram**, **LinkedIn**, and **Twitter** (if applicable).

• Authorize all connections and ensure permissions are granted for scheduling posts.

Tips and Reminders

• Make sure your MLS integration is active—this powers automated listing promotions.

• Use the **Analytics tab** to monitor engagement, reach, and lead activity.

• Personal touches on automated content help improve reach and trust—customize whenever possible.

• Set aside 30 minutes each week to review upcoming posts and make necessary edits.