

# Social Media Ambassador Guide



As Connecticut REALTORS® kicks off its new advertising and marketing campaign, we want to encourage everyone to be an ambassador for Connecticut REALTORS® on social media, because you're the experts. It's your expertise, service and professionalism that helps make real estate transactions a success, so we want you to engage in the online conversation.

## Tip #1: Do what feels comfortable

Use the social channels you use normally on your own. Don't feel obligated to create a profile and learn all about a social network just to share Connecticut REALTORS® content. We want members to share our content the same way they would share a news story, listing or any piece of content they want their network to know about, whether sending out a tweet, posting to Facebook or sharing a link on LinkedIn.

## Tip #2: Share directly from Connecticut REALTORS® channels

Whenever possible, it's best to share content directly from our official Facebook and Twitter profile. This automatically tags or mentions Connecticut REALTORS® in your post. Feel free to add your own comments when posting so people know why you're sharing the content. Sharing directly from the official channels helps create awareness around the organization, and the more posts are shared, the higher they rank in the social network feeds, especially on Facebook.

## Tip #3: Download content for sharing

Sometimes, you may want to download images, videos or other campaign content so that you can upload them to your social channels directly. To do this, visit the Connecticut REALTORS® asset library on Dropbox (<http://bit.ly/ctrealtordropbox>), where you can download all the official campaign content as soon as it's posted to the official channels. We ask that you do not edit or alter the content in any way, ensuring our campaign is consistent across all channels.

## Tip #4: Don't forget to tag

If you're sharing Connecticut REALTORS® content on social channels, be sure to tag the organization's official channels. This helps build awareness around the organization, and helps us build a following on the official channels. You can tag on most social networks by typing "@" followed by the Connecticut REALTORS® official channel name:

- Facebook- Connecticut Association of Realtors- <https://www.facebook.com/ctrealtors>
- Twitter- CTRealtors- <https://twitter.com/ctrealtors>
- LinkedIn- Connecticut REALTORS- <http://bit.ly/ctrealtorlinkedin>

Also, if there are any hashtags you usually include on your posts, feel free to include them on posts you share from our channels.

## Tip #5: Less is more

Keep to your typical volume of posts when sharing Connecticut REALTORS® content. If you normally only tweet once a day, don't feel like you need to send out a flood of tweets to support our newest campaign. Remember- your network of friends, colleagues and clients follow your channels to hear from you, so use the official Connecticut REALTORS® to supplement your posts, not replace them.