

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.
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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.
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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.
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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.
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