

Social Media for Realtors & Lenders: The 2026 Guide

1. Define Your Brand

Before you create content, get clear on what you want people to know and feel about you.

Who are you?

What makes you different from every other agent or lender?

Example: “I help busy Seattle families navigate buying and selling without overwhelm.”

Your Mission:

Your mission outlines your values and the experience you give clients.

Example: “My mission is to simplify the real estate process and make it feel doable, even in a competitive market.”

Your Why:

Why did you enter the industry?

Example: “I bought my first home alone at 24 and had no idea what I was doing—I became an agent so others never feel that lost.”

2. Define Your Value

People follow you because you make real estate feel easier and more approachable

Ask yourself:

- What problems do I solve?
- What's something I do differently from other agents?

Examples:

- **“I specialize in off-market opportunities for buyers who are tired of bidding wars.”**
- **“I communicate quickly and clearly—my clients never wonder what's next.”**
- **“I help sellers prep their homes using simple, realistic staging tips.”**

3. Know Your Audience

You can't reach everyone. Get specific about who you serve.

Examples of niches:

- First-time Seattle buyers
- North King County upsizers
- New construction buyers
- Empty nesters downsizing
- VA buyers relocating to WA

Knowing your audience helps you tailor content they instantly relate to.

Example: If you target first-time buyers, post content like “5 things to do before your first house hunt.”

4. Create Content With Purpose

Before you create content, get clear on what you want people to know and feel about you.

Modern 2025 Content Pillars (with Real Estate Examples):

- **Authority:** Teach something.

Example: “Here’s why pre-approval matters more than ever in 2025.”

- **Personality:** Let people know you.

Example: A story about your favorite Seattle coffee shops between showings.

- **Social Proof:** Build trust.

Example: Share a buyer’s success story: “We beat 12 offers without going over budget.”

- **Local Expertise:** Be the neighborhood expert.

Example: “3 things families love about living in Richmond Beach.”

- **Promo:** Use sparingly.

Example: New listings, open houses, sold posts—but with value added.

- **Connection:** Encourage engagement.

Example: “Would you live near light rail or prefer more space?”

5. Define Your Social Media Goals

Likes don't pay the bills—strategy does.

Examples of goals:

- Build name recognition in your city
- Generate warm leads through DMs
- Grow your email list with a market update opt-in
- Book more buyer or seller consultations

Real estate example:

“This month my goal is to get 10 new local buyers onto my email list through a ‘Seattle 2025 Market Guide.’”

6. Quality Over Quantity

Posting daily isn't necessary—posting value is.

Examples of high-value content:

- “What \$750k gets you in 3 different neighborhoods.”
- “What happens after your offer is accepted.”
- “3 mistakes sellers make before listing.”

7. Show Up on Video

Short-form video builds trust faster than anything else.

Examples of simple but effective videos:

- Walkthrough clips with voiceover tips
- 15-second Q&A; (“Do I need 20% down?”)• A day-in-the-life reel showing inspections, showings & offers
- Neighborhood tours (“Living in Ballard: What to know”)

8. Build Community, Not Just Followers

Engagement builds relationships. This is where leads happen.

Examples:

- Replying with a quick voice note to someone asking about interest rates
- Asking, “What neighborhood are you curious about?”
- Posting a Story poll: “Townhome or single-family?”

9. Measure What Matters

Don't focus on likes—look at actions.

Metrics that matter:

- Saves (people want to reference you)
- Shares (your content is valuable)
- DMs (real conversations start here)
- Link clicks (interest is high)
- Leads/consult calls booked

Real estate example:

If a reel about “How to prep your home for sale” gets lots of shares, make more seller-focused content.