

FREE COURSE FOR REAL ESTATE AGENTS

The Agent's Social Media Playbook

Ten short lessons on what to post, where, when, and how to turn attention into conversations.

10 lessons | About 50 minutes | Every number sourced | Updated September 2026

What's inside

Start with what every platform supports and what the data actually says. Then what wins for agents, when to post, how to drive engagement and what to ask for. Finish with a week you can repeat.

01 **What social media is actually for** — 4 min
Buyers start their search online, but they pick agents they already know.

02 **Every platform, every format** — 6 min
Each platform rewards a different kind of post.

03 **Reels vs. carousels vs. photos: what the numbers say** — 5 min
People argue about this constantly.

04 **The five kinds of posts that win for agents** — 6 min
You don't need 30 content ideas.

05 **What the algorithms reward in 2026** — 5 min
Nobody outside these companies knows every signal.

06 **When to post and how often** — 5 min
Every year the big studies publish a “best time to post.” They rarely agree.

07 **Driving real engagement** — 5 min
Engagement isn't a vanity number.

08 **Calls to action that start conversations** — 5 min
A post without a next step is a missed chance.

09 **Stay compliant without overthinking it** — 5 min
Your license is on every post.

10 **Your weekly plan** — 4 min
Here's everything from the first nine lessons turned into one week you can repeat.

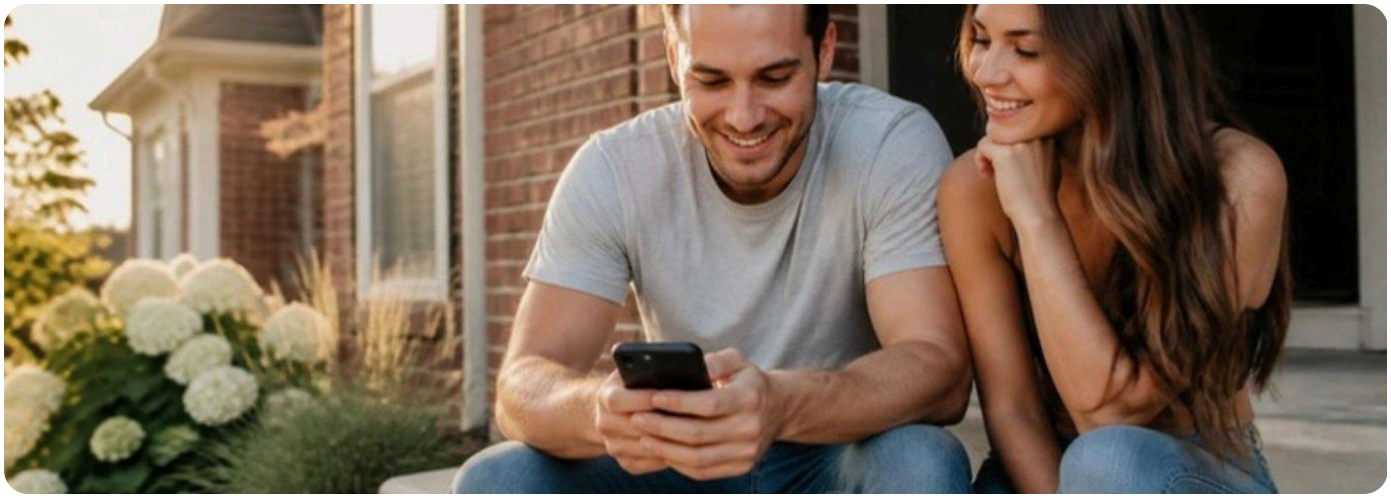
Your move
Every lesson ends with steps you can take yourself, today, with free tools.

HOWSR
Then a short note on how HOWSR can do that part for you, if you'd rather hand it off.

LESSON 1 OF 10 · 4 MIN

What social media is actually for

Buyers start their search online, but they pick agents they already know. That one tension decides what your social media should do.



46%
of buyers took looking online for properties as their first step[1]

52%
found the home they bought on the internet[1]

43%
found their agent through a referral from a friend, neighbor or relative[1]

1%
chose an agent after seeing their social media page with no other connection[1]

Read those together. Social media almost never turns a stranger into a client on its own. What it does very well is keep you in front of the people who already know you, like past clients, neighbors, friends and their friends, so yours is the name that comes up when someone asks, *"Do you know a good agent?"*

And when your name does come up, people look you up. 33% of buyers say online research played a key role in choosing their agent, and the share of sellers who found their agent online rose from 15% in 2018 to 36%[2]. If your last post is from March, that check goes badly.

The three jobs your social media has

1. **Stay top of mind.** Show up often enough that the people who know you remember what you do and where you do it.
2. **Look active and credible** when someone checks you out before calling.
3. **Make it easy to start a conversation**: a clear next step on every post and a profile that says who you help.

Agents who do this think it's worth it. 75% of Realtors use social media, and in NAR's 2025 technology survey they named it the technology that brings them the most quality leads (39%), ahead of their CRM (23%) and the MLS (17%)[3].

TAKEAWAY

Measure yourself in this order: consistency first, then engagement, then conversations. The first one is the only one you fully control, and it drives the other two.

YOUR MOVE

Do this today: a 10-minute profile check

- [ ] Your photo is a current, well-lit headshot, the same one on every platform.
- [ ] Your bio says who you help and where, in one line: *"Helping buyers and sellers in north Houston."*
- [ ] Your brokerage name and license details appear where your state requires them (Lesson 9).
- [ ] Your one link goes somewhere useful: your own page, not a dead listing.
- [ ] Your last nine posts look like the account of someone who's working this week.

SOURCES

1. NAR 2025 Profile of Home Buyers and Sellers: highlights. National Association of REALTORS (via Rhode Island REALTORS), Nov 2025 · rirealtors.org
2. Online research now shapes how most agent relationships begin. Zillow Consumer Housing Trends Report, Dec 30, 2025 · investors.zillowgroup.com
3. 2025 REALTORS Technology Survey. National Association of REALTORS, Sep 18, 2025 · cms.nar.realtor

LESSON 2 OF 10 · 6 MIN

Every platform, every format

Each platform rewards a different kind of post. Here's what you can post where, the sizes that fit, and what each platform is best at for an agent.



PLATFORM	WHAT YOU CAN POST	SIZES	BEST USE FOR AGENTS
Instagram	Reels up to 3 minutes[1] (the camera now records up to 20, but Instagram prioritizes Reels under three[2]); carousels of up to 20 photos or videos[3]; single photos; Stories	Reels and Stories 9:16. Feed posts up to 4:5. The profile grid now crops to 3:4[4]	Reels to be discovered; carousels to teach; Stories for everyday behind-the-scenes
Facebook	Videos are becoming Reels[5]; photos and albums; text posts; Stories	Video 9:16; photos up to 4:5	Your sphere: past clients, neighbors, family, your kids' friends' parents
TikTok	Video; Photo Mode with up to 35 images. A post is photos or video, not both[6]	9:16	Being found by people who don't know you yet
YouTube Shorts	Vertical or square video up to 3 minutes[7], plus long-form video	9:16	Searchable videos that keep working: neighborhood tours, cost-of-living explainers
LinkedIn	Text posts up to 3,000 characters, up to 20 images, video, and document (PDF) carousels[8]	Images up to 4:5	Referrals from other professionals: relocation, lenders, builders, HR teams
Google Business Profile	Updates, Offers and Events with a button[9]; photos; videos up to 30 seconds[10]	Photos: 720×720 recommended[10]	People who search your name or “realtor near me”

Specs change often. These were current in September 2026.

The formats, in plain English

- **Reels and short videos** are vertical videos of about a minute. They're how new people find you.
- **Carousels** are 2 to 20 slides someone swipes through. They're how you teach, and they get saved.
- **Single photos** are the weakest format in 2026. On Instagram, single-image reach fell 22% and interactions fell 25% year over year[11].
- **Stories** disappear after 24 hours. They're where followers see your day-to-day and where polls and question stickers live.
- **Document posts** on LinkedIn are PDF carousels, and they're LinkedIn's highest-engagement format (Lesson 3).

What changed recently

- Instagram began limiting posts to **5 hashtags** in December 2025, rolling it out gradually[12].
- Instagram's grid now shows taller **3:4** rectangles instead of squares, so check how your cover image crops[14].
- Instagram carousels can carry **a different caption on each slide** (June 2026)[13].
- Facebook is turning **every video into a Reel**, with no length or format limits (announced June 2025)[5].

YOUR MOVE

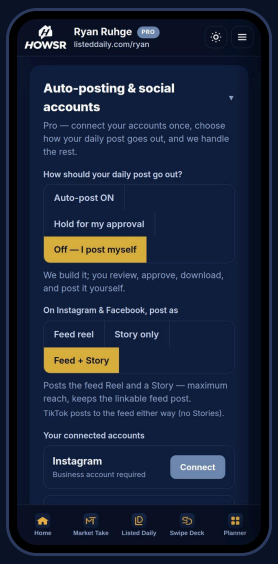
Do it yourself: pick two, not six

- [ ] Choose **one platform where your sphere already is**. For most agents that's Facebook.
- [ ] Choose **one discovery platform**: Instagram if you're comfortable with Reels, TikTok if you like being on camera.
- [ ] Switch both to a business or creator account so you get analytics and scheduling.
- [ ] Use the same name, headshot and link on both. Add a Google Business Profile when you're ready.
- [ ] Keep a note on your phone with the sizes above: 9:16 for video, 4:5 for feed images.

HOWSR

How HOWSR handles this

Every post HOWSR makes is already sized for where it's going: 9:16 reels for Reels, TikTok and Shorts, and designed carousels for Instagram, Facebook and LinkedIn. Connect your accounts once and each post goes to every one you've connected: Instagram (Feed, Story or both), Facebook, TikTok, LinkedIn and Pinterest. YouTube Shorts is available on request.



Auto-posting settings: Feed, Story or both

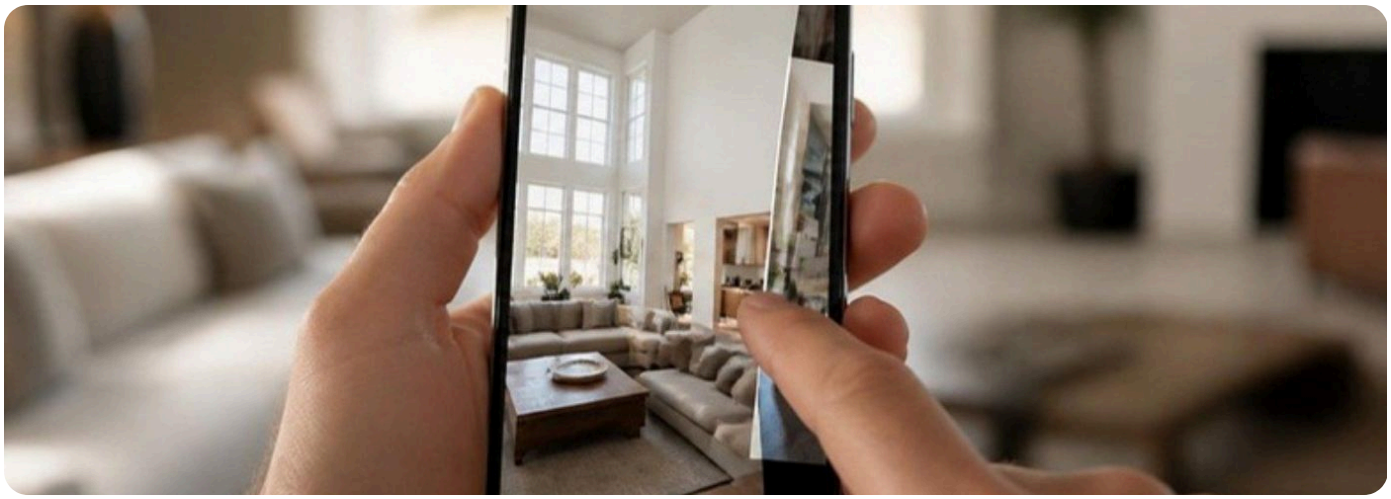
SOURCES

1. Instagram announces 3-minute Reels and a new profile grid. Business Today, Jan 21, 2025 · businesstoday.in
2. Instagram's camera can now film 20-minute Reels. PetaPixel, Nov 25, 2025 · petapixel.com
3. Instagram now allows up to 20 images and videos in a carousel. TechCrunch, Aug 8, 2024 · techcrunch.com
4. Instagram's new grid layout size and dimensions. Kapwing, Dec 30, 2025 · kapwing.com
5. Making it easier to create videos on Facebook (all videos become Reels). Meta, Jun 17, 2025 · about.fb.com
6. TikTok limits: photo mode, video and caption specs. PublishQ, Jul 2026 · publishq.com
7. Upload YouTube Shorts (up to 3 minutes). YouTube Help, 2024 · support.google.com
8. LinkedIn post specs. ContentIn, Sep 18, 2026 · contentin.io
9. Create posts on your Business Profile. Google Business Profile Help, 2026 · support.google.com
10. Business Profile photo and video guidelines. Google Business Profile Help, 2026 · support.google.com
11. Instagram study 2026 (24.3M posts). Metricool, Jun 16, 2026 · metricool.com
12. Instagram implements new limits on hashtag use. Social Media Today, Dec 18, 2025 · socialmediatoday.com
13. Instagram carousels can now have a caption on each slide. Metricool, Jun 2026 · metricool.com

LESSON 3 OF 10 · 5 MIN

Reels vs. carousels vs. photos: what the numbers say

People argue about this constantly. The data gives a clear answer once you notice that different studies keep different scoreboards.



Two scoreboards

Reach is how many people saw a post. **Engagement rate** measures interactions (likes, comments, saves, shares) relative to the audience. Some studies divide by followers, others by the people who were reached. A format can win reach and lose engagement, which is why the headlines contradict each other.

Instagram engagement rate by format, 2025



Likes and comments divided by followers, across 35 million posts[1].

+36%
more people reached by Reels than by carousels[2]

+109%
more engagement per person reached for carousels than for Reels[2]

9×
the saves for carousels compared with single images[3]

Reels win reach, mostly for smaller accounts

In a 2026 study of 140,000 Reels, Reels had the highest reach rate only for accounts under 50,000 followers. For accounts with 1,000 to 5,000 followers, reach was 9.78% for Reels, 8.80% for carousels

and 7.00% for single images[4]. That describes most agents, so Reels are your best tool for reaching new people.

Length matters too. Reels of 30 to 60 seconds reached best (5.6%), while Reels over two minutes dropped to 3.5%[4].

The other platforms

- **LinkedIn:** document (PDF) posts have the highest engagement per impression at 7.00%; posts with an outside link have the lowest at 3.25%[5].
- **TikTok:** videos averaged 3.39% engagement against 1.92% for photo posts[2].
- **Facebook:** text posts (0.20%), Reels and albums (0.18%) and images (0.15%) all beat link posts (0.05%)[6].

TAKEAWAY

Use Reels to be found and carousels to be remembered. Stop relying on single photos and bare links.

YOUR MOVE

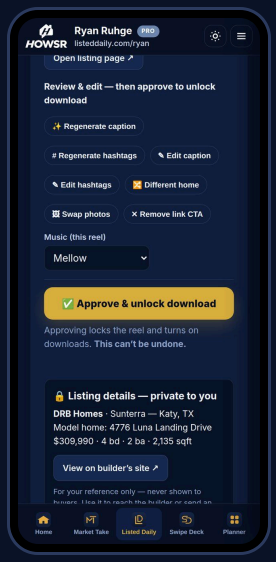
Do it yourself: one idea, two formats

- [ ] Film a 30 to 60 second Reel of a home: the first shot is the most striking room, not the front door.
- [ ] Turn the same home into a 6-slide carousel: *"5 things I noticed in this floor plan."*
- [ ] Carousel rules: slide 1 is a headline that makes people swipe, one idea per slide, big text, last slide asks them to save or message you.
- [ ] Post the Reel early in the week and the carousel later, so each gets its own day.

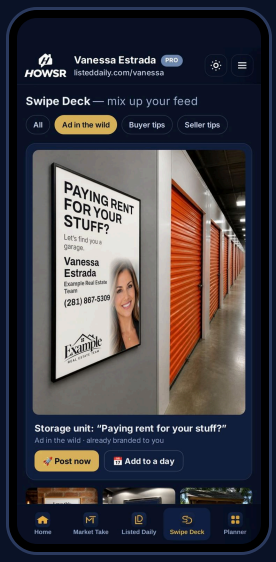
HOWSR

How HOWSR handles this

Your daily Listed Daily post can be a reel or a carousel: you pick the format day by day. Swipe Deck adds designed carousels, already branded to you: buyer tips, seller tips, myth-busters, checklists and games.



Review, edit and approve a daily reel



Swipe Deck: carousels branded to you

SOURCES

1. Instagram benchmarks (35M posts, 2025 data). Socialinsider, Feb 20, 2026 · socialinsider.io
2. State of social media engagement 2026 (52M posts). Buffer, 2026 · buffer.com
3. Instagram study 2026 (24.3M posts). Metricool, Jun 16, 2026 · metricool.com
4. Instagram Reels statistics (Jan–Jun 2026). Socialinsider, 2026 · socialinsider.io
5. LinkedIn benchmarks. Socialinsider, Mar 16, 2026 · socialinsider.io
6. Facebook benchmarks. Socialinsider, Mar 23, 2026 · socialinsider.io

LESSON 4 OF 10 · 6 MIN

The five kinds of posts that win for agents

You don't need 30 content ideas. You need a few kinds of posts you can repeat every week, done well.



1. Real homes, shown well

Buyers start by looking at homes: 46% make that their first step, and 52% used online video sites during their search[1]. A 45-second walk-through of a home, with the price, the layout and the one thing you'd point out in person, is the most natural post an agent can make. You don't need your own listings. New-construction inventory and model homes work, **as long as you have permission to use the photos** (Lesson 9).

2. Your take on local news

A new community breaks ground, rates move, a road project finally opens. Thirty seconds of you explaining what it means for people buying or selling locally is original, local and hard to copy. It's exactly what the platforms say they reward: LinkedIn, for example, says it favors posts that add “perspective, context, or expertise”[2].

3. Carousels that teach

“What your pre-approval really means.” “The hidden costs of buying.” “Five myths about new construction.” These get saved and sent, and carousels earn 9× the saves of single images[3].

4. Posts that are fun to answer

“Guess the price.” “Which kitchen would you pick?” A genuine question invites comments without begging for them (Lesson 7 covers the line between the two).

5. You

People hire agents they trust, and trust comes faster when they've seen your face and heard your voice. Even one short video a week makes the rest of your content feel like it comes from a person.

What doesn't win

- Reposting other people's videos or graphics. The platforms now actively hold this back (Lesson 5).
- “Just listed” flyers as single images with a link in the caption.
- Generic quotes and memes that could come from any account in any city.

YOUR MOVE

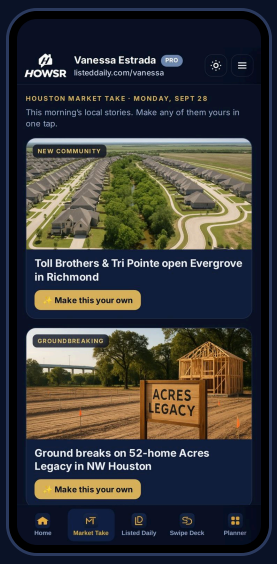
Do it yourself: your five content pillars

- [ ] Write down two homes you could feature this week (with photo permission).
- [ ] Save three local news stories to your notes as they happen, and pick one to explain on camera.
- [ ] Draft one teaching carousel from a question a client asked you this month.
- [ ] Plan one fun post: a guess-the-price or a this-or-that.
- [ ] Record one 30-second video of you. It doesn't need to be perfect.

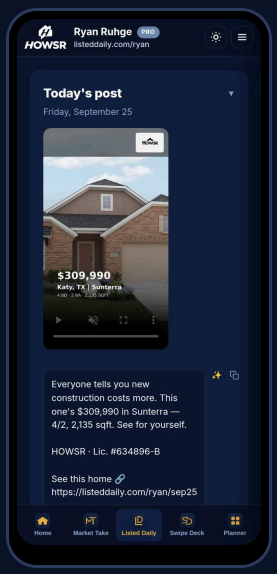
HOWSR

How HOWSR handles this

HOWSR is built around these five. **Listed Daily**: a branded reel or carousel of a real new-construction home, every day. **Market Take**: local stories each morning, made into scripts, carousels and articles, plus a teleprompter for the days you want to say it yourself. **Swipe Deck**: designed carousels branded to you, plus games.



Market Take: this morning's local stories



Listed Daily: today's post

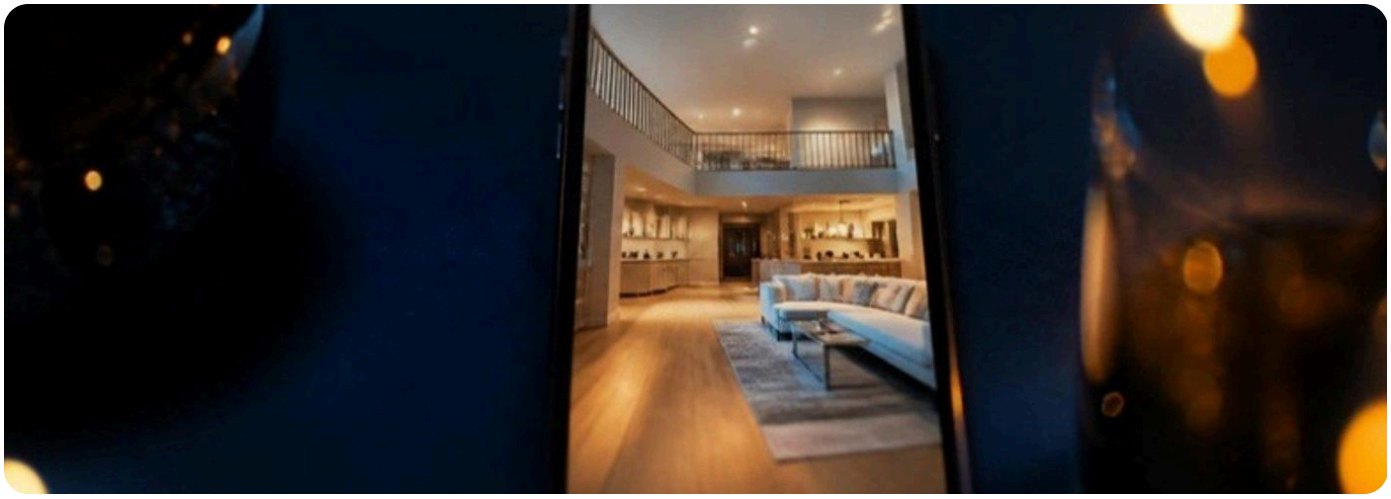
SOURCES

1. NAR 2025 Profile of Home Buyers and Sellers: highlights. National Association of REALTORS (via Rhode Island REALTORS), Nov 2025 · rirealtors.org
2. LinkedIn doesn't want your AI slop anymore. Engadget, May 2026 · engadget.com
3. Instagram study 2026 (24.3M posts). Metricool, Jun 16, 2026 · metricool.com

LESSON 5 OF 10 · 5 MIN

What the algorithms reward in 2026

Nobody outside these companies knows every signal. But each platform has said, on the record, what it rewards and what it holds back. Here's what they've said.



Instagram

- “The top three signals... are watch time, likes and sends,” according to Instagram's head, Adam Mosseri. Likes count slightly more with your followers; **sends count slightly more for reaching people who don't follow you**[1].
- Mosseri suggests watching three numbers: **average watch time**, **likes per reach** and **sends per reach**[1].
- **Originality:** since April 2026 this covers photos and carousels too. “If most of what you post... is someone else's content, your account is no longer going to be recommendable,” and adding a credit or watermark isn't enough[2].
- Your own logo on a Reel is fine. Reels with other apps' watermarks aren't recommended[3].
- Hashtags are capped at 5, and Mosseri has said they don't increase reach[4]. Use a few that describe the post.
- **Trial Reels** show a Reel to non-followers first, so you can test an idea before it hits your followers' feeds[5].

Facebook

- Accounts that repeatedly repost other people's content lose reach, and adding a watermark to someone else's work doesn't make it original[6].
- The Reels feed now shows 50% more Reels from creators **published that same day**[7]. Fresh posts get a boost.

TikTok

- Follower count and past hits are not direct factors[8]. A small account can reach a lot of people.
- Not eligible for the For You feed: unoriginal uploads with someone else's watermark, most QR codes, and “like-for-like” incentives[9].

YouTube Shorts and LinkedIn

- YouTube says posting time isn't a factor for Shorts, and deleting and reposting a video can be treated as spam[10].
- LinkedIn rebuilt its feed in 2026 around likes, comments and dwell time, matched to people's professional interests[11], and it now reduces reach for generic AI-written posts and comments[12].

TAKEAWAY

Four rules cover almost all of it: make it yourself, hook people in the first two seconds, give them a reason to send it, and post fresh.

YOUR MOVE

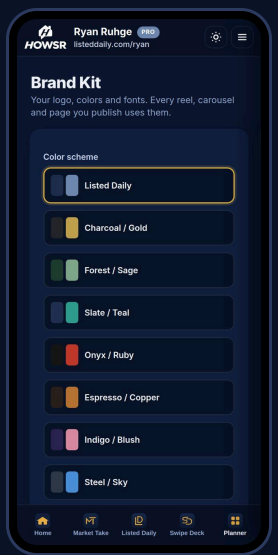
Do it yourself: a 30-second check before you post

- [ ] Did I make this, or am I reposting someone else's?
- [ ] Would someone keep watching past the first two seconds?
- [ ] Is there a reason to send this to a specific person, like a friend who's house hunting?
- [ ] Are there five hashtags or fewer, each one describing the post?
- [ ] No other app's watermark on the video?

HOWSR

How HOWSR handles this

Every HOWSR post is built new for your account, with your logo, colors and font. It isn't a reshare of someone else's post. Captions carry a few buyer-focused hashtags, never more than five. And Market Take starts from this morning's local story and gives you a script to make your own, so you're adding your perspective, not reposting a headline.



Your Brand Kit, applied to every post

SOURCES

1. Instagram shares insights into its algorithm for 2025. Social Media Today, Jan 22, 2025 · socialmediatoday.com
2. New Instagram policies target reposted content. PetaPixel, Apr 30, 2026 · petapixel.com
3. Instagram clarifies that including your own logo on a Reel is OK. Social Media Today, Oct 23, 2024 · socialmediatoday.com
4. Instagram implements new limits on hashtag use. Social Media Today, Dec 18, 2025 · socialmediatoday.com
5. Instagram allows creators to schedule Trial Reels. Social Media Today, Apr 2, 2026 · socialmediatoday.com
6. Meta announces crackdown on unoriginal Facebook content. TechCrunch, Jul 14, 2025 · techcrunch.com
7. Finding and sharing Reels on Facebook just got easier. Meta, Oct 7, 2025 · about.fb.com
8. How TikTok recommends videos #ForYou. TikTok Newsroom · newsroom.tiktok.com
9. For You feed eligibility standards. TikTok Community Guidelines · tiktok.com
10. YouTube demystifies the Shorts algorithm. TechCrunch, Aug 25, 2023 · techcrunch.com
11. LinkedIn updates its feed algorithm with LLM ranking. Search Engine Land, Mar 16, 2026 · searchengineland.com
12. LinkedIn doesn't want your AI slop anymore. Engadget, May 2026 · engadget.com

LESSON 6 OF 10 · 5 MIN

When to post and how often

Every year the big studies publish a "best time to post." They rarely agree. How often you post, and how steadily, matters much more than the hour.



STUDY	WHAT IT FOUND	BASED ON
Sprout Social[1]	Tuesday and Wednesday, 11am–6pm. Instagram Wed 12–9pm; Facebook Tue–Wed 12–8pm; LinkedIn Tue–Thu 11am–5pm. Sunday weakest.	Nearly 2 billion engagements, Nov 2025 to Feb 2026
Buffer[2]	Instagram and Facebook Thursday 9am (Wednesday best day); TikTok Saturday, evenings 6–11pm; LinkedIn Wednesday 4pm; YouTube Shorts Friday 4pm.	52 million posts
Later[3]	Instagram: 5am, Mondays best.	6 million posts (2024 data)
Hootsuite[4]	Instagram Monday 3–9pm; Facebook Tuesday 9am; TikTok Thursday 7–11am.	1 million posts

All times are in the viewer's local time.

Notice that the studies contradict each other. The only real overlap is midweek. Every one of these companies says the same thing in the end: your own audience's numbers beat any average.

How often: steady beats heroic

+12%
reach per post, and more than double the follower growth, for Instagram accounts posting 3 to 5 times a week compared with 1 to 2[5]

+17%
views per post for TikTok accounts posting 2 to 5 times a week[6]

5×
the engagement per post for accounts that posted in at least 20 of 26 weeks, compared with accounts that posted in 4 or fewer[7]

That last study is the one to remember. Consistency was measured as "weeks with at least one post," so the accounts that won weren't posting daily; they just never disappeared[7]. As Hootsuite puts it, "Two

good posts a week will get you more overall engagement than 20 pieces of mediocre content”[8].

TAKEAWAY

Set a floor you'll never miss (at least one post every week) and a target for good weeks (3 to 5 feed posts on your main platform, plus Stories).

YOUR MOVE

Do it yourself: batch it once a week

- [ ] Block 60 to 90 minutes on the same day each week to make and schedule everything.
- [ ] Instagram, Facebook and TikTok all let you schedule posts for free inside their own tools.
- [ ] Start with midweek mornings. After a month, check your insights for when your followers are online and move your times.
- [ ] Test one change at a time: two weeks at one time, two weeks at another, and compare reach per post.

HOWSR

How HOWSR handles this

A new post is ready every morning. It goes out at the time you choose, or waits for your approval if you'd rather tap first. The Planner shows the next 30 days at a glance, with weekly repeats, so you can decide what goes out each day and when you want to be on camera. Your floor is covered even in the weeks you're too busy to think about it.



The Planner: the next 30 days at a glance

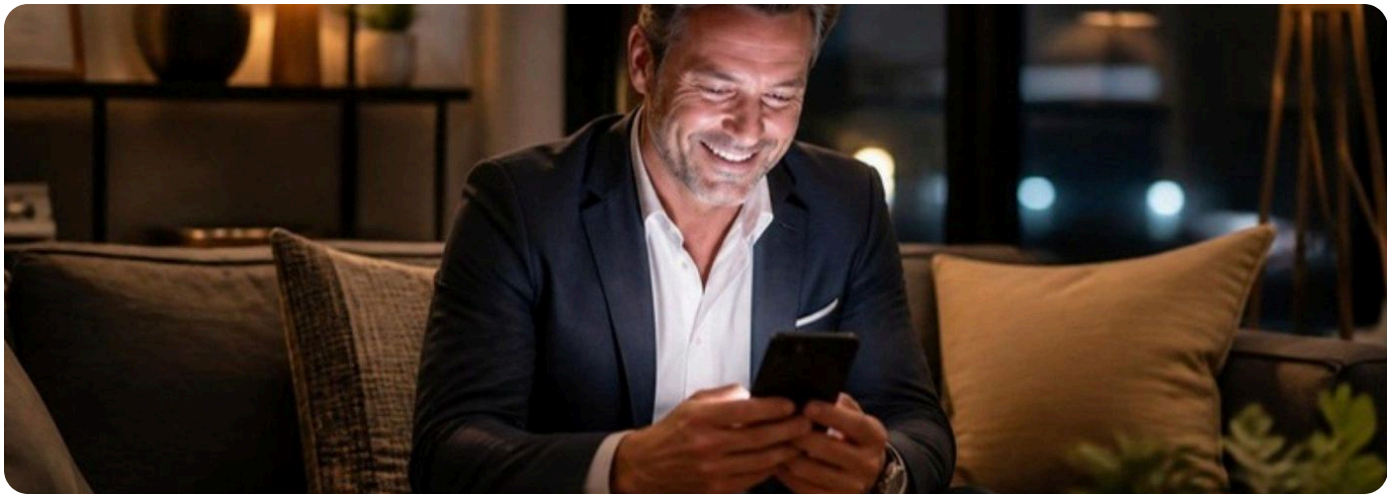
SOURCES

1. Best times to post on social media in 2026. Sprout Social, Mar 31, 2026 · sproutsocial.com
2. Best time to post on social media in 2026 (52M+ posts). Buffer, Mar 25, 2026 · buffer.com
3. Best time to post on Instagram. Later, Apr 21, 2026 · later.com
4. Best time to post on social media. Hootsuite, Sep 24, 2026 · blog.hootsuite.com
5. Study shows posting more on Instagram leads to more reach. Social Media Today (Buffer data), Aug 13, 2025 · socialmediatoday.com
6. TikTok post frequency improves per-post reach. Social Media Today (Buffer data), Oct 12, 2025 · socialmediatoday.com
7. Consistent posting study (100K+ users, 26 weeks). Buffer, Jan 29, 2025 · buffer.com
8. How often to post on social media. Hootsuite, Jul 8, 2026 · blog.hootsuite.com

LESSON 7 OF 10 · 5 MIN

Driving real engagement

Engagement isn't a vanity number. Every comment, save and send tells the platform to show your next post to more people, and some of those comments turn into conversations.



Win the first two seconds

Watch time is one of Instagram's top signals[1]. Open on the most interesting shot or a bold line on screen: *"This $389K home has a room I've never seen in a floor plan."* On a carousel, slide one does the same job.

Ask real questions, not for favors

Meta demotes engagement bait such as "LIKE this if..." posts, and pages that keep doing it see "more significant drops in reach." Posts that genuinely ask for help, advice or recommendations are exempt[2]. TikTok also won't recommend posts built on "like-for-like" incentives[3].

INSTEAD OF	TRY
"Comment YES if you love this kitchen!"	"Island or peninsula: which would you pick for a family kitchen?"
"Tag someone who needs to see this!"	"Send this to the friend who's been house hunting for a year."
"Like if you want more tips!"	"What's one thing about buying that nobody explained to you?"

Give them something to send and save

Sends are one of Instagram's three biggest signals, especially for reaching new people[1]. Checklists, cost breakdowns and "what I'd look for" posts are made for sending.

Show up in the comments, yours and theirs

- Reply to every comment, with a question back when you can. It keeps the thread going.
- Use Story stickers such as polls and questions; they're the lowest-effort way to get people to tap.

- Comment thoughtfully on local businesses, past clients and community pages. That's how your sphere sees you between your own posts.
- Team up: a collab post with a lender, builder or local business puts you in front of their followers. If there's payment involved, disclose it (Lesson 9).

YOUR MOVE

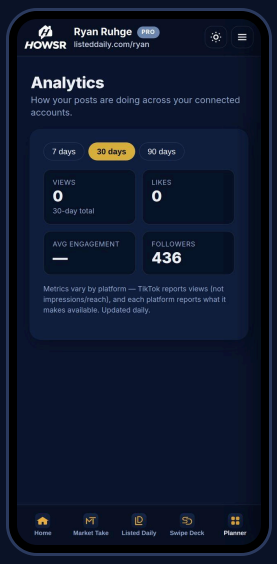
Do it yourself: the 15-minute daily routine

- [ ] **5 minutes**: reply to every comment and DM from the last day.
- [ ] **5 minutes**: leave real comments on 5 local accounts or past clients' posts.
- [ ] **5 minutes**: post one Story, a poll or a question if you can.

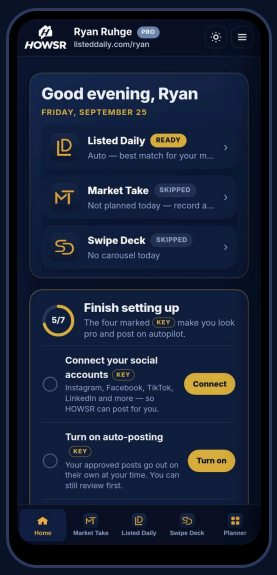
HOWSR

How HOWSR handles this

Swipe Deck includes games like guess-the-price that invite comments the right way. Comments from every connected account land in one inbox, and analytics across your accounts show what's working, so your 15 minutes go to replying rather than hunting.



Analytics across your connected accounts



Home: today at a glance

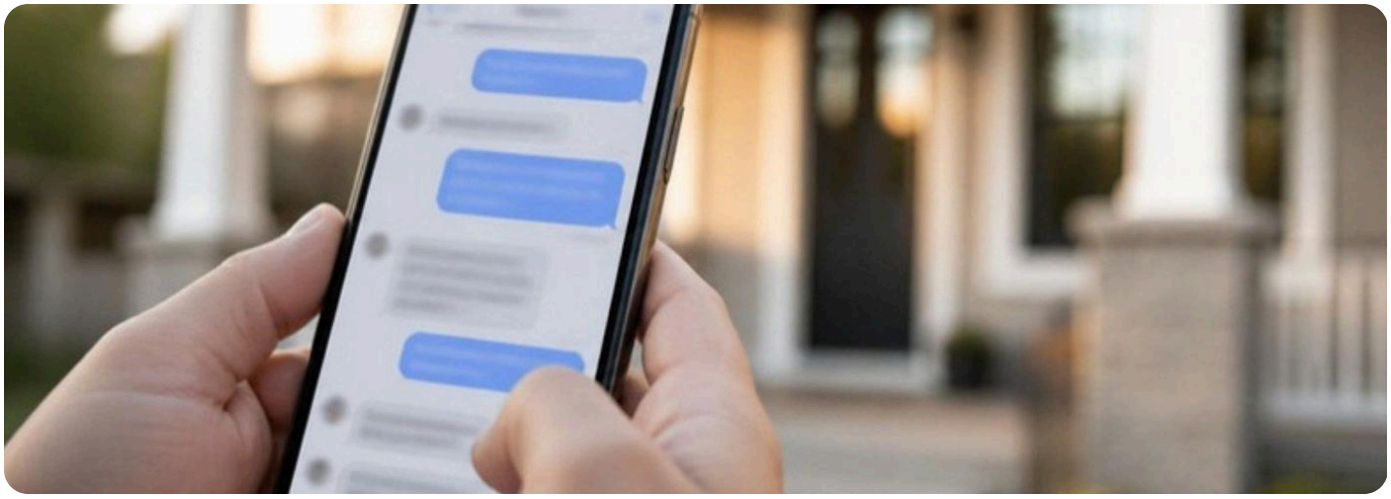
SOURCES

1. Instagram shares insights into its algorithm for 2025. Social Media Today, Jan 22, 2025 · socialmediatoday.com
2. Fighting engagement bait on Facebook. Meta, Dec 2017 · about.fb.com
3. For You feed eligibility standards. TikTok Community Guidelines · tiktok.com

LESSON 8 OF 10 · 5 MIN

Calls to action that start conversations

A post without a next step is a missed chance. The best calls to action are small, specific and easy to say yes to, and on social media that usually means a message.



Where links do and don't work

- **Instagram:** links in captions still aren't clickable for most accounts. Paid Meta One plans now allow clickable links on a limited number of posts[1]. “Link in bio” does not hurt your reach, according to Mosseri[2]. Story link stickers are clickable.
- **Facebook:** since December 2025, Meta has been testing a limit of two organic link posts a month for some pages without Meta Verified[3].
- **YouTube Shorts:** links in descriptions and comments aren't clickable. Use the “Related video” link instead[4].
- **Google Business Profile:** posts with an unverified phone number, email or social handle in the text may be removed. Use the Call button instead[5].

Messages beat links

Half of buyers who used an agent prefer texting or messaging apps when working with one[6]. A direct message is also a conversation, which a click on a link is not. Tools that auto-reply when someone comments a keyword exist, and Meta is testing a version for Instagram ads[7], but a real reply from you works just as well.

POST TYPE	A CALL TO ACTION THAT FITS
Home tour reel	“Want the address and a private tour? DM me **TOUR**.”
Your take on local news	“Wondering what this means for your home's value? Message me and I'll run the numbers.”
Teaching carousel	“Save this for when you start looking,” or “Send it to a friend buying this year.”

POST TYPE	A CALL TO ACTION THAT FITS
Guess the price	“Drop your guess. I'll post the answer tomorrow.”

Send them somewhere that's yours

When you do use a link, point it at a page you own: your profile page, a page for that home, or a free guide. A page with your name, your photo and a way to reach you turns a curious scroller into someone you can follow up with.

TAKEAWAY

One call to action per post. Two asks usually means neither gets done.

YOUR MOVE

Do it yourself: set up your conversation paths

- [ ] Add a line to your bio: *“DM me any address and I'll tell you what I know.”*
- [ ] Write three saved replies for common DMs: a tour request, a “what's my home worth,” and a “just looking.”
- [ ] Pick one link for your bio and keep it current.
- [ ] End every post with one specific ask.

HOWSR

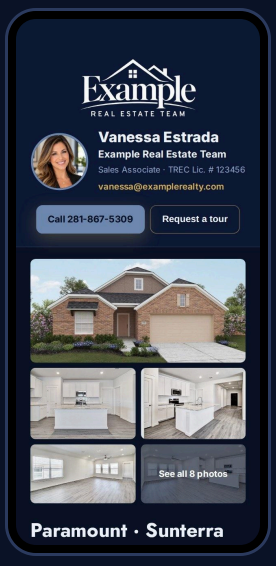
How HOWSR handles this

Every listing post ends with a call to action (“Want a private tour of this home? DM me — I'll send the details”) and links to a branded page for that home on your own profile, where you can keep the address private until a buyer shares their contact details. Your profile page can also carry a free first-time buyer course. Inquiries land in a buyer CRM with stages, notes, follow-ups and alerts.

A buyer inquiry through your pages is an introduction only. It doesn't create a buyer-representation agreement, doesn't make the buyer your client, and doesn't guarantee a commission.



The last slide of a daily reel



Your page for each home

SOURCES

1. Meta One turns Instagram post links into a paid feature. Search Engine Watch, Sep 15, 2026 · searchenginewatch.com
2. Instagram confirms 'link in bio' won't hurt reach. SMK, Jul 2025 · smk.co
3. Meta considering charging business Pages to post links. Social Media Today, Dec 16, 2025 · socialmediatoday.com
4. Links in YouTube Shorts. YouTube Help · support.google.com
5. Business Profile posts content policy. Google Business Profile Help, 2026 · support.google.com
6. Online research now shapes how most agent relationships begin. Zillow Consumer Housing Trends Report, Dec 30, 2025 · investors.zillowgroup.com

7. Meta tests auto-DM responses for Instagram ad comments. Social Media Today, Aug 25, 2026 · socialmediatoday.com

LESSON 9 OF 10 · 5 MIN

Stay compliant without overthinking it

Your license is on every post. A few rules cover most of the risk, and none of them make your content worse.



Describe the home, never the people

HUD's Fair Housing Act rules bar ads that use “words, phrases, photographs, illustrations, symbols or forms which convey that dwellings are available or not available to a particular group of persons because of” race, color, religion, sex, disability, familial status or national origin, and they cover the media and places you choose for ads, too[1]. The practical rule: talk about the property and the location's features, not who should live there.

AVOID	SAY INSTEAD
“Perfect for a young family”	“Four bedrooms, and the fenced yard backs onto a park”
“Ideal for empty nesters”	“Single-story with the primary suite downstairs”
“Great for professionals”	“Home office with a separate entrance; 12 minutes to downtown”

Show your brokerage the way your state requires

NAR's Code requires a “true picture” in advertising and your firm name “in a reasonable and readily apparent manner,” which on social media can be a link[2]. Many states go further. In Texas, for example, social media counts as advertising, the broker's name must be at least half the size of the largest contact information, and on social media it can sit on a profile page that's one click away[3]. Check your own state's rules.

Keep it accurate and current

- Only the listing broker or cooperating broker may say “sold,” and online information must be kept current[2]. Update or remove homes that are gone.

- **Photos:** get written permission from whoever owns the copyright (builder, photographer or MLS). Someone else's permission doesn't cover you[4].
- **Music:** TikTok's Commercial Music Library is licensed for business use on TikTok only[5]. On Instagram and Facebook, business accounts should use Meta's royalty-free Sound Collection rather than popular tracks[6].
- **Paid partnerships:** if a lender, builder or brand pays you, disclose it in the post itself with "#ad" or "Sponsored." A platform label is in addition to your own disclosure, not a replacement[7].

This lesson is general information, not legal advice. Your broker and your state's real estate commission have the final word.

YOUR MOVE

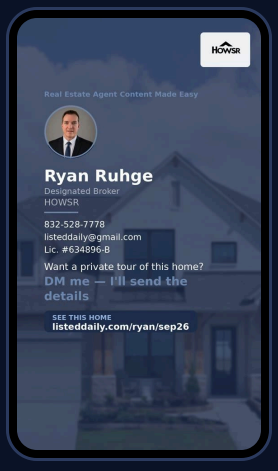
Do it yourself: a compliance check before you post

- [ ] Does the caption describe the home, not the ideal buyer?
- [ ] Is my brokerage shown the way my state requires, on the post or my profile?
- [ ] Do I have written permission for every photo?
- [ ] Is the music licensed for business use?
- [ ] If anyone paid me, did I say so in the post?

HOWSR

How HOWSR handles this

HOWSR only posts homes from builders we have permission to feature. Your license and brokerage are on your posts and pages, and homes are re-checked daily, so your pages show when one is no longer available. Scripts are written inside fair-housing guardrails and never invent a client, a story or a statistic. Every post is checked three times: a vision model screens every photo, a person on our team reviews every reel before it's released, and you choose whether it auto-posts or waits for your approval.



Your contact and license details on every reel

SOURCES

1. 24 CFR 100.75: Discriminatory advertisements, statements and notices. eCFR, current · ecfr.gov
2. 2026 Code of Ethics and Standards of Practice. National Association of REALTORS, Jan 1, 2026 · nar.realtor
3. What you need to know to comply with our social media rules. Texas Real Estate Commission · trec.texas.gov
4. 3 rules to avoid a copyright claim on the photos you use. REALTOR Magazine, Jan 3, 2023 · nar.realtor
5. Commercial Music Library user terms. TikTok · tiktok.com
6. Instagram business accounts and copyright. SRIPLAW, Nov 2, 2025 · sriplaw.com
7. Disclosures 101 for social media influencers. Federal Trade Commission, Dec 3, 2024 · ftc.gov

LESSON 10 OF 10 · 4 MIN

Your weekly plan

Here's everything from the first nine lessons turned into one week you can repeat. Do it yourself, hand pieces off, or let HOWSR fill the gaps.



DAY	POST	WHY
Monday	Your take on a local story (30–60 sec video)	Original, local, you on camera
Tuesday	A teaching carousel	Saves and sends
Wednesday	A home tour Reel	Reach, and what buyers are already looking for
Thursday	A fun post: guess the price, or this-or-that	Comments the right way
Friday	Another home, as a Reel or a carousel	Keeps the week steady
Weekend	Stories only, or nothing	Rest. Consistency is weekly, not daily
Every day	15 minutes of replies and comments (Lesson 7)	Turns attention into conversations

Your monthly scorecard

- **Consistency:** did you post at least once every week?
- **Reach per post:** is it trending up month over month?
- **Sends and saves per post:** which kinds of posts get shared?
- **Conversations started:** DMs and replies that turned into a real exchange.

Do more of what the scorecard rewards and less of what it doesn't. That's the whole system.

YOUR MOVE

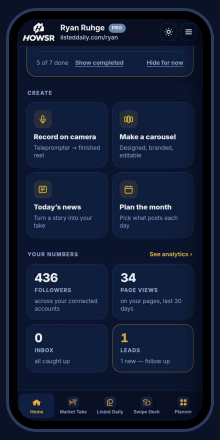
If you're doing it all yourself

- [ ] Plan the week on Sunday; batch and schedule in one 60 to 90 minute block.
- [ ] Keep a running note of local stories and client questions to pull ideas from.
- [ ] Guard the floor: one post every week, no matter what.

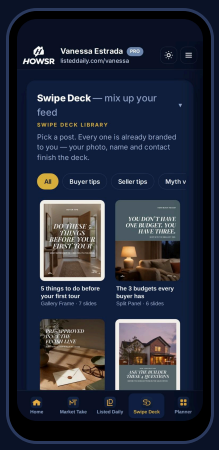
HOWSR

Or let HOWSR run it

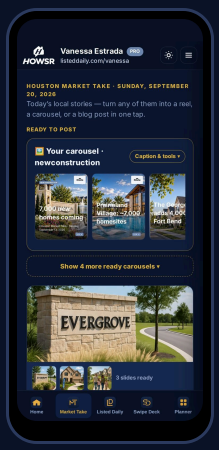
HOWSR makes something real to post every day: a branded reel or carousel of a real new-construction home, local stories each morning made into scripts, carousels and articles, a teleprompter with One Take for the days you want to say it yourself, and designed carousels with your name on them. It auto-posts at your time, waits for your approval, or lets you download, your call every day. You get your own profile and listing pages, a buyer CRM, analytics and one inbox. It's built for the agent who posts every day and wants the gaps filled, and for the agent who has never posted and never wants to be on camera.



Everything for today, in one place



Swipe Deck



Market Take

HOWSR™

Want every day covered?

HOWSR makes something real to post every day, branded to you. You post it, approve it, or let it post itself.

- **Listed Daily**: a branded reel or carousel of a real new-construction home, every day
- **Market Take**: local stories each morning, made into scripts, carousels and articles, plus a teleprompter with One Take
- **Swipe Deck**: designed carousels, branded to you, plus games
- Auto-posting to Instagram, Facebook, TikTok, LinkedIn and Pinterest, with your own profile and listing pages

Start free

howsr.com/try

Scan to see a post made for you.
Read this course online anytime at howsr.com/social

This guide is general information, not legal advice. Platform features and data change often; sources are listed at the end of each lesson and were current in September 2026. © 2026 Ruhge LLC d/b/a HOWSR. HOWSR is a software product and does not provide real estate brokerage services. Social platform names are trademarks of their owners.