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.

Revision #1
Created 12 May 2025 13:46:04 by Eryn Richardson
Updated 12 May 2025 13:49:04 by Eryn Richardson