

# FACEBOOK TOOLKIT FOR RESA® CHAPTERS


## + *Best Practices*

Chapters are encouraged to use social media as a great way to get exposure and share meeting plans. All social media accounts used by RESA® Chapters will belong to RESA® and should be created by RESA-HQ.

Most chapters have a public Facebook page. Many have private groups on Facebook exclusively as a local chapter member benefit, where they can discuss 'private' matters and share referrals. Chapters are also encouraged to use Instagram.

Be sure to join the [RESA Chapter Sharing Facebook group](#) to collaborate with other leaders.





*Does the chapter want a new social media account?*

IF THE CHAPTER WOULD LIKE A NEW SOCIAL MEDIA ACCOUNT, RESA-HQ WILL CREATE IT FOR YOU. ADMIN ACCESS BY RESA-HQ IS ALSO REQUIRED. CONTACT US AT [RESACHAPTERS@RESA-HQ.ORG](mailto:RESACHAPTERS@RESA-HQ.ORG)

## IS THE CHAPTER READY TO MANAGE A SOCIAL ACCOUNT?

If RESA® creates a social media account for the chapter, it must be willing to manage and engage at least twice a week.

Why does this matter?

1. Inactive accounts make the local leadership and RESA® at large look inactive.
2. You want to stay on top of leads. This could come in the form of new members, agents looking to connect and/or potential sponsors.

The chapter should have a plan on who is responsible for posts and checking messages.





FACEBOOK

[@RealEstateStagingAssociation](#)



INSTAGRAM

[@RESAHQ](#)



YOUTUBE

[@RealEstateStaging](#)

FOLLOW RESA<sup>®</sup> NATIONAL



USE THE OFFICIAL RESA®  
HASHTAGS ON ALL  
CHAPTER POSTS + TAG  
RESA HQ SO THEY CAN  
ENGAGE AND SHARE.

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#RESAHQ

#RESAProud

#RESASocial

#RESAStager

#RESAChapter

# Facebook

CREATING A FACEBOOK BUSINESS PAGE IS  
RECOMMENDED FOR THE CHAPTER

- All pages will include the chapter logo and official chapter name, the chapters official RESA® logo will be used for the profile picture. Click [here](#) to download the chapter logo.
- Use an image that represents the chapter's geographic location for the cover photo (banner at top of page).
  - If the chapter would like to request a different photo, it must be a professional shot and HQ must approve it before the chapter can change the image. (Examples of what would be approved: current group photo or a photo of a current members work - if the chapter gives all members the opportunity to be featured)
- Page role "admin" is for RESA staff. Individuals will be assigned with "Task Access" who are chapter leaders that wish to manage the page. Individuals with "Task Access" can manage all aspects of the page with the exception of assigning page roles. If you need to add new individuals to get "Task Access" for the page, send Felicia Pulley a friend request and then follow up via email at [Felicia@resa-hq.org](mailto:Felicia@resa-hq.org) and she will get you added.
- Each chapter page will have a Facebook web address ex. [www.Facebook.com/RESAMinneapolisAreaChapter](https://www.Facebook.com/RESAMinneapolisAreaChapter)
- Add the chapter mission, goals or special message to the 'description'.
- Add this to the "Additional Information" section: The Real Estate Staging Association (RESA®) is the trade association for professional real estate stagers. RESA is a 501(c)(6) tax-exempt non-profit trade association. For more information about real estate staging, or to find a professional stager call 888-201-8687 or visit the RESA website at [www.RealEstateStagingAssociation.com](http://www.RealEstateStagingAssociation.com)
- RESA's phone 888.201.8687 will be on the page rather than having any one chapter member monitor leads and/or communications, RESA-HQ is equipped to answer questions for the chapters and will always forward when applicable.
- Include [RESAchapters@RESA-hq.org](mailto:RESAchapters@RESA-hq.org) as the page email, this email is monitored by RESA HQ.
- RESA's website will be included on every chapter page [www.RealEstateStagingAssociation.com](http://www.RealEstateStagingAssociation.com)
- Add the service area for the chapter.

# Managing the RESA® Chapter Facebook Page

ALL PAGES ARE REQUIRED TO  
BE MAINTAINED ON A  
REGULAR BASIS BY A MEMBER  
OF THE CHAPTER BOARD.

We recommend that the chapter checks the messages as often as they can, and no less than twice a week.

It is important to respond in a timely manner as it reflects on the chapter and our association as a whole.

## BE CONSISTENT

RESA® recommends setting a consistent schedule for the chapter posts. The Facebook algorithm likes it when pages have a pattern and stick to it.

If the chapter can commit to posting a few times a week, make it a regular schedule. If the chapter can post as much as once a day, even better! Whatever the chapter decides to do, be consistent.

CHAPTERS CAN HAVE PRIVATE GROUPS (A MEMBER BENEFIT) FOR CHAPTER MEMBERS ONLY TO SHARE REFERRALS, SHARE TIPS, RESOURCES, SOLUTIONS, ETC. MAKE SURE THE MEMBERS KNOW THE DIFFERENCE BETWEEN PUBLIC PAGES AND PRIVATE GROUP.

## GET THE CHAPTER MEMBERS INVOLVED

RESA® recommends that the board invites the chapter members to follow the chapters Facebook page and engage on the posts.

"Like" the posts but most importantly, make a comment on the post. Facebook likes engagement, the more organic engagement the more likely the chapters posts are to show up in other stagers/agents feed locally.

++ BONUS points if you can get the chapter members to SHARE any content from the local page, Facebook likes this type of engagement.

Ask chapter members to send in content for the chapter to consider posting, including before + after photos, behind the scenes on a staging install or destage, photos from chapter meetings and videos about WHY other home stagers should get involved with RESA®.



# WONDERING WHAT TO POST?

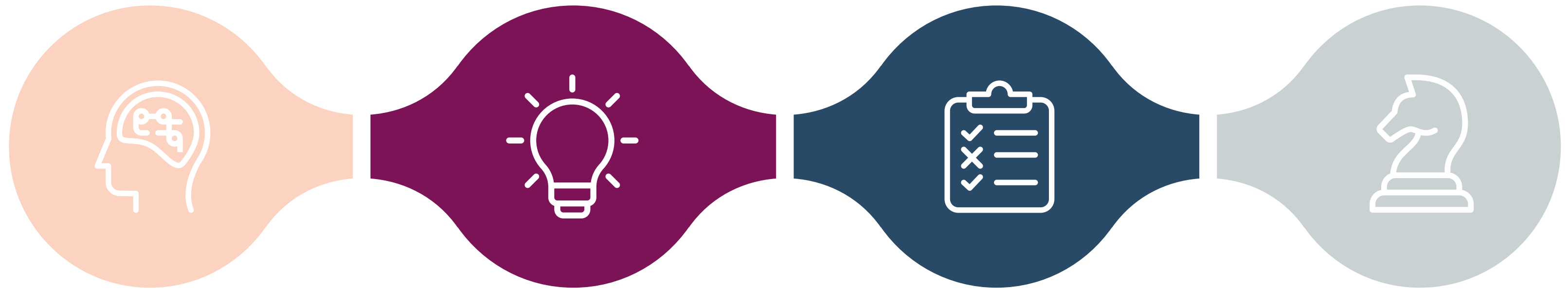
*Here are a few ideas:*

- Share upcoming chapter meetings
- Testimonials from members on past meetings
- Trends (how to re-create a trend at home is always a hit)
- Take data/info from the Consumer's Guide to Real Estate Staging to educate consumers (Remember to source RESA®)
- Share chapter members photos (do this fairly giving everyone a chance to participate)
- Get to know the board posts are fun
- If the chapter has local sponsors, shout them out
- Share info on how to become a home stager
- Share webinars/educational info from RESA Accredited and Affiliate Education providers
- Share info about upcoming RESA® national webinars or events
- Benefits of the RESA® membership
- Talk about the RESA® Buying Group (free for members)
- Share photos from RBG partners - Be sure to tag them
- Share tips on getting in front of agents
- Share stats
- Someone from the chapter featured in the local news? Share it
- Reposting something from RESA HQ is always an easy option.
- Share general business best practices

BOOKMARK THE CHAPTER PROMO TOOLBOX IN  
MORA AND CHECK IT OFTEN FOR NEW MATERIAL



# The 4 Pillars of SOCIAL MEDIA CONTENT CREATION



## **Entertainment**

Content that grabs  
your audience's  
attention.

## **Inspiration**

Content with a  
tendency to lean  
towards.

## **Teaching**

Content that teaches  
about the topics you're  
passionate about.

## **Advocacy**

Tools that show the  
audience how to  
continue their journey.



# Facebook

## EVENTS FEATURE

RESA® suggests adding chapter meetings using Events on your chapter's Facebook page. RESA® will add your event to the RESA Facebook page if you invite Joanna Fraley (RESA's Marketing Assistant) or email her at [Joanna@resa-hq.org](mailto:Joanna@resa-hq.org).



### POST AS MANY DETAILS AS YOU HAVE ABOUT THE MEETING

If it will be a virtual meeting and other RESA members/stagers who are outside of the chapters normal service area are able to attend, make note of that. Share the link to the virtual event so that people have a way to register in advance.

### INVITE YOUR GUEST SPEAKER TO BE A CO-HOST

Feel free to include them as a co-host this will give them the opportunity to add to their Facebook page as well.

### INVITE PEOPLE TO THE MEETING

Via the Facebook event. Consider including industry professionals that you feel would gain knowledge by attending.

Feel free to share these events in any of the RESA® groups, and add a link to the Facebook Event in the Chapter Meeting notices in Constant Contact to get more engagement.

### PLAN IN ADVANCE

If the chapter has a few months of meetings booked out add them to the Facebook page as soon as possible so that people can plan ahead and be SUPER IMPRESSED with how far out your chapter has planned your meetings.

### YOU'LL HAVE A HISTORY

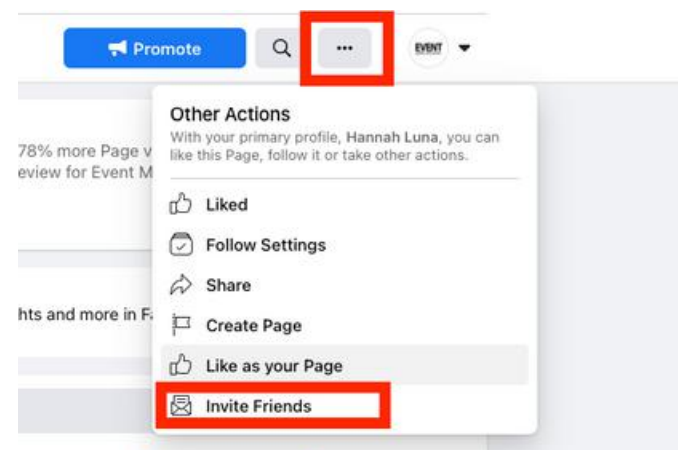
When your chapters meeting is over it automatically moves over to the past events section of the Facebook page and serves as a great running record of the chapters meetings and their topics.

# Extra Tips

## TO MAXIMIZE FACEBOOK

### 1. SHARE THE CHAPTER PAGE WITH YOUR FRIENDS & COLLEAGUES

On your personal and business accounts share the chapter's Facebook page to help increase 'likes' and show that you support your local RESA® chapter. This can be a great educational tool for agents to show them how home stagers are networking near them, just like agents network with their association.



### 2. REMEMBER, PAGES ARE VISIBLE TO EVERYONE.

Never post negativity or anything you would not want your clients to see.

### 3. ALWAYS TAG YOUR COLLEAGUES

When the chapter posts pictures from the past events tag, tag, tag anyone that was there. This also applies when you are sharing content that was provided to the chapter by a chapter member, partner, or RESA HQ.

### 4. SCHEDULE POSTS AHEAD OF TIME WHEN POSSIBLE

The chapter's social media manager can schedule posts directly on Facebook for the chapter. The chapter can also use tools such as [Later](#) if they would like. If the chapter can get ahead of scheduling posts for at least a month then add in additional posts as they come up in real time.

### 5. USE HASHTAGS

But only a few and make most of them location specific. **Examples:**  
#HomeStagingCincinnati #StagingWorks  
#DallasRealEstateMarket #StaginginSeattle

### 6. LOCATION, LOCATION, LOCATION

Get local! Every time the chapter posts something on Facebook make sure to include a location. Did the chapter host a meeting somewhere in person? Check in to the location AND tag the business if they are on Facebook.

Posting photos of a members work? Use city as the location or a popular spot in town such as a restaurant, event hall or park.

### 7. KEEP IT SHORT

Posts with 80 characters or less receive 23% higher interaction than longer posts.