

Social Media Overview

Top Social Media Platforms



Facebook - 2.9 billion users



Instagram - 1 Billion Users



Tik Tok – 1 Billion Users

Social Media In Real Estate

- 87% of users start their home search online
- Real Estate Social Media Platforms
 - #1 – Facebook
 - #2 – Instagram
 - #3 – Tik Tok

Branding

Branding – Shorewest, REALTORS®

Shorewest REALTORS® has its own branding

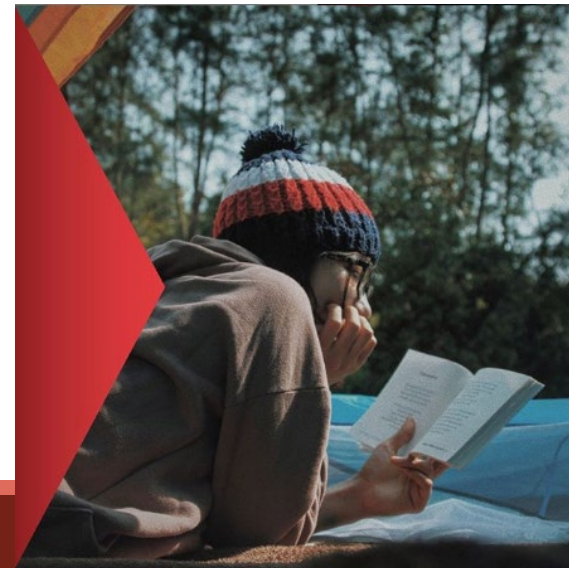
- Red, Black, White themes
- Clear, easy to read fonts

Wisconsin's Largest Home Seller™ tagline

Highlights

- Family owned
- High Customer Service
- Superior Industry Knowledge
- Highly Trained Agents

ShoreWEST
REALTORS®



Branding – As an Agent

Agents have freedom to develop their brand

- **“Traditional” Method**
 - Keep it strictly business
 - All posts are about listings, closings, industry news, etc
- Pro – always professional
- Con – can be a bit boring / monotonous / less interaction



Branding – As an Agent

- **Non-Traditional Method**

- Mix business with personal/non-business items

Pro

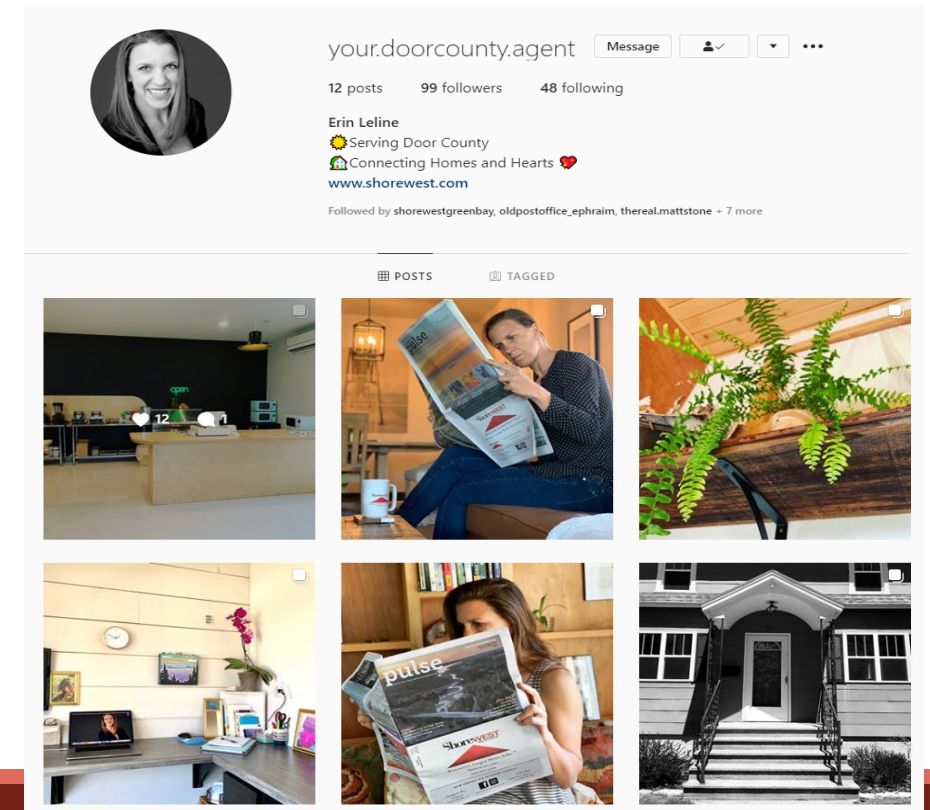
- Develop your brand around yourself
- Connect with local businesses
- More relatable

Con – need to be more careful about posts

- Avoid non-professional language
- Agent will need to determine if they post about charged/political items

****My recommendation**

Non-Traditional

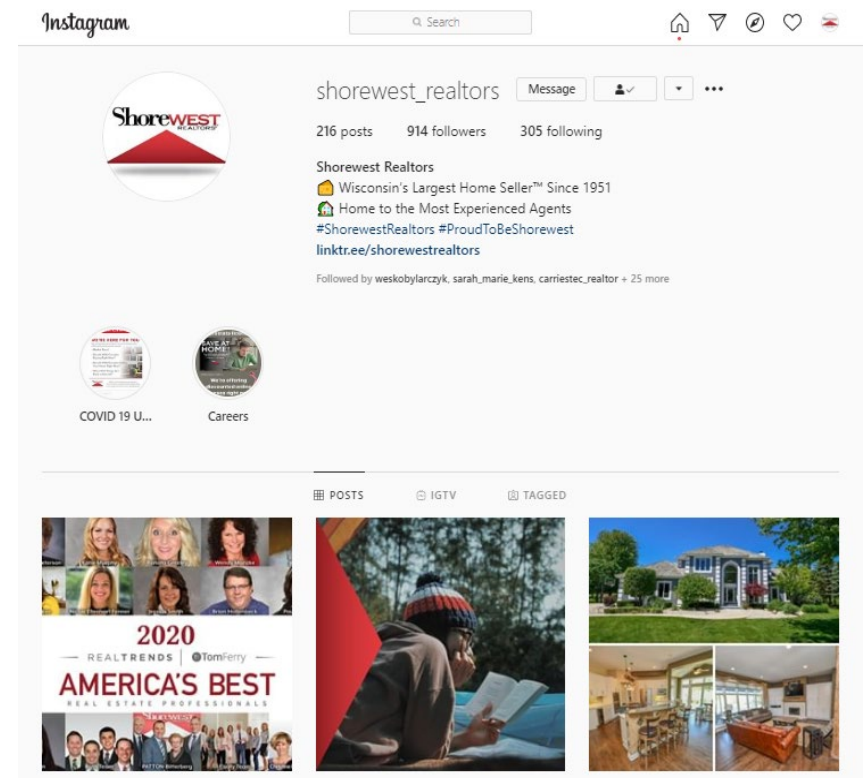


Shorewest & Social Media

Shorewest, REALTORS® Corporate Social Media



@shorewest

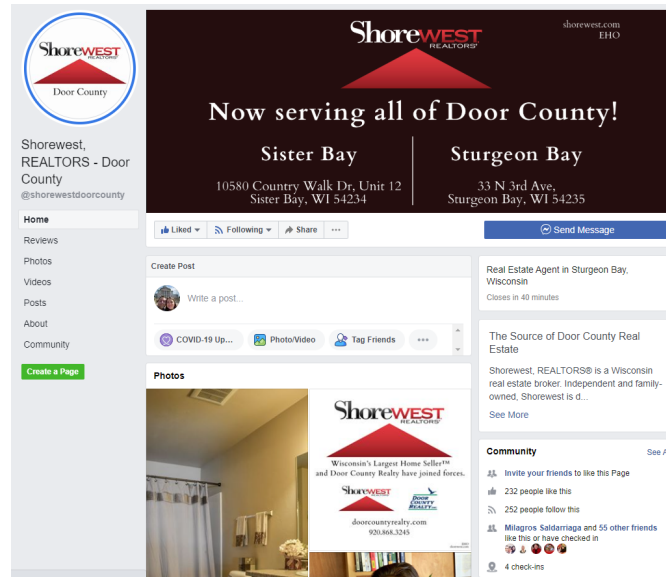


@shorewest_realtors

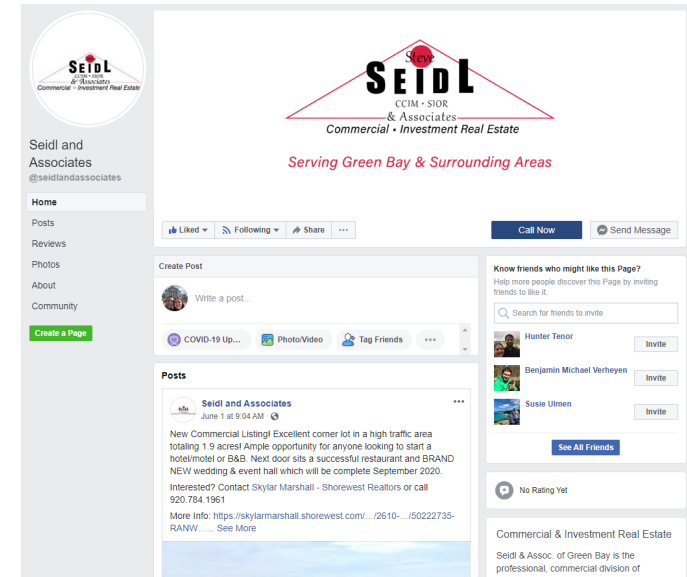
Our Teams – Facebook



@shorewestgreenbay



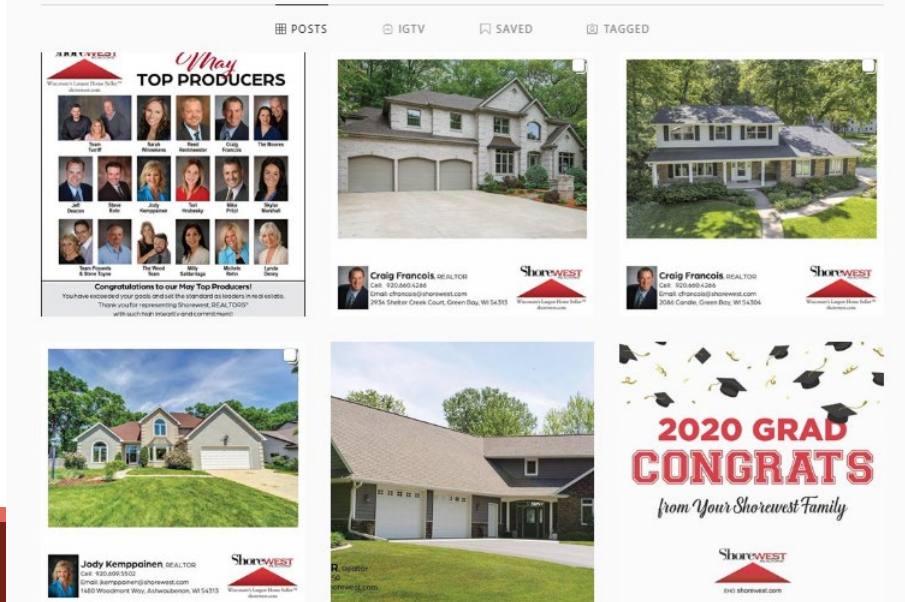
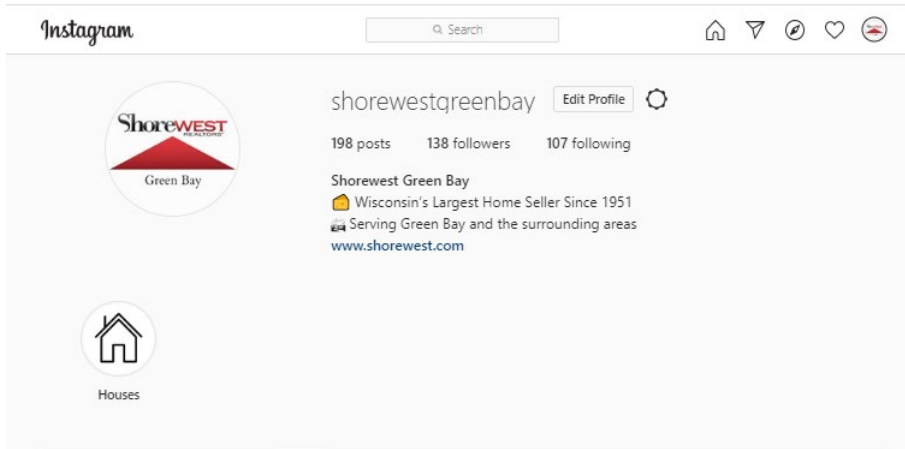
@shorewestdoorcounty



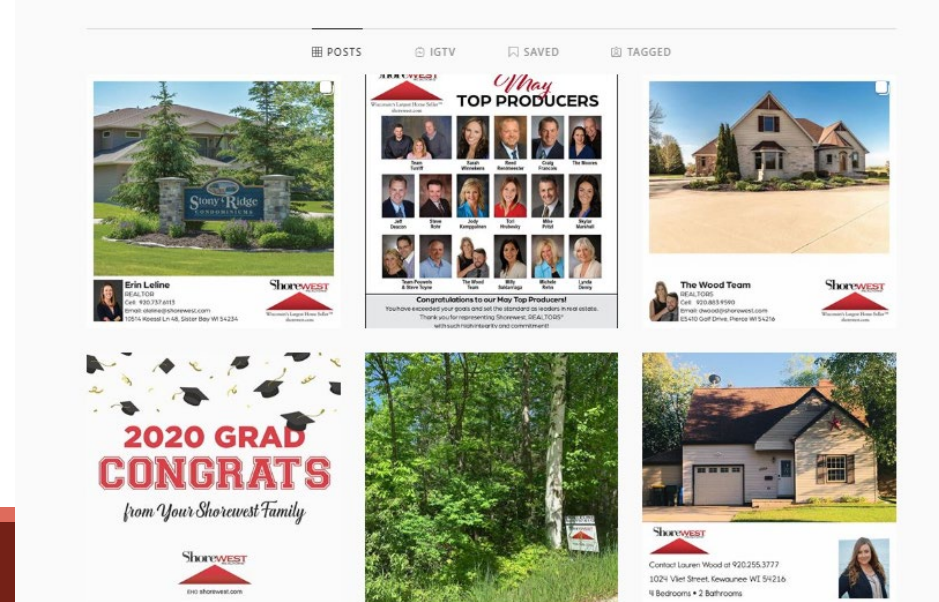
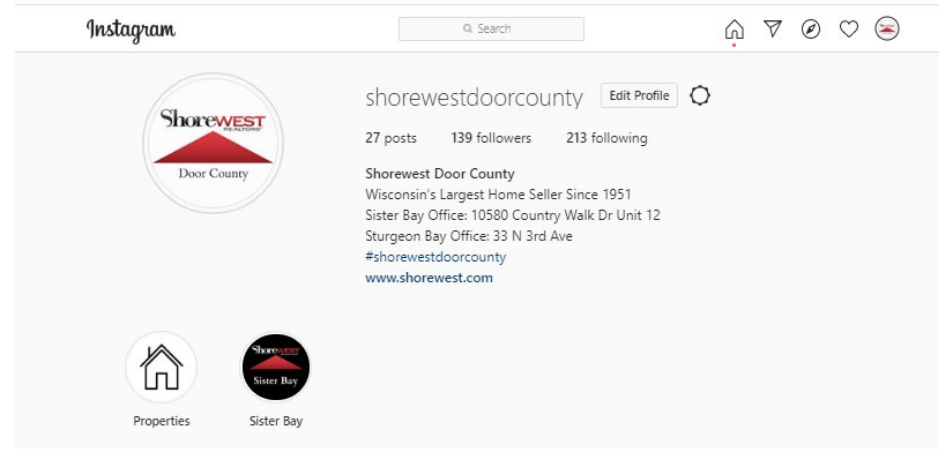
@seidlandassociates

Our Teams - Instagram

@shorewestgreenbay



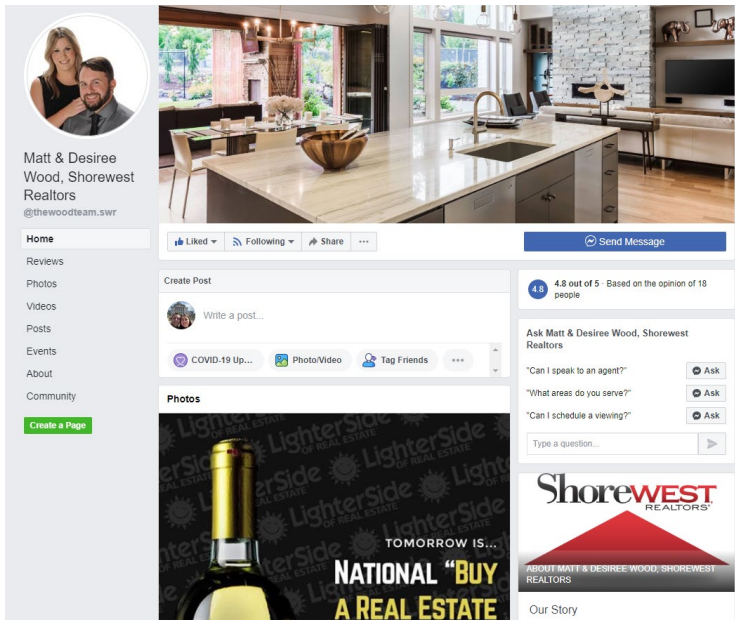
@shorewestdoorcounty



Promote Your Business – Increase Customer Awareness

(**Required)

Social Media Pages



Shorewest Agent Profile

Desiree Wood - The Wood Team



OUR PROPERTIES FOR SALE

RECENTLY SOLD PROPERTIES

WHAT'S MY PROPERTY WORTH?

My lumberjack look-a-like husband, Matt, and I have joined forces. As The Wood Team, we are full-time, dedicated and knowledgeable real estate agents serving Brown, Door, and Kewaunee Counties. To us being REALTORS means more than just selling homes; it's about you, your hopes and your dreams. And it is about a relationship based on trust, knowledge and expertise. You can be sure that we will go the extra mile to give you the best possible experience when buying or selling real estate. Since we bought our first property, real estate has been a passion. Every home has a story or a new story is ready to be written.

A little bit about us... We have two wonderful and energetic children. Which means we are still learning patience. Sometimes we can't wait for their bedtime... then we can watch movies with swear words and eat the hidden snacks. We have 2 dogs, 1 cat and a county fair goldfish that's still going strong. We say yes to new adventures! We love to travel, explore, and try new things. We look forward to opening the doors to your real estate dreams.

Side note... beard was trimmed for photo purposes. ?

Desiree – 920.883.9590, dwood@shorewest.com

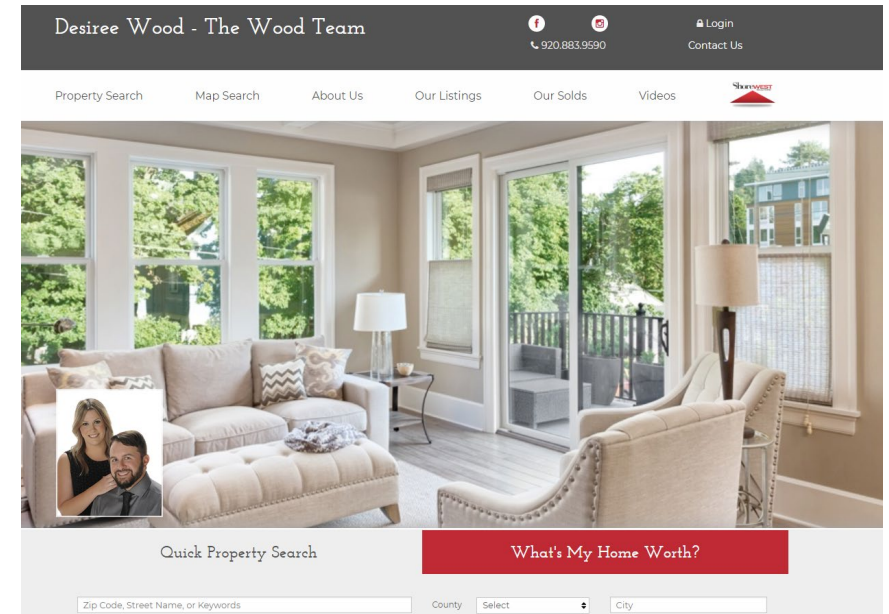
Matt – 920.883.6338, mwood@shorewest.com

Contact Info

Shorewest Office:
Shorewest - Green Bay

dwood@shorewest.com

Shorewest Website



Shorewest Agent Page

- Required for all agents
- Purposes:
 - Agent's info will populate on search engines (Google, etc.)
 - Easy way for potential customers to find your contact information
 - Will attach your picture to any of your listings
- Cost: \$99 annually

Shorewest REAL ESTATE 75 YEARS

Property Search Agents & Offices Buying Selling Find Your Community Our Services About Us

Home > Agents & Offices > Search Agents > Agents Results

Wisconsin's Most Productive Real Estate Agents




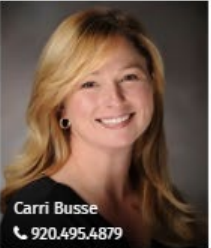
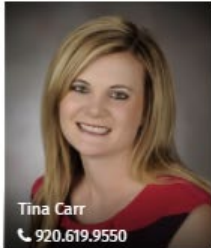
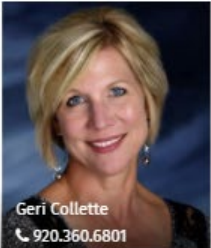






When buying or selling real estate in Wisconsin, it helps to have a knowledgeable partner at your side. Shorewest sales associates undergo extensive training and continuing education so they're prepared to help you every step of the way. Plus, they have access to the latest tools and technology and are backed by an amazing support team, helping find all the homes that meet your needs or qualified buyers for your current one.

[REFINE AGENT SEARCH](#)

Or View List of Agents by Last Name

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Showing 59 agents found

 Zach Anderson 920.419.8044	 Jay Baer 920.737.8764	 Crystal Bougneit 920.264.8100	 Carri Busse 920.495.4879
 Tina Carr 920.619.9550	 Geri Collette 920.360.6801	 Stacy Compton 920.455.9766	 Jeff Deacon 920.606.3333
 Barb DeJardin 920.660.9578	 Lynda Denny 920.265.6693	 Steven Finlay 920.471.6040	 Jordan Finlay 920.535.9078

- Contact Information
- Agent Bio
- Your Active Listings
- Client Testimonials

Jeff Deacon
CSRS



MY PROPERTIES FOR SALE

RECENTLY SOLD PROPERTIES

WHAT'S MY PROPERTY WORTH?

Contact Info

Shorewest Office:

Shorewest - Green Bay

jdeacon@shorewest.com

Mobile • 920.606.3333

Agent Website:

jeffdeacon.shorewest.com

Text Me ▶



Having grown up in Green Bay and calling it home for the past 20 plus years, Jeff could be considered an expert when it comes to what the area has to offer for those looking to buy or sell. After graduating from Southwest High School, Jeff earned his bachelor's degree in Accounting from UW-Eau Claire and received his CPA, specializing in the real estate and construction industry.

Jeff's passion for real estate brought him back to Green Bay to begin his career helping clients achieve their real estate goals, whether that's buying their first home, purchasing rental properties or down-sizing once becoming an empty-nester. His commitment to the community has been evident in his involvement in the Howard Suamico Lions Club and other various organizations, holding positions as president, treasurer, board member and coach for multiple years.

With almost 20+ years of experience as a realtor and 10+ years as a CPA, Jeff has an edge when it comes to technical real estate knowledge. His Certified Relocation Specialist designation provides additional knowledge and training to assist clients with relocation. This knowledge, combined with his integrity, commitment to exceptional customer service and attention to detail, has consistently made Jeff a Top Producer and in the Top 25 in the Green Bay market for residential sales.

If you're looking to buy or sell, let Jeff's experience, professionalism and expertise assist you in your real estate needs. A financial investment as large as buying or selling a home shouldn't be left to an amateur.

What clients are saying...



Jeff was awesome to work with! Being from out of state and buying, we knew this process would be a little more challenging as we couldn't be here every time a house popped up. Jeff was always willing to help us out and made time in his schedule for our needs. He was great at communicating and always got back to us quickly. We really appreciated his support and honesty throughout this process. He was there for us all the way until we signed the papers on closing day. We are really grateful for Jeff and all of his help. We love our new home and wouldn't be here if it wasn't for Jeff. We would highly recommend!!

- Hannah P

Featured Properties

[VIEW ALL MY PROPERTIES](#)

New Listing!



2705 Sunray Lane, Howard, WI

3 Bd, 2/0 BA \$269,900

[View Details ▶](#)[Schedule a Showing ▶](#)

3876 W Lake Ellwood Road,
Florence, WI

2 Bd, 1/0 BA \$164,900

[View Details](#)[Schedule a Showing ▶](#)[VIEW ALL MY PROPERTIES](#)

Will attach your picture to any of your listings

Showcases your information

Potential buyers have ability to contact you about the listing.

If they aren't working with an agent, you potentially can become their REALTOR.**

**Agents forget to try to capture a new client when people call about their listing.

2705 Sunray Lane, Howard, WI 54313-7167
\$269,900



[VIEW ALL PHOTOS](#)

New Listing!

Features of 2705 Sunray Lane, Howard, WI 54313-7167

[WI](#) > [Brown](#) > [Howard](#) > 2705 Sunray Lane

- **Single Family Home**
- Status: **Active**
- Mailing City: **Green Bay**
- County: **Brown**
- **3 Bedrooms**
- **2 Full Bathrooms**
- Est. Square Footage: **1,579**
- Garage Size: **2 Car**
- Parking: **2.0**
- Est. Acreage: **0.31**
- School Dist: **Howard-Suamico**
- High School: **Bay Port**
- Property Taxes: **\$2,930**
- Property Tax Year: **2021**
- MLS#: **50253329**
- Listing Company: **Shorewest - Green Bay**
- Price/SqFt: **\$170**

Estimated Monthly Payment

\$1,419 per month

[CALCULATE PAYMENT](#)

Make An Appointment



Jeff Deacon
Listing Agent • 920.606.3333

[SCHEDULE A SHOWING](#)

Get More Info

Receive more detailed information on this property

[ASK A QUESTION](#)

Search by MLS#

[Jeff Deacon - Listing Agent](#)



Phone: 920.606.3333

[Email Agent](#)

[Other Properties By Agent](#)

[Visit Agent Website](#)

Shorewest Agent Website

- Optional for all agents
- Purposes:
 - Agent's info will populate on search engines (Google, etc.)
 - Easy way for potential customers to find your contact information
 - Will showcase any listings or sold listings of yours
 - Great place to drive all traffic from other marketing efforts – advertising, social media, etc.
- Cost: \$354 annually
- Price includes Agent Page + Website

The screenshot displays the Shorewest Agent Website for Jeff Deacon, CSRS. The header includes the agent's name, phone number (920.606.3333), and links for Login and Contact Me. The main navigation bar features links for Property Search, Map Search, About Me, My Listings, My Solds, My Reviews, Videos, and Blog. The hero section shows a large image of a modern kitchen with a granite countertop and a small inset photo of the agent. Below this is a 'Quick Property Search' form with fields for Zip Code, Street Name, or Keywords, County, City, Property Type, Beds, Baths, Price (Min), and Price (Max), along with a 'Search Properties' button. A 'What's My Home Worth?' button is also present. The 'Featured Properties' section displays three property listings with images and addresses: 2205 Sutterly Lane, Howard, WI; 3876 W Lake Ellwood Road, Florence, WI; and Williams Grand Drive, Lawrence, WI. A 'View All My Properties' button is located below the featured properties. The footer section includes the agent's name, 'Jeff Deacon - CSRS', a 'What clients are saying...' section with a 5-star review from Hannah P., and a sidebar with the agent's photo, contact information, and links for Email Me, Text Me, Buying, Selling, Financing, Download App, and My Reviews.

Facebook & Business

Why use Facebook?

- Gives access to target audience.
- Real Estate Target Audience
 - Adults – ages 18+
 - Financial capability to buy a house
 - Or currently own a home that they can sell
- Facebook
 - 72% of U.S. adults use Facebook on a daily basis
 - Facebook accounts for more than half of all U.S. social media usage
 - Over 68% of U.S. Facebook users are between the ages of 25 and 65
 - 82% of U.S. college graduates are on Facebook; 75% of users with an income above \$75k

Setting Up A Facebook Business Page

The image shows a Facebook Business Page for "Shorewest, REALTORS • Green Bay". The page layout includes a left sidebar with navigation links (Home, Reviews, Photos, Videos, Posts, Events, About, Community) and a "Create a Page" button. The main content area features a cover photo of a house with the text "Shorewest REALTORS" and "Wisconsin's Largest Home Seller™". Below the cover photo is a "Create Post" section with a "Write a post..." prompt and icons for "COVID-19 Up...", "Photo/Video", and "Tag Friends". To the right of the post section is a "Photos" gallery showing a house. Further right is an "Our Story" section with a 5.0 rating and a description of the business. Below "Our Story" is a "Community" section with a "See All" link and a list of recent likes and check-ins.

Professional Photo → [Profile Picture: Shorewest REALTORS Green Bay]

Agent Name – Shorewest REALTORS → [Page Name: Shorewest, REALTORS • Green Bay]

AgentnameshorewestREALTORS → [Page Username: @shorewestgreenbay]

Focal point image → [Cover Photo: Shorewest REALTORS Wisconsin's Largest Home Seller™]

Agent Bio → [Our Story: Shorewest, REALTORS® is a Wisconsin real estate broker. Independent and family-owned, Shorewest is d...]

Types of Posts

- Listings
 - New Listings
 - Accepted Offer
 - House Sold / Closing Day
- Achievements
 - Top Producer List
- Real Estate Related
 - News Articles
 - Market Trends
- Other
 - Positive customer reviews / testimonials

Shorewest, REALTORS • Green Bay
Published by Emilie Verheyen 191 · June 11 at 11:43 AM · 🌐

Congratulations to all our top producers this month! We thank you for all your hard work, dedication and integrity in representing #shorewestrealtors.

Team Turriff of Shorewest Realtors Sarah Winnekens, Realtor Reed Rentmeester, Realtor Craig Francois - Shorewest Realtors The Moores - Shorewest Realtors Jeff Deacon - Shorewest Realtors, Green Bay Steve Rohr Jody Kempainen Shorewest, Realtors Tori Hrubesky - Shorewest Realtors Mike Pritzl - Shorewest Realtors Skylar Marshall - Shorewest Realtors Team Pouwels of Shorewest Realtors Steven Toyne Matt & Desiree Wood, Shorewest Realtors Milly Saldarriaga - Shorewest Realtors Michele Rehn-Shorewest Realtors Lynda Denny - Shorewest Realtors

#shorewestgreenbay #shorewestdoorcounty #wegrowpeople #topproducers #oprealestateagents #realestate

Shorewest REALTORS
Wisconsin's Largest Home Seller®
shorewest.com

May TOP PRODUCERS

 Team Turriff	 Sarah Winnekens	 Reed Rentmeester	 Craig Francois	 The Moores
 Jeff Deacon	 Steve Rohr	 Jody Kempainen	 Tori Hrubesky	 Mike Pritzl
 Skylar Marshall	 Team Pouwels & Steve Toyne	 The Wood Team	 Milly Saldarriaga	 Michele Rehn
 Lynda Denny				

Congratulations to our May Top Producers!
You have exceeded your goals and set the standard as leaders in real estate. Thank you for representing Shorewest, REALTORS® with such high integrity and commitment!
920.593.4100


EHO
shorewest.com

Shorewest, REALTORS • Green Bay
Published by Emilie Verheyen 191 · June 9 at 9:43 AM · 🌐

Keeping Current Matters
June 9 at 8:40 AM · 🌐

According to experts, the economy will begin to recover in the second half of this year. 📈

With real estate as a driver, that recovery may start sooner than we think. 🏡



KEEPINGCURRENTMATTERS.COM
Real Estate Will Lead the Economic Recovery
With more U.S. states reopening for business this summer, and as...

Shorewest, REALTORS • Green Bay
Published by Emilie Verheyen 191 · June 10 at 1:00 PM · 🌐

Quality, character, warmth & charm abound in this professionally remodeled and updated 2 story colonial. Contact Craig Francois - Shorewest Realtors or call 920.660.4266 for more information.
<https://craigfrancois.shorewest.com/.../2086-C-.../50223302-RANW...>

#shorewestrealtors #shorewestgreenbay #luxurylisting #investinrealestate #listingagent #homeloans #homeinspection #property #toprealtor #realestates #realtorsofinstagram #luxuryrealestate #newlisting



Shorewest, REALTORS • Green Bay
Real Estate Service

1,169 People Reached 530 Engagements [Boost Again](#)

Things to Include when posting

- Your Contact Info
 - Phone #
- Link your website / listing mentioned
- 4-6 #hashtags minimum
- Pictures or Videos
 - Posts without pictures or videos have very low performance.

Post Details



Shorewest, REALTORS • Green Bay

Published by Emilie Verheyen [?] · June 19 at 3:46 PM · 🌐

Here is your chance to buy a home in the highly sought after East De Pere!
Contact Jeff Deacon - Shorewest Realtors, Green Bay or call 920.606.3333
for more info!

<https://jeffdeacons.shorewest.com/.../2093-Char.../50223972-RANW...>

#shorewestrealtors #shorewestgreenbay #greenbay #depere
#wisconsinrealestate #realty #justlisted #realestatestyle #househunting
#homesforsale #investmentproperty #homeforsale #realestatesales
#realestateinvesting #realestateagent



#Hashtags

- #hashtags Training – Check agent One Stop under “Social Media Tips” Section
- Use #hashtags to represent the picture
 - Locations
 - Company
 - What your selling

TRAININGS WATCH HERE

- **Interacting As Your Facebook Business Page:**
<https://www.facebook.com/100000478656316/videos/271884434748714/>
- **Using Social Media Scheduling Tool:**
<https://www.facebook.com/100000478656316/videos/6240849999274227/>
- **#Hashtag Training:**
<https://www.facebook.com/100000478656316/videos/5862657797093451/>
- **Social Media Engagement & Data Tracking:**
<https://www.facebook.com/100000478656316/videos/6019619574730605/>

Overall Facebook Strategy

- Interact on social media through your business pages at least 1x a day
- Post often – Daily
- Respond to comments & messages as soon as possible
- Always check grammar & spelling
- Link to items whenever possible



More Indepth Facebook Training



TRAININGS WATCH HERE

- **Interacting As Your Facebook Business Page:**

<https://www.facebook.com/100000478656316/videos/271884434748714/>

- **Using Social Media Scheduling Tool:**

<https://www.facebook.com/100000478656316/videos/6240849999274227/>

- **#Hashtag Training:**

<https://www.facebook.com/100000478656316/videos/5862657797093451/>

- **Social Media Engagement & Data Tracking:**

<https://www.facebook.com/100000478656316/videos/6019619574730605/>

Instagram & Business

Why use Instagram?

- Access to a younger target audience
- Connect with local businesses and start to spread awareness of your name
- Instagram
 - 95% of users are adults
 - Average age of users is 25 to 34 years old

Setting up an Instagram Business Page

Instagram

Search

Home Search Activity Add Post Profile

Professional Photo

Agent Bio / phone #

Photos you want people to see

AgentnameshorewestREALTORS®

Agent Name – Shorewest REALTORS®

Website or linktr.ee

shorewestgreenbay Edit Profile

290 posts 245 followers 113 following

Shorewest REALTORS Green Bay

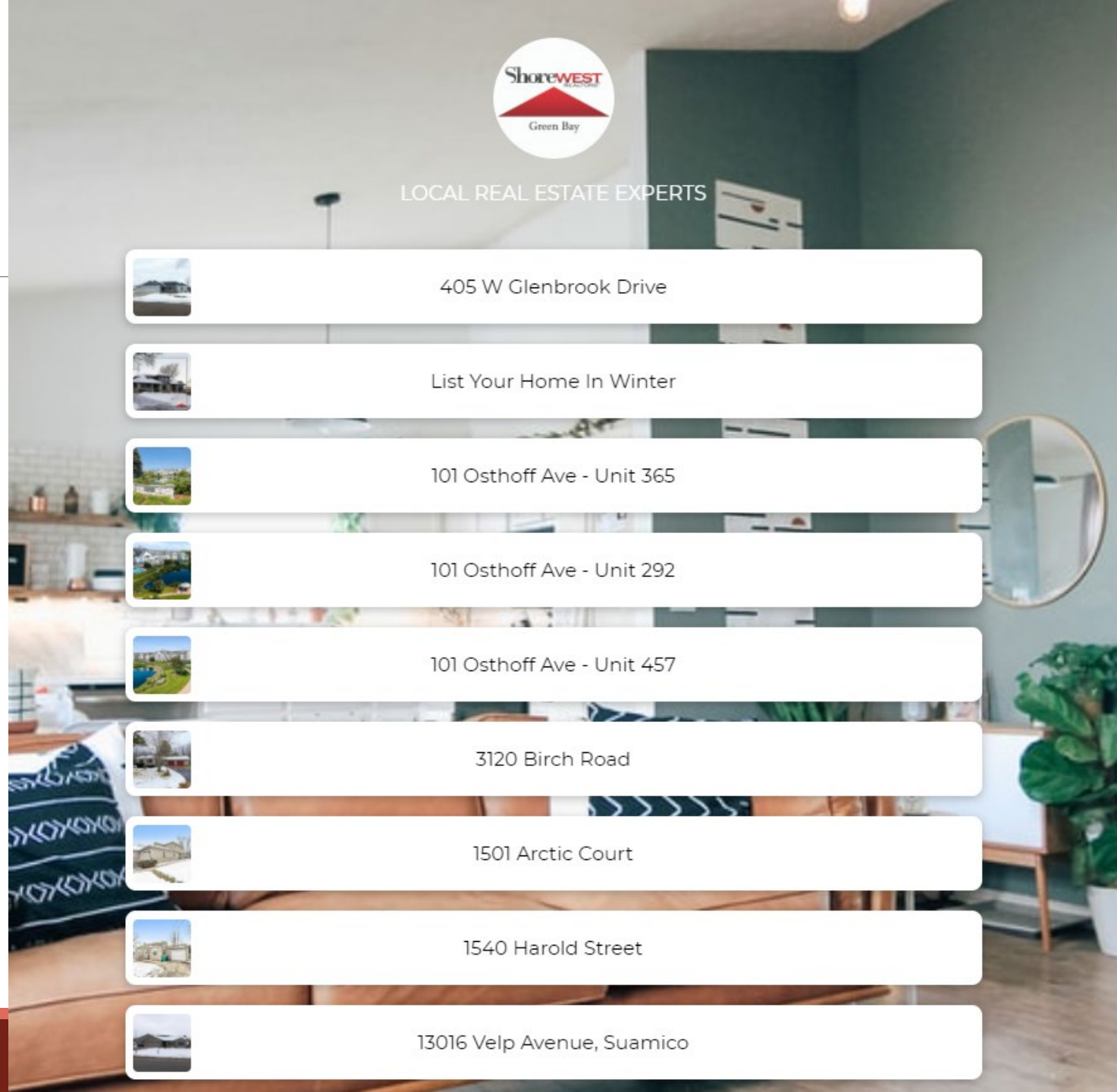
Wisconsin's Largest Home Seller™
Serving Green Bay & Surrounding Areas
Call Us! 920-593-4100
linktr.ee/shorewestgb

POSTS IGTV SAVED TAGGED

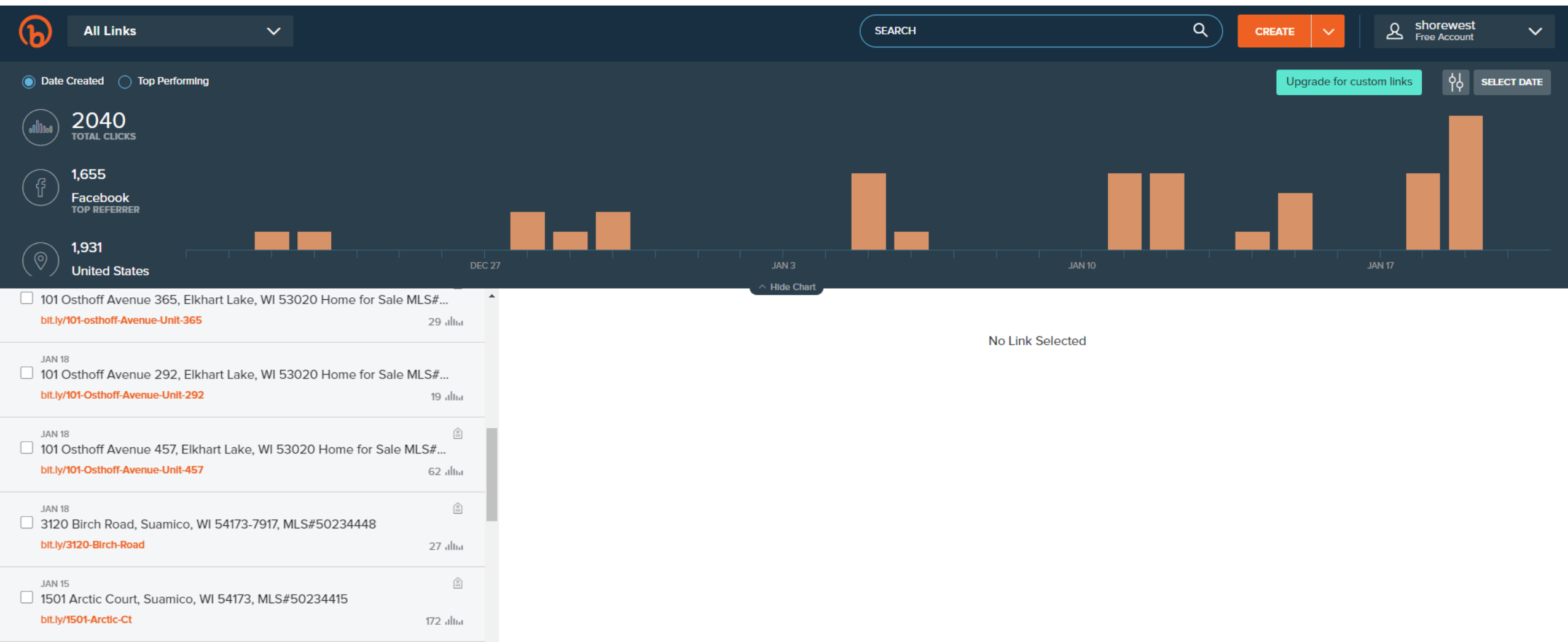
The image is a screenshot of an Instagram profile page for 'shorewestgreenbay'. The profile features a circular profile picture with the 'Shorewest REALTORS Green Bay' logo. The bio text reads: 'Shorewest REALTORS Green Bay', 'Wisconsin's Largest Home Seller™', 'Serving Green Bay & Surrounding Areas', 'Call Us! 920-593-4100', and 'linktr.ee/shorewestgb'. The page shows 290 posts, 245 followers, and 113 following. Below the bio, there are six post thumbnails arranged in a 2x3 grid. The first row shows a house with snow, a house with a red roof, and a stone wall. The second row shows a large house with a pool, a house with a pool, and a house with a red roof. Green arrows point from text labels on the left to specific elements on the profile: 'Professional Photo' points to the profile picture, 'Agent Bio / phone #' points to the bio text, and 'Photos you want people to see' points to the first post in the grid. On the right, green arrows point from text labels to the profile header: 'AgentnameshorewestREALTORS®' points to the username, 'Agent Name – Shorewest REALTORS®' points to the bio, and 'Website or linktr.ee' points to the link in the bio.

Linktr.ee

- Can create multiple links to different websites
- Suggest use Bitly links



Bitly



Bit.ly & Linktree Training

TRAININGS WATCH HERE

- **Interacting As Your Facebook Business Page:**

<https://www.facebook.com/100000478656316/videos/271884434748714/>

- **Using Social Media Scheduling Tool:**

<https://www.facebook.com/100000478656316/videos/6240849999274227/>

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- **Social Media Engagement & Data Tracking:**

<https://www.facebook.com/100000478656316/videos/6019619574730605/>



Open Discussion - Questions?

Agent Announcement Postcard

- Send Emilie (everheyen@shorewest.com) streets you want to target
- Up to 200 total