



## SOCIAL MEDIA BEST PRACTICES

This guide shares helpful tips for promoting NAR content and outlines best practices for sharing our content on your personal social platforms.

- **Use vertical format when possible:** A singular template can work for multiple platforms, but for video, the portrait vertical format is the ideal layout to boost post visibility and engagement. For LinkedIn in particular, we recommend using the landscape video format.
- **Post during peak engagement times:** For LinkedIn, the best times to post are on Tuesdays, Wednesdays, and Thursdays, 9 a.m. – 12 p.m. local time. The worst day to post on many platforms is on Sundays. Every social media platform is a little different and there is no perfect formula. As you post content, figure out when works best for your specific audience and post regularly at those times.
- **Use hashtags to expand reach:** When posting use simple hashtags such as #homeownership #smallbusinessowners #realestateagent #NAR to help expand the reach of your post.
- **Use the full toolkit:** Include graphic images from social toolkits to elevate visuals and boost the performance of your posts. In some toolkits, you'll find editable graphics to include your name, title, and image, or to customize the photos used for your local area. Follow the instructions included to customize graphics in PowerPoint.
- **Link to a corresponding article or to [competition.realtor](#):** It's always important to provide resources so your clients can learn more about a topic. In each one-pager, you will find a link to the article in REALTOR® Magazine that each social media kit corresponds with. Please consider linking to this article when publishing to social media platforms, or consider linking to [competition.realtor](#), where you and your clients can find resources and information on all topics related to local broker marketplaces and the current real estate model.
- **Link to social platform and use correct NAR branding:**
  - Always include the registered trademark symbol when referring to REALTOR® or REALTORS®
  - Link to NAR page where applicable through post tagging.
  - Tag NAR on social platforms
    - LinkedIn: @National Association of Realtors
    - Instagram: @nardotrealtor
    - Facebook: @National Association of REALTORS®
    - X (formerly known as Twitter): @nardotrealtor

