

The Complete Social Media Strategy Guide for Realtors

How to build a social presence that actually closes deals — from picking the right platforms to a content system that brings listings to you.

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Why most realtors fail at social media

Most agents treat social media like a billboard: post a listing, hope someone calls. That doesn't work, because nobody follows a person to look at flyers. They follow a person they trust. The realtors who win on social aren't the ones with the prettiest listings — they're the ones whose face and name the whole market already knows before a deal ever comes up. That recognition is the asset. Everything in this guide builds toward it.

Belight's founder built a near-decade real estate career entirely on social — no cold calling, no door knocking, no buying leads. At peak, that meant reaching over 4 million accounts a month and generating hundreds of leads from video alone. This guide is that system, stripped to what you can act on.

Step 1 — Pick two platforms, not six

You do not need to be everywhere. Spreading thin across six platforms produces weak content on all of them. Pick the two where your buyers and sellers actually scroll, go deep, and ignore the rest until those are working.

- ◆ Instagram — the home base for realtors. Reels for reach, Stories for trust, DMs for conversion.
- ◆ TikTok — the fastest organic reach available right now; non-followers find you here.
- ◆ Facebook — still where older sellers and local community groups live; strong for a mature market.
- ◆ YouTube Shorts — easy to repurpose vertical video, and it compounds over time more than any other platform.

Belight rule: master one platform's reach engine (Reels or TikTok) before adding a second. One platform done well beats four done poorly.

Step 2 — Become the face, not the logo

People trust faces, not brands. The single highest-leverage decision you can make is to put yourself on camera consistently. Talking-head videos, market updates, behind-the-scenes of a showing — your audience needs to feel like they already know you. By the time they're ready to buy or sell, you're the only name they think of.

Step 3 — Build a content system you can actually keep

Consistency beats quality. A steady stream of decent videos will outperform occasional perfect ones every time, because the algorithm rewards frequency and your audience rewards familiarity. Build a simple repeatable mix instead of reinventing every post.

- 1 Educational — answer one buyer or seller question per video ("How much do I really need for a down payment?").
- 2 Market updates — local numbers, told in plain language, weekly.
- 3 Listings — but framed as a story, not a flyer ("the kitchen that sold this house in 3 days").
- 4 Personal / behind-the-scenes — show the human. This is what builds the trust that closes.

Step 4 — Turn attention into appointments

Reach is worthless if it never becomes a conversation. Every piece of content should make the next step obvious: a comment prompt, a DM trigger word, a link to book a call. The goal is to move someone from watching to talking to you — quietly, automatically, every single day.

QUICK CHECKLIST

- ✓ Two platforms chosen and nothing else
- ✓ You are on camera in most of your content
- ✓ A weekly content mix you can repeat without burning out
- ✓ Every post has a clear next step (comment, DM, or book)
- ✓ You track booked appointments, not likes

That's the whole system. The hard part isn't knowing it — it's running it consistently while you're also closing deals. That's exactly the problem Belight was built to solve.

Want this done for you?

Belight Marketing runs this entire system for high-volume realtors — filming, editing, posting, ads, and automation — so you stay in front of your market without lifting a finger.

Book Your Strategy Call →

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