



# — SOCIAL MEDIA GUIDE FACEBOOK/INSTAGRAM

**UPDATED SEPTEMBER 2024**



*Housewright*  
MARKETING GROUP

**INTRODUCTION: Maximize your social engagement with our easy-to-follow guide. Consistency and top-notch content are key. Let's get started!**

## **SECTION 1: CANVA/SOCIAL MEDIA TEMPLATES**

- Social media templates can be found in Canva:
  - User: [HomeRootsCreative@gmail.com](mailto:HomeRootsCreative@gmail.com)
  - Pw: HomeRoots1234!
  - Approved logos, colors and photo gallery can be found in Canva.

*If you design a new layout, please email it to [Monica@HousewrightMarketing.com](mailto:Monica@HousewrightMarketing.com) - we typically get back to you within 15 min. If you need immediate assistance text Monica at 214-598-1201*

## **SECTION 2: BRAND COLORS & FONTS:**

- Approved Colors:
  - Earth Green - #2D351D
  - Deep Forest Green - #5E6A47
  - Olive Green - #95a964
  - Sage - BBC0SC
  - White - #FFFFFF
- Approved Social Fonts:
  - Garet - primary typeface
  - Brittney - cursive

## **SECTION 3: SOCIAL BRAND VOICE & PERSONALITY:**

- Our brand voice reflects that we are:
  - Visionary, integrity, transparent, peaceful, serene, inspirational, confident, uniquely inviting, luxurious and trustworthy
- Our brand personality reflects that we are:
  - Innovative, timeless, trustworthy, trailblazers, redefined, individualized luxury, opulent, prestigious, sophisticated, luxurious, funny at times (use sparingly)

*To sum it up we also post with Consistency, clarity, character and professionalism. Make sure you focus on positivity and friendliness and being a leader in the industry.*

## SECTION 4: BRAND TAGLINES AND SLOGANS:

- **Tagline:**
  - WHERE COUNTRY MEMORIES GROW
- **Slogans:**
  - HOMES THAT LAST A LIFETIME
  - COUNTRY LIVING IN THE CITY
- *Feel free to add the tagline and slogans to posts for branding.*

## SECTION 5: READY TO POST?

### GOALS FOR FACEBOOK & INSTAGRAM:

1. **Write Professionally:** Keep it relevant.
2. **Add Media:** Use images, videos, and documents.
3. **Engage:** Respond to comments and interact with others.

### POST TYPES - FACEBOOK & INSTAGRAM:

- **FACEBOOK:** We never recommend just a text post (try and add an image or video to every post) Image Posts, Video Posts, Link Shares, Polls and Questions, Event Posts, Stories.
- **INSTAGRAM:** Photo Posts, Carousel Posts, Video Posts, Instagram Stories, Reels, IGTV Videos, Live Videos.

### CONTENT IDEAS:

- Virtual Tours, Neighborhood Highlights, Market Insights, Interior Design Tips, Virtual Open Houses, Share behind-the-scenes content of new listings and events, Exclusive Events, Content Series on Home Maintenance, Highlight Unique Features, Local Market Comparisons

## SECTION 6: RESPONDING TO POSTS

### RESPOND PROMPTLY:

- Respond within 24 hours.
- Engage with both positive and negative comments.

### POSITIVE COMMENTS:

- Thank them specifically.
- Use HomeRoots Luxury Home name and keywords.
- Ask them to share the post.

### NEGATIVE COMMENTS:

- Acknowledge the concern.
- Apologize for the inconvenience.
- Provide an explanation.
- Offer a solution.
- Thank them for their feedback.

*The Housewright Marketing team also monitors community engagement.*

## SECTION 7: HASHTAGS & WHY USE:

- Increases visibility and engagement.

Examples: [#DreamHome](#) [#CustomBuilds](#) [#HappyHomeowner](#)  
[#homerootsluxuryhomes](#) [#Homeowner](#) [#justinTX](#) [#customhomebuilder](#)  
[#justinhomes](#) [#dfwhomesforsale](#) - these are just a few - please reference the Facebook page posts for additional ideas.

## SECTION 8: TAGGING PEOPLE

- Use "@" to mention someone.
- Increases visibility and engagement.
- Edit posts to add tags if forgotten.

## SECTION 9: EMOJIS

- Use emojis to express emotions and add personality.
- Example: 🏡🌟 Luxury Home Builder in Justin, TX! 🌟🔨