



## Social Media Marketing

### Facebook

#### Download Video from Vimeo

Go to Vimeo.com. Select the Manage Video tab. Click on the correct property video. This will open the property video. Select the light gray Download button. Select the "HD 720p" option. Save to your desktop.

#### Facebook Video Post

Go to the company Facebook page: <https://www.facebook.com/goldcompassrealestate/>

Right below where you would type in a status update, select "Share a photo or video". Select the "Upload Photos/Video". It will have you select the video from your desktop, then click open.

The video will automatically begin uploading to Facebook. Update the following information, but make it relevant to the current property:

**Status:** Just Listed home in Idaho Springs. This updated charming Victorian house features 2 bedrooms, 2 bathrooms, original woodwork, pine floors, and 1860 sq/ft.

2117 Wall Street Idaho Springs, CO 80452

Price: \$250,000

If you would like more details or a showing call Mike Lies at 303-325-5690.

**Video Title:** Property Address

**Video Tags:** Leave Blank

**Thumbnail:** There will be 10 image options to choose. Don't use these images but instead upload the image provided by our video editor with the video file.

Click Publish.

### Twitter

#### Twitter Post

All Facebook posts will automatically be posted to Twitter, so you don't need to create a special Twitter post.



## Google Plus

### Google Plus Post

Go to the company Google Plus page: <https://plus.google.com/b/100680707191584524121/>  
Click once on the status box, which will open a pop-up. Paste the following information, but make it relevant to the current property \*\*Use the same information as Facebook:

Just Listed home in Idaho Springs. This updated charming Victorian house features 2 bedrooms, 2 bathrooms, original woodwork, pine floors, and 1860 sq/ft.

2117 Wall Street Idaho Springs, CO 80452

Price: \$250,000

If you would like more details or a showing call Mike Lies at 303-325-5690.

<https://vimeo.com/204581559>

## Pinterest

### Pinterest Post

Download the Pinterest Save Button for Chrome:

<https://chrome.google.com/webstore/detail/pinterest-save-button/gpdjojdkbbmdfjfhajcgigfpmkopogic?hl=en>

Go to the property website. Example: <http://coloradohomeblog.com/exclusive-listings/214-snow-water-rd-bailey-co-80421/>

Once you are on the property website page, click on the red Pinterest button that is on your browser.

Several images will pop-up for you to choose front, select Save on the main home image.

Under the property image, past the same description, you used for Facebook. Then select the Home Listings category.

The pin will be saved.



## YouTube

### YouTube Video

Go to the company Google Plus page: <https://www.youtube.com/channel/UCXTS0kS-8uxAbxi-UtP09bw>

Click the Upload Arrow in the upper right-hand corner. Drag the original video into the space to upload

**Title:** Property Address

**Description:**

<http://www.coloradohomeblog.com/> Contact Mike Lies with Gold Compass Real Estate at 303-325-5690 for more information.

Then **Public Remarks**

**Taglines:** Update with the current city, zip, and subdivision name. Also, add any areas such as Trailmark, Roxborough, Condo or Townhome name, etc.

Denver Homes for Sale, Denver Houses for Sale, **City** Homes for Sale, **City** Houses for Sale, **City** Colorado, **Zip Code**, **City** Listing Agent, **City** Home Listings, **City** Realtor, **City** Real Estate, **City** Real Estate Agent, **Subdivision**, **Subdivision Homes for Sale**, Gold Compass Real Estate, [www.coloradohomeblog.com](http://www.coloradohomeblog.com)

**Thumbnail:** YouTube offers several thumbnail images. Don't use these images but instead upload the image provided by our video editor with the video file.

Then click Publish.

Watch the whole video to make sure it all looks good without any glitches/errors.