

Five Tried-and-True Tips to Make Your Real Estate Twitter Profile More Engaging

More than half of Twitter's 317 million users have discovered a new business through the platform, and 94 percent of users plan to purchase a product or service from the brands they follow. There is a huge opportunity to connect with potential clients on Twitter — if you know how to engage your audience.

It's not a far jump from "engaged Twitter follower" to "loyal client." The real question is how to engage your followers in the first place. Though there are lots of opinions out there about how to make your tweets more engaging, it's not as difficult as it seems, and it doesn't need to be a huge undertaking. A few simple changes might be all you need to see an improvement.

If you'd like to see an increase in your engagement, here are five simple tips that will get you more followers, favorites and retweets.

1. Use photos and videos

Twitter (and pretty much every other social media platform and website out there) is dominated by photos and videos. There's a good reason for that: Tweets that contain images get 150 percent more retweets. If you want to see a dramatic uptick in your engagement quickly, just start sharing photos, videos and GIFs of open houses and real estate tips. You don't have to become a professional photographer, either. Stock photos, cell phone pictures and any relevant YouTube videos you come across will work just fine.

2. Don't be a robot

You might be using Twitter to advance your real estate business goals, but you don't have to sound that way. Don't be afraid to crack a joke, use slang or talk about your other interests on social media. Clients and peers like to follow, learn from, and — most importantly — work with people who are friendly and interesting. There's no need to overshare, but let some of your personality shine through your tweets. Chances are, *someone* in the Twittersphere will relate to you and appreciate your authenticity.

3. Set your profile's tone

Before hitting the follow button, people are going to look at three things: your cover photo, your profile photo and your bio. Beyond just making these elements look and sound nice, you can use psychology to influence how followers perceive you. A smiling profile picture with open body language is warm and inviting, and a witty bio about your real estate firm tells followers the tone to expect in your tweets. Colors are also important. For example, using black on your profile conveys sophistication (although it can come across as intimidating), while blue says you're trustworthy and loyal.

4. Make conversation

If you're not having a conversation with your peers and followers on Twitter, you're just shouting into the void. How can you expect followers to engage with you if you're not engaging with them? Create a conversation by tweeting at followers and responding to them in a timely manner, whether it's positive or negative. Search hashtags and follow accounts across the spectrum to see what different groups are talking about. And since

you're an expert on the community you serve, stay on top of the news and join the conversation on local comings and goings.

5. **Create your own niche**

There are hundreds of real-estate-related Twitter accounts, from individual agents to property management companies to industry publications. What makes your voice different? Maybe it's your sense of humor, your informative videos or your expertise on REITs. No matter what your signature is, refine it and use it to carve out your own space in the conversation. When followers know what you're all about, they'll look to you for your unique perspective.

Author: Aly Crea | September 18, 2017

