How to share RPR data in your social media campaign

Create your own “Six Things About My Marketplace” campaign. Here are a few simple steps to get started.

1. Using Word or your preferred document editor, copy/paste one of the three social media examples from *Social Media Marketing Made Easy With RPR*.
3. From within the navigation above the search bar, choose *Neighborhoods*.
4. Type in the area you wish to promote (by ZIP, city or county).
5. Select Enter.
6. From the Summary page, identify the data fields that match your social media template (see back), much like filling in the popular Mad Libs game from the 1970s.
7. Copy/paste the appropriate data sets into your document.
8. Copy/paste into a Facebook post.
9. Make sure to end with a strong Call to Action (see examples in the article)
Example #1: Six Secrets About Home Values in [TOWN], [STATE]

1. The median estimated home value is [TOWN] [fill in blank].

2. The median list price in [YEAR] was [fill in blank] — a [PERCENT DIFFERENCE] over the prior year.

3. Home values have risen [PERCENT] over the last 12 months.

4. Properties sold in [TOWN] had [BEDROOMS] vs. [BEDROOMS] bedrooms (compared to #). # # #

5. The greatest number of homes sold were between [AGE] and [AGE] years old.

Looking for more? Watch this quick video to get started with Social Media Marketing and RPR.

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