10 SOCIAL MEDIA STRATEGIES FOR PHILADELPHIA REALTORS



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1 KEYWORD > HASHTAGS

Instagram and Google now read your text like a search engine. Hashtags have lost their impact—keywords in captions, comments, and replies drive discoverability.

Why it matters: If a buyer searches "homes for sale in Rittenhouse Square," your content only shows up if you've used that phrase. That means your captions and even replies become search-optimized assets.

How to implement:

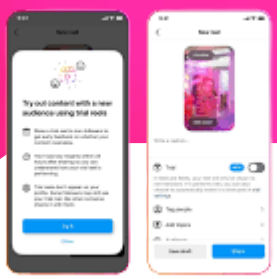
- Write captions that sound like search queries: "Thinking about buying a condo in 19103?"
- Reply to comments with keywords: "Yes, this Rittenhouse condo is open Sunday at 1 pm."
- Replace vague captions like "New Listing!" with location + property type keywords.

Example: Instead of "Just Listed in Center City", post: "Looking to buy a condo in Rittenhouse Square? This one-bedroom just hit the market in 19103."

Always respond to all comments with specific keywords; "Yes - this is an amazing one-bedroom condo in 19103."

Amazing video on how IG has transformed from social media to interest media. Use KEYWORDS based on interest





2 TRIAL REELS

Instagram tests new reels with non-followers before showing them to your audience. One agent I spoke to that is currently using said it's the best way to reach new audiences.

Why it matters: You get a sneak peek at how your content performs with strangers—if it pops, you can confidently move it to your feed.
How to implement:

- Post a reel → monitor saves, shares, and reach.
- If it performs, repost with a fresh caption (use ChatGPT to reword).
- Treat trials like a laboratory: test content styles, hooks, and niches.

Example: Post "3 Best Cheesesteaks in South Philly" as a trial. If it earns shares, repost it with: "South Philly cheesesteaks locals swear by (and where to skip)."

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START STORYTELLING

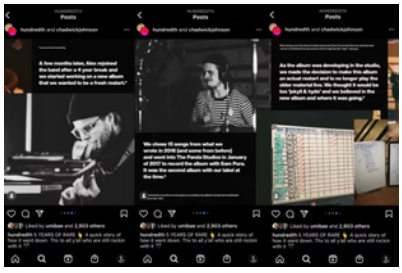
Numbers alone are boring. Stories wrapped around stats create connection and urgency.

Why it matters: People won't remember "inventory is down 20%", but they'll remember a story about 8 buyers lined up for one rowhome.
How to implement:

- Capture raw, in-the-moment thoughts after showings.
- Use the formula: What happened → What it means.
- Tie anecdotes back to market data.

Example: Instead of posting "Inventory down 20%", say: "I just left a Brewerytown showing … 8 buyers packed into one property. That's how low inventory feels right now in Philly."

Do Today:
Slide 1: "Why I Chose Real Estate (and How It Changed My Life)"
Slide 2: "I didn't grow up dreaming of selling homes… In fact, I started out working in [X industry/job]. But I always had a passion for [connecting with people/helping families]."
Slide 3: "After seeing how hard it was for friends & family to navigate the home buying process, I knew I could step in and make it easier."
Slide 4: "Fast forward to today → I've helped [X families] find homes in Philly. From South Philly rowhomes to Rittenhouse condos, I've been part of some amazing journeys."



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TEXT BASED HOOKS

Words on screen at the start of your reel that instantly grab attention.
Why it matters: The algorithm looks at the 3-second view rate. Text hooks make people pause long enough to start watching.

How to implement:

- Use bold, benefit-driven statements: "How I got 7 offers in 72 hours."
- Keep text visible for 3–5 seconds.
- Pair with a clean background so it pops.

Example: Reel starts with text: "How this South Philly rowhome got 7 offers in 3 days." Then you explain pricing + staging strategy.



STOP POSTING JUST SOLD!

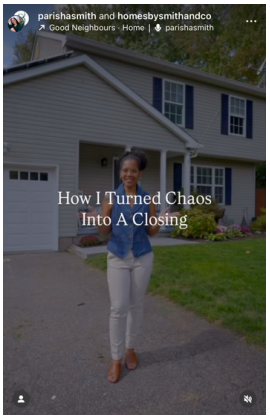
Please please please! The sale is the final chapter ... tell the entire story instead of just giving them the end. Start mixing in your sales message inside value content. This goes for open houses as well. Share the lifestyle of the listing instead of posting a graphic for the open house.

Why it matters: Pure "Just Listed" posts feel like ads and get ignored. Value-first keeps people engaged—and then you slide in your CTA.
How to implement:

- Lead with lifestyle, tips, or news.
- Transition into your listing/open house naturally.
- Use headlines that mimic media, not ads.

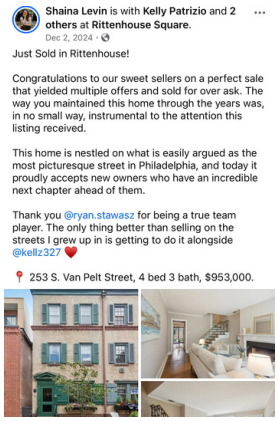
Example: "3 Things to Do in Fairmount This Sunday" → last slide: "and stop by my open house on Brown St at 1 pm."

Instead of "Just Sold" ... examples of telling the story:



A story about how you saved the deal for your clients

Story about the sellers who you just helped



COLLAB LIKE CRAZY

Cross-post with local businesses, other agents, or your brokerage.
Why it matters: Collabs expose your brand to whole new audiences instantly.

How to implement:

- Reach out via DM or in person (don't just send collab requests).
- Create content together that adds mutual value.
- Collab posts appear on both feeds = 2X exposure.

Philly Example: Partner with La Colombe (Fishtown) → post "Best Coffee Spots in Philly". Both your audiences see it, doubling reach.

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THE RETURN OF CAROUSELS

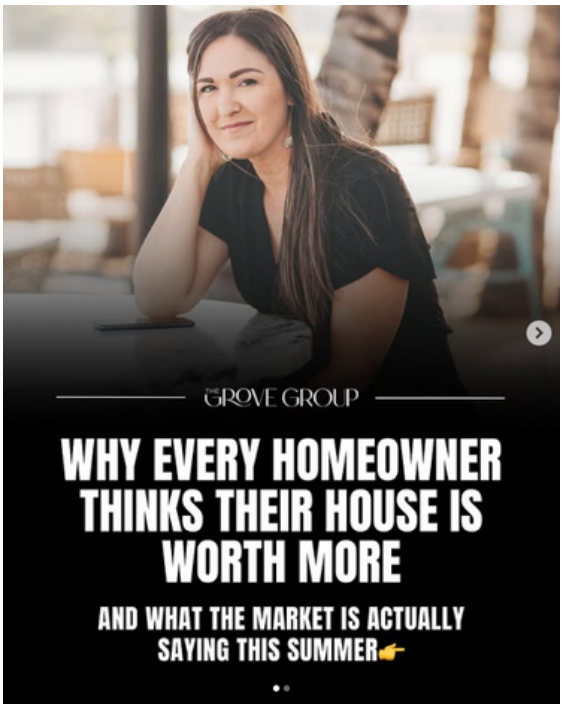
Multi-image or video posts that let people swipe.

Why it matters: Carousels outperform reels for saves and shares right now.

How to implement:

- Mix proof (numbers, results) with lifestyle or behind-the-scenes.
- First slide = proof statement ("I've helped 12 families buy in Northern Liberties this year").
- End slide = call to action.

Example: Carousel showing 5 client stories in Northern Liberties: first slide "12 Families Bought Here in 2025," next slides show photos + stories, last slide = "Thinking of moving? DM me."



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INCREASE WATCH TIME

The algorithm rewards retention ... how long people stay, not just clicks. Why it matters: A short video people watch 90% of beats a long one they abandon at 20%.

How to implement:

- Edit ruthlessly: cut fluff, keep pace fast.
- Deliver value every slide/second.
- Use open loops ("wait until you see #3") to keep people watching.

Example: Instead of one 2-min "How to Buy in University City" video, break it into 5 quick tips in under 30 seconds each.

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USING IG EDITS

Instagram favors content filmed in its new Edits tool.

Why it matters: Using Edits boosts your reach and makes adding captions seamless.

How to implement:
- Open IG → Edits tab → record inside.
- Add captions (since 70% watch muted).
- Keep production simple; the tool does the work.

Example: Reel filmed in Edits: "3 Hidden Gems Inside Reading Terminal Market" with captions auto-added.

I**nstagram CEO Adam Mosseri** said in this video:
Excited to officially introduce Edits - a new app for making great videos on your phone. With Edits, we want to bring your entire creative process into one place. This is just the beginning - we've been building this alongside creators from day one, and we'll keep listening to feedback to keep making the app better. Give it a try and let me know what other features you'd like to see!



10

ALWAYS ADD AUDIO

Pair music or sounds with posts to enhance emotion and attention.
Why it matters: Audio makes even static posts more engaging and keeps viewers watching longer.

How to implement:
- Pick tracks that match your message (not just trending).
- Use Philly-relevant sounds for stronger connection.
- Keep volume balanced so your voice isn't lost.

Example: Add trending audio to your Monday Market Update in the background.