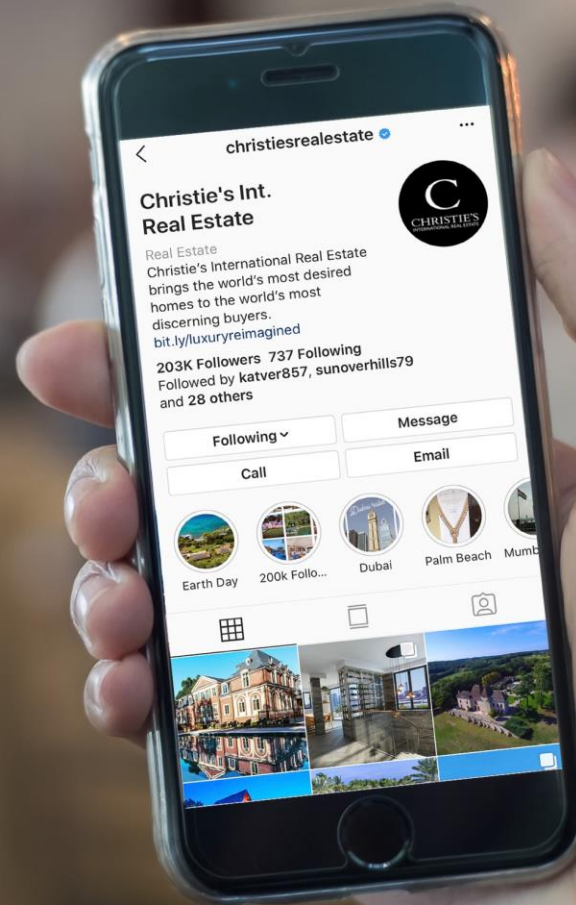


# CHRISTIE'S

INTERNATIONAL REAL ESTATE

## SOCIAL MEDIA GUIDELINES

*Spring – 2019\**



*\*Guidelines may be adjusted in the future to coincide with industry trends*

# Social Media: Table of Contents

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**Christie's International Real Estate**  
7,892 followers  
1mo

Our new magazine is here! Read The Architecture & Design Issue.



Luxury Real Estate Magazine Christie's International Real Estate  
christiesrealestate.com

39 Likes

**Christie's International Real Estate**  
Published by Hootsuite [?] · 4 April at 14:17 · 🌐

**Christie's**  
4 April at 10:50 · 🌐



CHRISTIES.COM  
**Luxury Living: Homes in Asia | Christie's**  
Now that you've stocked up on treasures from Asian Art Week, perhaps...

# Social Media: Overview

These guidelines are designed to complement your existing brokerage's social media guidelines. In the following page, we will provide high-level recommendations on how to build a social media following, advise on social media content strategy, and provide tips on how to use different social media networks to your and your brokerage's advantage.

## GET STARTED

Choose your **social media channels**. Do you have a smaller business and can only post on one or two networks at a time? Decide what the most important channels are for your business. For successful social media campaigns, you should first identify your social media goals and prioritize them. If you are working with a team, you need to create a [social media style guide](#) that will help your team create and maintain a consistent voice and style for your brand on social media.

## SUGGESTED GOALS

- **Build relationships** with potential buyers and sellers of luxury homes around the world.
- **Strengthen brand awareness** and establish greater connections between Affiliates and the real estate network.
- Gain **market insights**.
- **Identify and nurture leads**.
- Deliver **customer service/support**.
- Attract **talent**.

## FOLLOW OTHER AFFILIATES

See what other Christie's International Real Estate Affiliates are doing and connect with them on their social channels. Download the list of [Affiliate Social Media Accounts](#).





# Social Media: Overview

## BRAND VOICE

As a part of the Christie's International Real Estate network, you bring connoisseurship of **property**, authoritative **expertise**, a strong understanding of the **luxury lifestyle**, and an ability to **tell stories** about the properties you market.

## WHAT TO AVOID

- Copy should not sound too “salesy”
- Excessive use of hashtags

## SUGGESTED COPY

- Copy should be **crisp, clear, and expertly narrated**

 **Eric Moreland** @EricMoreland · 13 Dec 2018  
Featured on the @ChristiesHomes blog is unit #50T at The Austonian residences. The benchmark of luxury living in downtown Austin is raised with this luxuriously-outfitted custom unit! #LuxuryRealEstate



**9 Elegant Dining Rooms for Festive Entertaining at Home - Christie's ...**  
The dining room is the centerpiece in this holiday-inspired collection of homes  
christiesrealestate.com

 **Coach Realtors**  
29 March at 09:50

On March 29th, our co-owner, Georgianna Finn, was honored at the inaugural Business Women of Long Island gala. Georgianna was recognized for her 5 decades of extraordinary leadership, community involvement, and unwavering commitment to her company and clients. Thank you to Nina Harris, Lisa Corwin, Marcela Herrera-Divieto, Gayle Saltz Snyder, Maria Sneden, Andrea LePanto Brovotto, and Tara Egan for sharing the big night with her.



 **Christie's International Real Estate**  
Published by Lisa Gluck (?) · 14 mins

Encircled on three sides by the Pacific Ocean, with the sound of crashing waves emanating from below and with water views stretching to the horizon, the six bedroom villa of Casa Millas commands a premier vantage point on three acres in the exclusive enclave of Rincon in Careyes, Mexico.  
<http://bit.ly/CasaMillasVideo>



 **Chestnut Park Real Estate Limited, Brokerage**  
1 hr

This year, travel the world for architectural inspiration or to add to your art collection with these unmissable art and architecture fairs



CHESTNUTPARK.COM  
**Six Inspirational Art and Architecture Fairs for 2019, February 18, 2019 — Chestnut Park Real Estate Limited**



# Social Media: Suggested Content

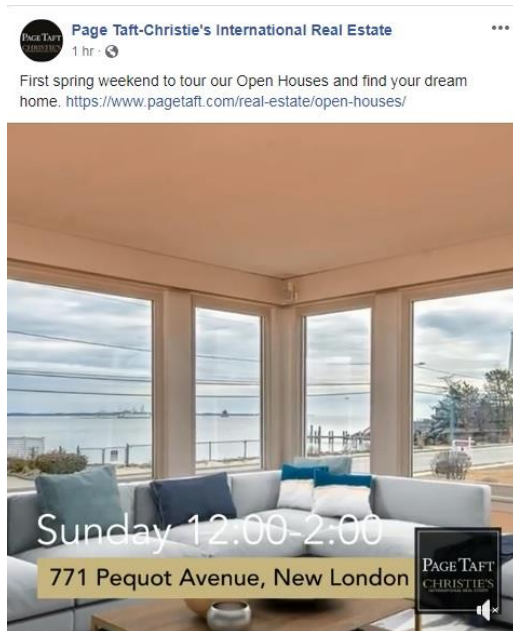
## Types of Content to Post:

- “House of the day”
- Property/themed photo albums
- Event photo albums
- Blog articles
- Press releases
- Videos
- Publication announcements (print and online)
- Significant Sales
- Philanthropic news
- Open houses
- Awards
- Company news
- Agent news
- Holiday greetings posts
- Re-share Christie’s International Real Estate, Christie’s, and other Affiliates’ posts




# Social Media: Suggested Content

- Speak to **your market or community**. Post content about topics related to your business. It doesn't have to be just real estate related content, but it should be in the luxury sector. For example, post about a local architect, interior designer, conference, or restaurant.
- **What's trending?** Check trending [hashtags](#) and [breaking news](#), and post your own content related to those topics. Is it [National Pasta Day](#)? Post an amazing kitchen. National Book Day? Post a beautiful library.
- Develop a content strategy for all of your channels.
- When including links, use a shortened [trackable](#) URL (custom bit.ly) (when it is visible) to the web ad. Create a free [bitly](#) account to create [custom branded URLs](#).
- Use **high-quality images** and **videos**. In a recent content trends survey from HubSpot, 54% of consumers said that they would like to see more video content from brands they're engaged with.



Page Taft-Christie's International Real Estate  
1 hr · 🌐

First spring weekend to tour our Open Houses and find your dream home. <https://www.pagetaft.com/real-estate/open-houses/>



Sunday 12:00-2:00  
771 Pequot Avenue, New London

PAGE TAFT  
CHRISTIE'S



Coastal Properties Group - Christie's International Real Estate  
15 April at 10:39 · 🌐

A featured collection of properties from trailblazing innovators who are making sustainable design the ultimate deluxe amenity!



CHRISTIESREALESTATE.COM [About This Website](#)

The Top Ten Eco-Friendly Features for Today's Luxury Homes - Christie's International Real Estate



Greeff Properties  
11 April at 10:21 · 🌐

Greeff Christie's International Real Estate is proud to announce they have been named Christie's International Real Estate's 2018 Affiliate of The Year. The team at Greeff have worked exceptionally hard to honour and grow the Christie's International Real Estate brand and being selected as a recipient of this prestigious award is a phenomenal achievement and affords us outstanding recognition worldwide. \*Photography credits to Etienne Begouen



👍👍👍 65

6 comments 49 shares





# Social Media: Content Calendar

- Develop a **social media content calendar**. (Below is an example of our content calendar in Hootsuite, but a content calendar can also be kept in other formats such as a Google Sheet.)
  - **Plan and schedule content ahead of time** to ensure you have content to share on a consistent basis. There are many **tools** you can use to plan and schedule content. Research [different tools](#) to see what would work best for your business.
  - Stick to a consistent **posting schedule**. If you are going to have a presence on social media, you must be consistent with posting on a regular basis.
- Post content **at peak times**. Research when your followers **are most active** on social media. [Peak times](#) depend on the channel you are using, how your target audience interacts with that channel, and the regions (and corresponding time zones) you are targeting.

All Posts	<	>	Mar 17 - 23, 2019	TODAY	CONDENSED	▼	
GMT -04:00	Sun 17	Mon 18	Tue 19	Wed 20	Thu 21	Fri 22	Sat 23
	<b>Christie's Internet</b> 9:00am · In honor of St 	<b>christiesrealestate</b> 9:00am · "Flathead Vall" 	<b>christiesrealestate</b> 9:00am · "Orange Coun" 	<b>christiesrealestate</b> 9:00am · "The Perfect H" 	<b>christiesrealestate</b> 9:00am · "Mountain Co" 	<b>christiesrealestate</b> 9:00am · "The River Duj" 	<b>christiesrealestate</b> 9:00am · "Casa Blanca" 
	<b>ChristiesHomes</b> 9:00am · In honor of St 	<b>christiesrealestate</b> 9:00am · "Latin Colonia" 	<b>christiesrealestate</b> 9:00am · "La Plage" Sitt 	<b>Christie's Internet</b> 9:00am · Spend #Wine! 	<b>ChristiesHomes</b> 2:15pm · Greenwich off 	<b>ChristiesHomes</b> 2:05pm · Porto Rafael is 	<b>ChristiesHomes</b> 12:50pm · Fabulous #NewYorkCity homes for sale now via @boatint <a href="http://ow.ly/8dcC30m1z">http://ow.ly/8dcC30m1z</a> 



# Social Media: Automation Tools

**Social Media Automation** tools are used to automate the process of sharing content on multiple social media channels.

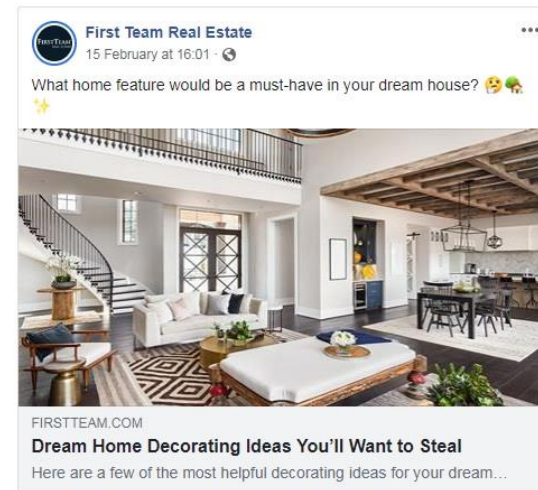
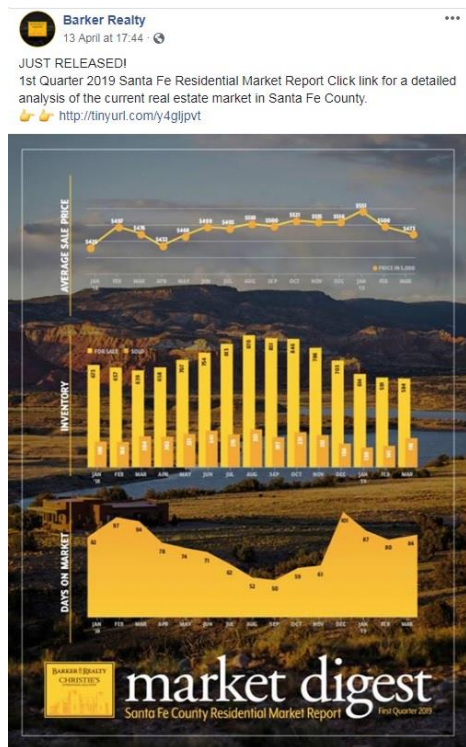
- Research various [social media automation tools](#) to determine which ones would work best for your agents and business.
- These tools allow you to have content ready to post to social media on a **corporate level**. Agents can have access, while choosing what they also want to share on their channels.
- **Agents** can take advantage of these tools via their brokerage to keep their social media accounts looking fresh and active.





# Social Media: Building a Social Media Following

- **Follow** important **publications, influencers, and engage with and share their content.** Follow and tag **other Affiliates.**
- **Be consistent** and stay active. Post fresh content on a **regular basis**. Limit yourself to channels that you know you can keep current.
- **Engage with your followers:**
  - **Monitor, respond to, like, and re-share** comments from your followers. Respond promptly.
    - According to research commissioned by Twitter, 71% of their users expect a response within an hour.
    - Answering a complaint on social media can increase customer advocacy by as much 25%.



# Social Media: Building a Social Media Following (Continued)

- **Monitor** activity using **social media tools**. Recommendations include [Hootsuite](#) or [Sprout Social](#). Research other tools to see what would work best for your business.
- Identify **top-performing content** and **trends**, and post more content based on what is popular with your followers.
- Look at what **competitors** are doing and make sure you are staying abreast of the latest trends.
- Subscribe to **social media marketing blogs** to stay informed about new and **exciting strategies** when it comes to building a social media following.


 **BlackStream International Real Estate** 15 April at 08:46 · 🌐

🌐 Don't let the final season of Game of Thrones stop you from living out your castle dreams 🏰 These epic castles will help you make your House legacy eternal, and you could even rule from the mountains of North Carolina at Castle Ladyhawke!


Contact the Damian Hall Group - Greenville at 864.561.7942 to schedule your showing today!



CHRISTIES.COM  
**Luxury Living: Homes with a fairytale flavour | Christie's**  
If you've ever fantasised about living in a medieval castle in Italy or an...

 **Maxwell-Baynes - Christie's International Real Estate** 14 April at 06:25 · 🌐

An incredible few days in Paris crowned by being awarded Affiliate of the year by Christie's International Real Estate. Michael and Karin, with their families, were hosted by Paris CIRE Affiliate Daniel Feau for a tour of Paris by river. The awards dinner was held in the Gallery of the wars within Palace of Versailles following a private tour of the works of art and of course the astonishing "hall of mirrors."  
photos by Etienne Begouen



+12



# Social Media: Building a Social Media Following (Continued)

**Integrate** your social media icons and/or social feeds **into your website.**

FOLLOW US ON INSTAGRAM



HAVE A QUESTION?

CONTACT US

FOLLOW US



HOME | ABOUT | AGENTS | SEARCH | LISTINGS | DEVELOPMENTS | COMMUNITIES | CONTACT 1-713-714-6454

**NAN & CO** PROPERTIES

**CHRISTIE'S** INTERNATIONAL REAL ESTATE

NAN AND COMPANY PROPERTIES

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• LISTINGS SITE MAP • PRIVACY POLICY

f in @ ✉

exclusive affiliate of  
**svoboda&williams** | **CHRISTIE'S**  
INTERNATIONAL REAL ESTATE

**Integrate** your social media icons into **company email templates.**

Do not forget to follow us on Social Media



Estela Exclusive Homes | Christie's International Real Estate  
Paseo Juan Carlos I n°23, local 6 (Building Mediterráneo)  
07800, Ibiza, Spain

+34 971 931 562

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www.michaelzingraf.com

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# Social Media: Paid Social Media Campaigns

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Social media algorithms change frequently, limiting the organic reach of your social media posts. [Paid Social Media Campaigns](#) can increase exposure to your existing followers and can also expand your reach to a new audience.

## Facebook Paid Social Media Campaigns

- **Target** users based on **demographic, location, interests**, and other details.
- Choose the [type of ad](#) you want to run, such as **carousel** or **video ads**.
- **Boost** and **promote** your existing content. If you have an important post that you want to reach more users, boosting and promoting your post is a quick and cost-effective way to **attract potential new followers**.
- **Remarket** to [existing leads](#). Show content to users that have **previously engaged with your content**. These users are already familiar with your brand, but just need a reminder about your content.
- **Test ads**. You can [split test](#) your ads to see what copy, images, and CTAs attract followers.
- All ad platforms have analytics to measure the success of campaigns. Monitor your campaigns frequently to understand what is performing best.

## Other Paid Social Media Campaigns

- Explore [Twitter Ads](#) for Campaigns, Ad Groups, Ads, and Audience.
- Explore [Instagram Advertising](#) ads for Stories, Photos, Videos, Carousels, and Collections.
- Explore advertising for other networks such as **LinkedIn, Pinterest**, etc.
- Experiment with other campaign and advertising formats. There are always **new and exciting offerings** and it is important to always check to see what new social media offerings are available.



# Social Media: Paid Social Media Campaigns (Continued)

## Analytics

- If you use social media to drive traffic to your website, monitor the traffic from social media in your Google Analytics to understand the volume and quality of the traffic.
- Check in and change your ads monthly.

## Influencer Marketing

- Reach out to **influencers** in your markets and experiment with **paid influencer marketing campaigns**. Influencers with large followings can promote your content and generate more traffic to your channels.
- In 2017, 92% of marketers who used influencer marketing found it to be effective.
- Review [The Ultimate List of Instagram Influencers](#).



Christie's International Real Estate  
Sponsored · 🌐

Earth Day is near—April 22—and if that's got you thinking about buying a home with environmentally friendly technology, here are 5 to think about, from Hawaii to North Carolina, via Christie's.



CHRISTIES.COM  
**Luxury Living: Homes with Earth-friendly features | Christie's** Learn More

David Bilder, Knut Wingsch and 87 others · 2 Comments 14 shares

Like Comment Share



Christie's International Real Estate  
Sponsored · 🌐

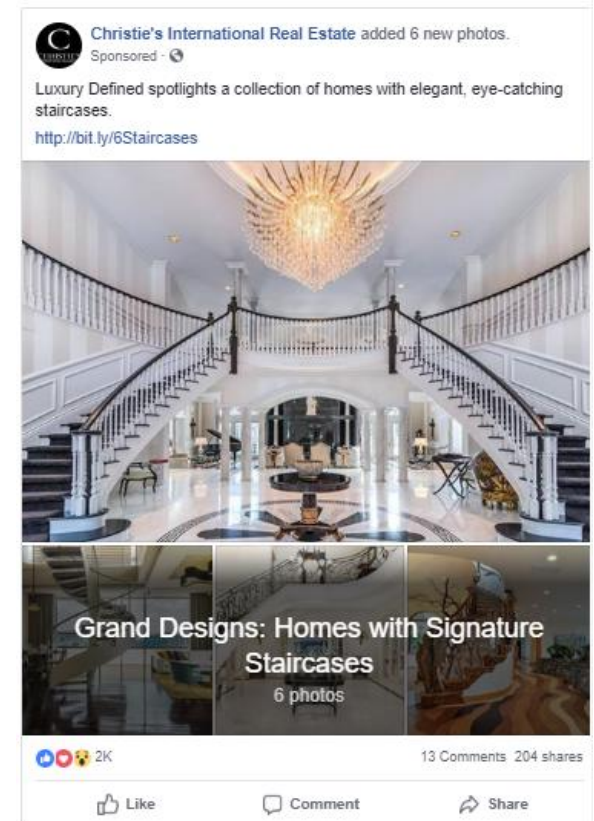
Overlooking the San Miguel River, this mountain retreat enjoys a quintessential location near Telluride's Gondola ski lift, amid a scenic landscape of aspen, spruce, and cottonwoods.  
[ Represented by Telluride Real Estate Corp./ Christie's International Real Estate ]



CHRISTIESREALESTATE.COM  
**Telluride Mountain Retreat: a luxury home for sale in...** LEARN MORE


👍 🥰 🙌 Nancy Stevens Siau and 441 others · 7 comments 51 shares

Like Comment Share



Christie's International Real Estate  
Sponsored · 🌐

Luxury Defined spotlights a collection of homes with elegant, eye-catching staircases.  
<http://bit.ly/6Staircases>



**Grand Designs: Homes with Signature Staircases**  
6 photos

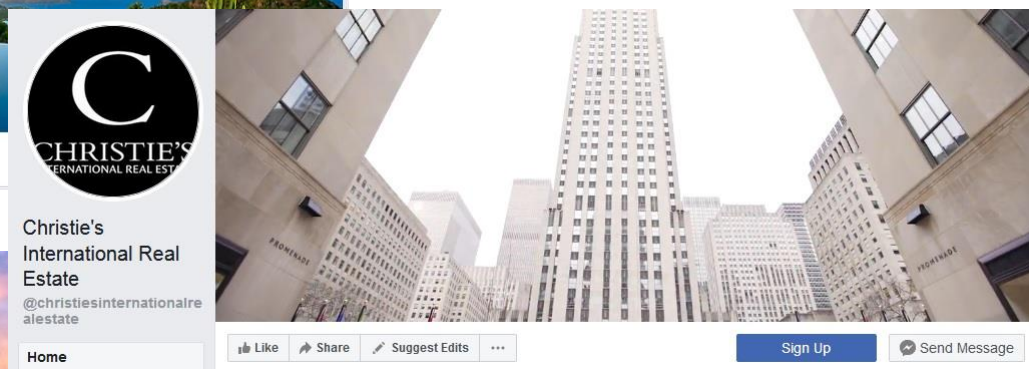
👍 🥰 🙌 2K · 13 Comments 204 shares

Like Comment Share



# Social Media - Facebook: Visual Branding

- **Header image:** Choose an engaging and high-quality header image, or video, featuring:
  - Beautiful property examples
  - Views of your city
  - Brokerage office exterior/interior
  - President/CEO/Agent of the brokerage
- **Profile picture image** should contain company logo





# Social Media - Facebook: "House of the Day"

## Recommended content:

- Text including property name, location, and a short description
- Image or video
- A shortened URL (custom bit.ly) to the web ad

**Corse Prestige Immobilier**  
28 May 2018

À la vente maison de Maître en Corse - St Florent.  
Construite en 1887, par un célèbre consul Corse, cette demeure s'inscrit dans la tradition insulaire de ce que l'on surnomme habituellement les « Maisons d'Américains ». <https://goo.gl/8mM27d>  
#st\_florent #luxuryrealestate

At the sale house of master in corsica - st florent.  
Built in 1887, by a famous corsican consul, this house is part of the island tradition of what is usually known as "American houses".  
<https://goo.gl/8mM27d>  
#st\_florent #luxuryrealestate

🌟 Rate this translation




7 1 Comment 61 views

**Svoboda & Williams**  
25 February at 11:51

► 4+kk, 161 m2, lodžie 14 m2, Praha 1, Nové Město  
► [http://bit.ly/SW\\_Jungmannova](http://bit.ly/SW_Jungmannova)  
Prestížní lokalita, vysoký standard dokončení, široké lifestylevé možnosti v okolí, lodžie do vnitrobloku – to vše nabízí tento prostorný byt pro celkové rekonstrukci, situovaný jen pár kroků od Františkánské zahrady. Veškeré vybavení a nábytek v ceně.

► 4 +Kitchenette, 161 M2, Balcony 14 m2, Prague 1, new city  
► [http://bit.ly/SW\\_Jungmannova](http://bit.ly/SW_Jungmannova)  
A prestigious location, a high standard of completion, a wide range of options nearby, balcony to courtyard - all this offers this spacious apartment after a total reconstruction, located just a few steps from the Franciscan Garden. All equipment and furniture in price.

🌟 Rate this translation



641 23 Comments

**Bórquez & Asociados / Christie's**  
11 April at 13:59

#VENTA y #ARRIENDO | Hermosa casa en Vitacura de arquitectura moderna. Posee terminaciones de primer nivel, su gran luminosidad la convierten en un espacio cómodo y acogedor.

4 d | 3 b + visita | Sala de Estar | Terraza | Piscina | Quincho | Servicios completos | 8 Estacionamientos.

T: 2.000 m² // C: 380 m²  
+ info contacto@byas.cl

Código propiedad: 16440-S12  
Más información en <http://bit.ly/16440-S12>  
See Translation



Lo Curro / Vitacura Lo Curro / Vitacura

**HK Lane Real Estate / Christie's International Real Estate**  
4 March at 14:25

HK Lane's Home of the Week:  
76234 Via Firenze  
Located in Indian Wells, CA  
Listed by Judith Hamilton for \$1,795,000  
For more info: [www.hklane.com](http://www.hklane.com)



**Provenance Properties Cayman Islands**  
15 March at 10:18

With OLEA 111, a duplex in this new sustainably designed community in #CamanaBay, you can enjoy almost 4,000 square feet of family living, with 4 bedrooms and 4 bathrooms in a stunning neighbourhood offering canalfront homes and world-class amenities. To learn more, contact us today.  
[info@provenanceproperties.com](mailto:info@provenanceproperties.com) | +1.345.640.7000 | MLS #409472



# Social Media - Facebook: Property Photo Albums

## Recommended content:

- Slideshow of property with images showing different features
- High-resolution photos should be used if available
- Recommended text: Property name, location, and a short description
- Create shortened URLs (custom bit.ly) to the web ad


 **Nan and Company Properties** Yesterday at 12:00

French Chateau-style home nestled in the gated estates of the Royal Oaks Country Club. ✨

5 Bedrooms | 9,695 Sqft. | 60' Lap Pool


Learn more here: <http://bit.ly/2TVc46D>

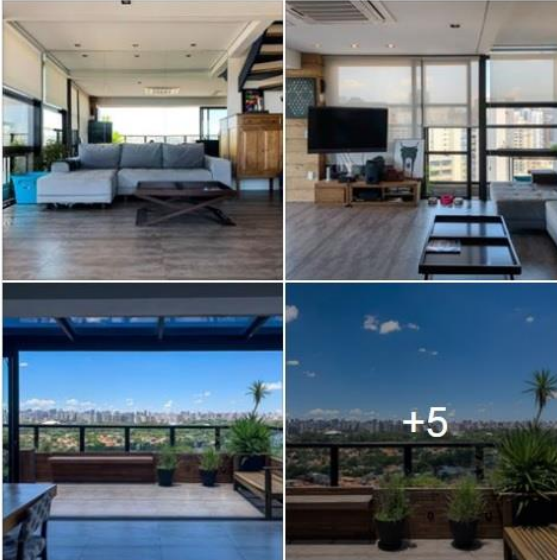


 **Axpe. Imóveis Especiais. Unicamente.** 8 March at 16:45

Só para quem gosta de receber os amigos e relaxar! Cobertura com ofurô, terraço com vista e mobília linda no Itaim Bibi. 1 suíte. 1 vaga. 90 m². Aluguel: R\$ 12.000,00. Venda: R\$ 1.850.000,00. Entre sem bater: <http://bit.ly/2H6JYCC>

Only for those who like to receive friends and relax! Penthouse with tubbing, terrace with view and beautiful furniture at itaim bibi. 1 Suite. 1 VACANCY. 90 sqm. Rent: \$ 12.000,00. sale: \$ 1.850.000,00. between without hitting: <http://bit.ly/2H6JYCC>

 Rate this translation



 **Sherry FitzGerald Group** 18 February at 07:08

7 Pinehaven, Cross Ave, Blackrock, Co Dublin

Exceptional detached, four bed home flooded with natural light & within walking distance to Blackrock & Booterstown.

Contact our Blackrock branch for more on +353 1 288 0088 or click here <https://bit.ly/2II5Yeo>








# Social Media - Facebook: Themed Photo Albums

## Recommended content:


- Slideshow of multiple properties with images showing one themed (wine cellar, chef's kitchen, fireplace, etc.) feature of the home
- High-resolution photos should be used, if available
- Recommended text: Property name, location, and a short description
- Create shortened URLs (custom bit.ly) to the web ads and/or blog article

 **Christie's International Real Estate** added 8 new photos to the album **Living in Color: Homes Designed with Stained Glass**.  
Published by Lisa Gluck [?] · 28 November 2018 · 🌐



We present eight extravagant yet elegant homes in which stained glass reveals its many moods.  
<http://bit.ly/StainedGlassFB>



Living in Color: Homes Designed with Stained Glass  
8 photos

 **Christie's International Real Estate** added 5 new photos to the album **Eco-Friendly Homes Built with Locally Sourced Materials**.  
Published by Lisa Gluck [?] · 15 April at 10:14 · 🌐

Ahead of Earth Day 2019 (April 22), we tour five properties built with locally sourced materials, proving that sustainable living can be both environmentally conscious and luxurious.  
<http://bit.ly/LocallySourcedMaterials>



Eco-Friendly Homes Built with Locally Sourced Materials  
5 photos





# Social Media - Facebook: Blog Articles

Post **blog articles** from various blogs, including your own:

- [Christie's International Real Estate's Blog: Luxury Defined](#)
- [Christie's Blog](#)
- **Other Affiliate's blogs**, including:  
[Hawaii Life](#), [First Team](#), [Gloria Nilson](#), [Strutt & Parker](#), [Chestnut Park](#)
- Use social media sharing icons (as shown in the example on the right)



PROPERTY GALLERIES

## 6 Homes with Spectacular Bespoke Fireplaces

Luxury Defined spotlights a collection of properties with designer fireplaces and antique hearths

March 11, 2019



There was a time when luxury living meant bringing the fire indoors, to a cave with a natural chimney. Fire cooked the food, brought light and warmth into the home—and it kept away the predators. Since the advent of lintel, post and roof, the fireplace has evolved into a highly

RECENT POSTS



 **Sherry FitzGerald Group**  
17 March at 08:47 · 🌐

For the day that is in it, Christie's have published an article on their Luxury Defined Blog about 5 luxury homes in Ireland: <https://bit.ly/2F76ub4>



CHRISTIESREALESTATE.COM  
**Legendary Landscapes: 5 Luxury Homes in Ireland - Christie's International Real Estate**

 **PureWest - Christie's International Real Estate (Bozeman, MT)**  
15 January · 🌐

16 Claim Jumper Road in Big Sky Resort, presented by Michael Thomas - Big Sky Lifestyle Real Estate, was just featured by Christie's International Real Estate among several of the most coveted ski homes near some of the world's top-ranked ski resorts!



CHRISTIES.COM  
**Luxury Living: Homes for skiers | Christie's**  
From Aspen to Big Sky, 5 super-snug retreats in or near some of the world...

 **Gloria Nilson & Co. Real Estate**  
19 February at 13:36 · 🌐

What Comes With the House? Negotiating 'Fixtures'  
Learn More: <https://bit.ly/2Ndl2ta>



GLORIANILSON.COM  
**What Comes With the House? Negotiating 'Fixtures' | Gloria Nilson & Co. Real Estate**



# Social Media - Facebook: Open Houses

## Recommended format:

- Slideshow of property with images showing different features of the home

OR

- Slideshow of multiple properties that are available
- High-resolution photos should be used, if available
- Create a Facebook event with details



Willis Allen Real Estate  
8 March at 16:27 · 🌐

San Diego, check out the Open Houses happening this weekend:  
<http://bit.ly/WillisAllenOpenHouses>

The post features a main image of a large, two-story house at dusk with a driveway and a garage. Below it are three smaller images: a modern kitchen with a bar, a house with a blue roof, and a house with a large tree. The post has 151 reactions and 9 shares.

## Recommended content:

- Day and time of open house, property location, and a short description
- Create shortened URLs (custom bit.ly) to the web ad



Upcoming Events

**Feb 23** Austin Open Houses: February 23-24  
Sat 11:00 CST - Moreland Properties - Austin, Texas  
7 people going

★ Interested

The event post includes a photo of a bright, modern living room with two armchairs, a coffee table, and a large window with a view of a balcony.



Faith Wilson Group  
20 March at 12:31 · 🌐

Good Morning Vancouver Agents - Don't miss this fabulous home this morning during Agent's Open from 10:30-12:00 at 6335 Elm Street.  
<http://ht.ly/3ulF30o7Erq>

6335 Elm Street | Kerrisdale House for Sale  
Welcome to paradise! This stunning property on a quiet tree-lined street is ...

The post features a large aerial photograph of a house with a swimming pool, surrounded by lush green trees.





# Social Media - Facebook: Company and Agent News

## Company News:

- Post announcements welcoming new agents to the network
- Brokerage announcements
- Brokerage, CEO/executive, and agent awards
- Company acquisitions of other brokerages

**Michael Saunders & Company** 23 mins · 🌐

Yesterday, Michael Saunders was one of four local women honored with the Wonder Woman Award at The Women's Resource Center's Spring Legacy Luncheon.

Accepting the award, Michael told the audience, "Be brave, be bold, be curious; never, ever give up." Congratulations to our Founder, CEO, and our Wonder Woman.



**Greff Properties** 16 October 2018 · 🌐

Greff Christie's International Real Estate is proud to have been selected as an Award winner for Real Estate Marketing in South Africa for the International Property Awards.

Winning this award once again proves we are at the forefront of real estate marketing within our sector. Where it counts.

**First Team Real Estate** 22 hrs · 🌐

Connie Sanchez is a native Californian and has lived in Los Angeles and Orange County, with insider knowledge on the flavor of both areas because of her history. So excited to welcome this local expert to our First Team Real Estate - Seacliff Office ❤️

Look Who Just Joined  
FIRST TEAM REAL ESTATE  
**Connie Sanchez**

FIRSTTEAM REAL ESTATE CHRISTIE'S INTERNATIONAL REAL ESTATE

CONTENT.FIRSTTEAM.COM  
First Team Welcomes Connie Sanchez to Huntington Beach - Seacliff Office

**Special Properties RES** 12 February at 16:50 · 🌐

"Laura Schumacher-Kasprzak is a Realtor Associate® who continues to utilize the most recent technology. Laura's main goal is to make the process as stress free as possible, and to help her clients make the best decision possible." Welcome to the team!

SPECIAL PROPERTIES WELCOMES  
**LAURA SCHUMACHER**  
TO OUR MAHUAH OFFICE

Special PROPERTIES REAL ESTATE SERVICES LLC  
CHRISTIE'S INTERNATIONAL REAL ESTATE

**Hawaii Life Real Estate Brokers** 10 April at 21:29 · 🌐

Hawaii Life Honored As Overall Affiliate of the Year by Christie's International Real Estate.

<https://www.hawaiilife.com/.../hawaii-life-honored-as-overall.../>

We are so proud to announce this incredible honor from Christie's International Real Estate. The Overall Affiliate of the Year award is the highest honor bestowed by the world's leading real estate network. #hawaiilife #christies

HAWAII.LIFE.COM  
Hawaii Life Honored As Overall Affiliate of the Year by Christie's International Real Estate - Hawaii Real Estate Mar...





# Social Media - Facebook: Re-sharing Content and Engagement

## Interact with others in the network:

- Follow [Christie's International Real Estate](#), [Christie's](#), and other [Affiliates](#) in the network, and re-share their content.
- Interacting and engaging with other [Affiliates](#) in the network allows you to showcase your international connections.
- Like and comment on other posts to start conversations.

## Monitor and respond to comments:

- When you receive comments on your posts, respond within 24 hours or less:
  - Respond to questions with either an answer in the comment, or with a comment stating you will email/message them directly (and then contact them immediately after).
  - Thank users for compliments.

**Greeff Christie's Int. Real Estate - City Bowl, Atlantic & Western Seaboard** shared a link. 6 hrs · 🌐



CHRISTIESREALESTATE.COM

**Suteki House, Modern Portland Estate by Kengo Kuma: a luxury home for sale in Portland, Clackamas County,...**

Stephan Bothma, Warren Brewis and Dean Gabriels

Like Comment Share

**Newport Realty** shared a post. 13 hrs · 🌐

**Christie's International Real Estate**  
Yesterday at 09:01 · 🌐

Suteki House, near Portland, Oregon, was created by world-renowned architect Kengo Kuma to blend seamlessly into the landscape for ultimate indoor-outdoor living.



**Christie's International Real Estate**  
Published by Hootsuite [?] · 21 February at 10:45 · 🌐

Gone with the Wind actress Ann Rutherford's Beverly Hills estate, as well as the most-expensive single-family home ever sold in Hawaii and a spectacular Monte Carlo apartment were among the top fourth-quarter sales reported by the Affiliates of Christie's International Real Estate. Visit our online report to view the all the noteworthy sales of 2018.



CHRISTIESREALESTATE.COM

**Notable Luxury Home Sales of 2018: Fourth Quarter - Christie's International Real Estate**

6,248 People reached 440 Engagements [Boost Post](#)

Zanna Torrez, Wendy Arroyo and 168 others 1 Comment 35 shares

Like Comment Share

Most relevant ▾

**Christie's International Real Estate** Write a comment...

**Leslie de Ruyter Suze Lanser** 1  
Like · Reply · Message · 3d



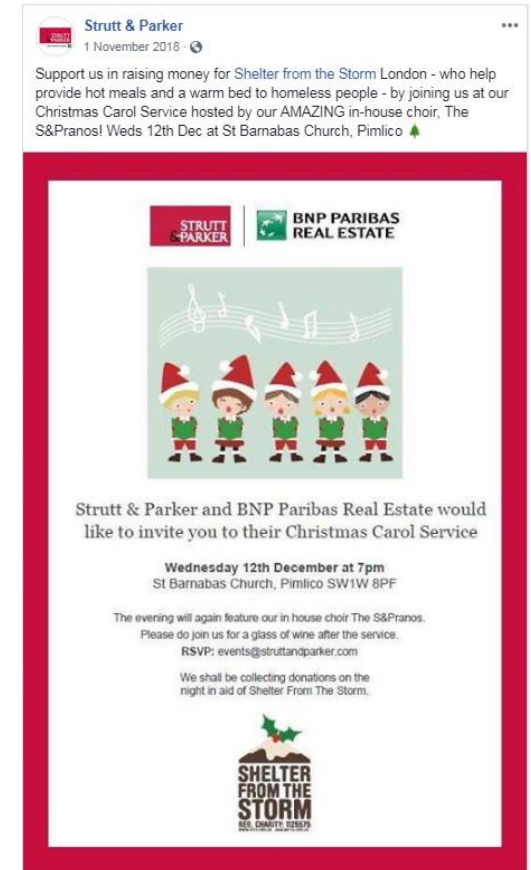
# Social Media - Facebook: Philanthropy

Many Affiliates work with **local nonprofit organizations**. From community rebuild projects to food drives to working with underprivileged youth. Here are some examples of Affiliates showcasing their work in local communities.



## Recommended format:

- High-resolution photos and videos should be used
- Link or tag nonprofit organization
- Include contact information
- Create a Facebook event with details





# Social Media - Facebook: Online Publications

## Interact with reporters and publications:

- Follow important publications and journalists and share their content when they write about your listings, location, or other information related to your business.
- When sharing their content, tag the reporter and/or publication, and thank them for posting about your listing.
- Use the publication's hashtag if one is available.

 **Christie's International Real Estate**  
Published by Hootsuite [?] · 14 December 2018 · 🌐

Listen to our CEO Dan Conn discuss the 2018 Luxury Ski Report with BloombergBusinessweek. Special thank you to Carol Massar and Jason Kelly for a great interview.



CHRISTIESREALESTATE.COM  
**Bloomberg Podcast Interview: the Conn - Christie's International Real Estate**

 **Kensington Luxury Properties Morocco**  
14 March at 05:27 · 🌐

Superb article in Mansion Global about one of our top properties in #Tangier  
<https://www.mansionglobal.com/.../a-minimalist-villa-with-ama...>  
#christieshome #morocco #luxury #realestate



MANSIONGLOBAL.COM  
**A Minimalist Villa With Amazing Views in Tangier**  
The home was redone by a famed designer in 2001

 **Premier Estate Properties**  
6 March at 08:00 · 🌐

🏫 These prestigious private schools pass the test!  
👉 Get to know the top five schools on Niche's list of the 201 Schools in Fort Lauderdale:



PREMIERESTATEPROPERTIES.COM  
**The 5 Top Rated Private Schools in Fort Lauderdale**  
Renowned as "the Venice of America," Fort Lauderdale is one of the most...

 **Michael Saunders & Company**  
7 March at 13:33 · 🌐

Take a trip down memory lane with Sarasota Magazine and the milestones that helped evolve the now dynamic landscape of Sarasota...including when "a lady named Michael" redefined the real estate industry in 1976 with a \$5,000 loan and a vision of what service should be.  
<https://www.sarasotamagazine.com/.../every-picture-tells-a-s.../>



SARASOTAMAGAZINE.COM  
**Every Picture Tells A Story...**  
Explore the histories and the futures of the organizations and companies...





# Social Media - Facebook: Print Publications and Events

## Interact with the Affiliate network:

- Post **event** and/or **conference** photos, print **publication** news, **significant sales**, etc.
- When sharing content, tag Christie's International Real Estate, Christie's, agent, publication, etc.

**Luxcdmx** is at Tepoztlán Mágico. 13 December 2018 · Tepoztlán, Mexico

We just receive "THE GOURMET & ENTERTAINING ISSUE" of the Christie's IRE Magazine. Our #CASAOLIVIA is featured on page #156

Acabamos de recibir la nueva edición de la revista de Christie's International State, en la cual fue publicada nuestra Casa Olivia.

#LUXMX #LUXURYREALESTATEINMEXICO #LUXURYDEFINED #CHRISTIEMEXICO #CHRISTIES #LUXURYREALESTATEINMEXICO #LUXURYHOMEFORSALE #modernarchitecture... See more

See Translation



**Landscape Christie's International Real Estate 領域住士得園** 國際地產 27 January

【住士得園地產最新一期季刊雜誌出版】

除了重點推介高調房產項目外，著重生活品味的你亦可以留意今期廣泛地報導有關旅遊、餐廳、室內設計及建築專題介紹。

歡迎閱讀電子版: ... See more

See Translation



**La Commerciale Realty** shared a post. 13 March at 07:18

Il nostro General Manager Maurizio Pezzetta sempre in prima linea!

#lacommercialerealty #fimaaroma

Our General manager maurizio pezzetta always on the front line!

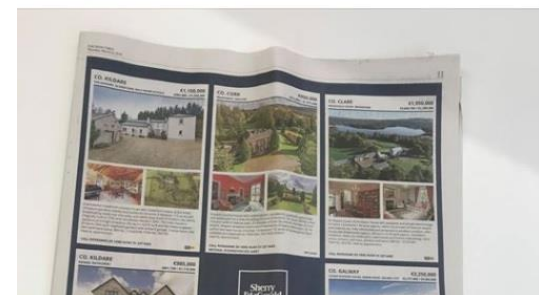
#lacommercialerealty #fimaaroma

Rate this translation



**Sherry FitzGerald Group** 23 hrs

Spring has sprung in Country Homes with a full page in today's The Irish Times



**Premier Estate Properties** Yesterday at 08:00

In early March, Premier Estate Properties partnered with our affiliate Christie's International Real Estate to host an exclusive, invitation-only reception and wine tasting with Christie's Wine and Spirits Department. The reception was held at a magnificent Palm Beach waterfront manse, spanning 14,000 square feet with breathtaking interiors, expansive outdoor entertaining spaces and a close-up vantage of the turquoise Intracoastal Waterway.

More details about this exclusive event:



CHRISTIESREALESTATE.COM

A rare selection of vintage Dom Pérignon Champagne showcased at exclusive Christie's tasting hosted by...



# Social Media - Facebook: Live, Events, and Video

## Facebook Content:

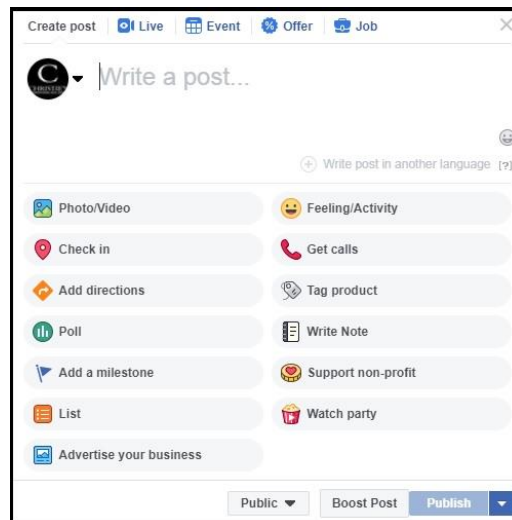
- [Facebook Live](#) is a tool that offers live-streaming video capabilities to Facebook users.

Go live during:

- A **listing walk through** and give followers a live look at the home
  - Company events and conferences
  - A tour of your office
- [Facebook Events](#) is a feature to organize upcoming events in your area.
  - **Recommended format** can include: date and time, brief description of events, photos, and contact information.
    - Create Facebook Events for:
      - Open houses
      - Charity events
      - Events and conferences

## Video

- Property videos
- Open Houses
- Events and conferences
- Office tour
- Listing walk through





# Social Media - LinkedIn: Content Best Practices

## Interact with reporters and publications:

- Follow important publications and journalists and share their content when they write about your listings, location, or other information related to your business.
- When sharing their content, tag the reporter and/or publication, and thank them for posting about your listing, location, etc.
- Use the hashtag of the publication if one is available.
- Create shortened URLs (custom bit.ly) to the web ads and articles.

**Christie's International Real Estate**  
7,664 followers  
3mo

Listen to our CEO Dan Conn discuss the 2018 Luxury Ski Report on [Bloomberg Businessweek's](#) podcast. Special thank you to [Carol Massar](#) and [Jason Kelly](#) for a great interview.



**Bloomberg Podcast Interview: the 2018 Ski Report**  
christiesrealestate.com

**Christie's International Real Estate**  
7,664 followers  
2mo


"Buyers are recognizing Santa Fe as a delightful place to own a second (or permanent) home as a retreat from their hectic lives in their often traffic-congested city," observes David Barker of [Barker Realty | Christie's International Real Estate](#), our exclusive Affiliate in Santa Fe, New Mexico.



**The Top 5 Reasons to Visit Santa Fe, New Mexico**  
christiesrealestate.com

**Christie's International Real Estate**  
7,664 followers  
5mo

What a \$15 million home looks like in 15 cities, featuring [Strutt & Parker](#), [JCR Christie's](#), and [Ken Jacobs](#). thanks to [Nick Mafi](#).



**Million Home Looks Like in 15 Cities | Architectural Digest**  
digest.com





# Social Media - Twitter: Content Best Practices

## Interact with the Affiliate network:

- Follow Christie's International Real Estate, Christie's, and other Affiliates in the network, and engage with their content. Like, comment, and retweet their posts.
- Post **articles** from your own blog, Christie's, and other Affiliates' Blogs.
- Post **company news**, **event** and/or **conference** photos, **property** highlights, **publication** news, and other interesting content.
- **What's trending?** Check what's trending every day and post your own content related to those topics to add to the conversation. *(See example to the right.)*
- When sharing content, tag Christie's International Real Estate, Christie's, or Affiliate.
- Create shortened URLs (custom bit.ly) to the web ads and articles.

**New York trends** · [Change](#)

**#WorldBookDay**  
58.1K Tweets

**Cole Anthony**  
Cole Anthony commits to UNC

**Lemonade**  
Lemonade has dropped on all streaming platforms 🍋

**#BookBirthday**


**#ShakespeareDay**  
3,127 Tweets

**#TuesdayThoughts**  
56.3K Tweets

**#DVpit**  
2,895 Tweets

**William Shakespeare**  
Remembering William Shakespeare

**James Holzhauer**  
1,761 Tweets

 **HG Christie Ltd.** @HGChristie · Feb 26  
From Richard Harris to Nicholas Cage, the one of a kind Kilkee House has been a host to an array of Celebrities!

Click below to read the latest article from @ChristiesHomes on estates made for stars!



**Luxury Living: Homes graced by stars of the silver ...**  
You might not win ever win an Oscar, but you can at least live like Hollywood royalty in a home once owned by Tony Curtis or Frank Sinatra  
christies.com



**Chestnut Park** @chestnutpark · Feb 19  
Our Christie's International Real Estate affiliate listing spotlight! 🥰  
Fun fact: It was the summer retreat and place of inspiration for Ian Fleming, the legendary British novelist and creator of Agent 007 — James Bond 🕒  
chestnutpark.com/blog-article.c...

 **Christie's Real Estate** @ChristiesHomes · Feb 26  
This past weekend in Mumbai, we attended the Luxury Lifestyle weekend. India's leading annual showcase offering a diversity of luxury brands and experiences, along with @ChristiesInc Handbags and Christie's Watches.



**Michaël Zingraf** @Michael\_Zingraf · Feb 20  
Discover in the last Lux Residence issue, the article on the villa Saint-Antoine, one of our exclusive property for sale as sole agent in Cannes Californie.  
➔ bit.ly/2lmmgU8  
@ChristiesHomes @LuxResidence  
#LuxuryRealEstate #Corporate #Cannes #FrenchRiviera



**Sherry FitzGerald** @Sherry\_Fitz · Mar 4  
Our team in Malahide are settling in well into their new premises on New Street Mall. This new high-profile address is situated in the very heart of Malahide Village. If you're passing, please drop in to say hello!  
For further information visit sherryfitz.ie/branch/malahide



# Social Media - Twitter: Interact with Reporters and Publications

## Interact with reporters and publications:

- Follow important publications and journalists and share or retweet their content when they write about your listings, location, or other information related to your business.
- When sharing their content, tag the reporter and/or publication, and thank them for posting about your listing.

**Christie's Real Estate** @ChristiesHomes · Mar 8

In the shadow of the #EiffelTower: the most chic homes for sale in Paris  
@Telegraph



**In the shadow of the Eiffel Tower: the most chic homes for sale in Paris**  
In the shadow of the Eiffel Tower: the most chic homes for sale in Paris  
telegraph.co.uk

4

**Christie's Real Estate** @ChristiesHomes · 27 Nov 2018

"Hard assets, such as fine art & luxury residential real estate, remain an attractive investment option for HNW individuals over the long-term, particularly when markets are volatile," says Dan Conn, CEO, Christie's International Real Estate  
@RobbReport



**These Wine Walls Will Turn Your Collection Into Your Home's Most Stunning Feature**  
Developers are creating wine walls in new luxury residences.  
robbreport.com

You Retweeted

**Mansion Global** @MansionGlobal · Mar 11

13th Century Estate in Estonia Has Lakes, Parkland and an Apple Orchard  
mansion.global/2TMPXCe



1 1 9

**Christie's Real Estate** @ChristiesHomes · 14 Dec 2018

Listen to our CEO Dan Conn discuss the 2018 Luxury Ski Report with @BW, special thank you to @carolmassar and @jasonkellynews for a great interview



**Bloomberg Podcast Interview: the 2018 Ski Report ...**  
Explore our 2018 Luxury Ski Report with Christie's International Real Estate CEO Dan Conn and Bloomberg Businessweek  
christiesrealestate.com

1 2

**Ivester Jackson** @IvesterJackson · 28 Dec 2018

Thanks @NBCNewYork for sharing this cool @IvesterJackson @ChristiesHomes home with your viewers! #NYC



**PHOTOS: This Estate Has Hidden 'Town' Inspired Backyard**  
While the 12,000 square-foot mansion boasts six bedrooms and nine bathrooms, it's the jaw-dropping entertainment level that transports you to another era...  
nbcnewyork.com

3 4





# Social Media - Instagram: Content Best Practices

## Content Guidelines:

- Post **high-quality property photos** and **videos**.
  - Use either one photo or a **slideshow** of multiple photos/videos (up to 10).
  - Post a **variety of property features**.

## Instagram Tips:

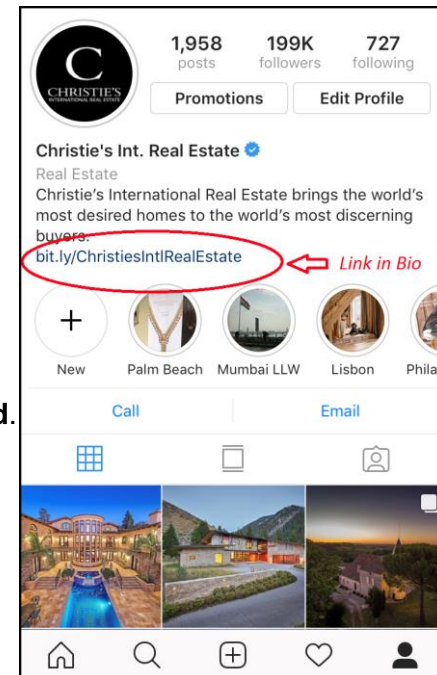
- Post images from **blog articles**, **company news**, behind the scenes at **events** and/or **conferences**, **publication news**, **holiday greetings**, **philanthropy**, **open houses**, **significant sales**, and other interesting content.
- Refrain from using images that look like an ad.
- Use strategic hashtags. You can also include our official hashtags **#ChristiesHomes** **#luxurydefined**.
- **Tag** agents, publications, locations, architects, designers, or others related to your content.
- Tag the **location**.
- Add a link to your bio. Reference the “**link in bio**” in your posts (*example to the right*).

## Engage with the Network:

- Follow Christie’s International Real Estate, Christie’s, and other Affiliates, and engage with their content (like/comment/repost).
- Follow important publications and journalists, and engage with their content (like/comment/repost).

## Christie International Real Estate’s Affiliates Accounts to Follow:

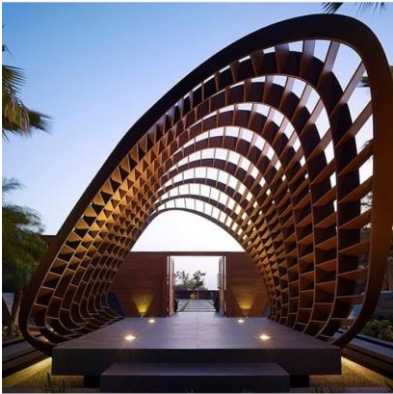
- Download the list of Affiliate Social Media Accounts and follow other Affiliates on Instagram, Facebook, Twitter, and more. To add or update your company’s social media accounts in the list, please email socialmedia@christiesrealestate.com.





# Social Media - Instagram: Content Best Practices (Continued)

**2seaslocabos**



Liked by **bradenwhite\_toronto** and 35 others

**2seaslocabos** From the Luxury Defined Blog | Collaborating with Los Angeles Architect Hagy Helberg


**gwwrealestate**



Liked by **debaleb** and 163 others

**gwwrealestate** It has been a pleasure representing Chateau de Chaumont and we loved helping find this gorgeous home it's next owners. Congratulations @debaleb 🎉👏


**jrchristies**  
Four Seasons Hotel Kyoto



Liked by **romolini\_christies** and 40 others

**jrchristies** 【Four Seasons Kyotoのホテルレジデンス!】  
京都のフォーシーズンズホテルのレジデンス物件をお見せします。約200坪に約1.5億円の高級物件

**specialpropertiesres**  
Upper Saddle River, New Jersey



Liked by **luxcdmx** and 50 others

**specialpropertiesres** A jewel of masterful design with every detail quality crafted.

15 Blueberry Hill, Upper Saddle River  
Listing Price: \$2,688,000  
Listing Agent: Gohar Grigoryan  
C: 201-739-9082 O: 201-962-9551

View 1 comment

**nanproperties**



Liked by **lacommercialearealty** and 82 others

**nanproperties** Today we celebrated the first annual Awards Ceremony were our team was able to be recognized for their dedication and continued success.

It was such an honor to have had the CEO of Christie's, Dan Conn present the keynote speech it means to be a part of Christie's Real Estate.

ard to a year of new opportunities


**christiesinc**  
Christie's



12,042 views · Liked by **christiesrealestate\_r365** and **ellenbmcguire**

**christiesinc** Sold! After eight minutes of spirited bidding, this rare Imperially inscribed jade 'Twin Fish' washer achieved \$2,895,000 (including buyer's

**oliverluxuryrealestate**




20 likes

**oliverluxuryrealestate** Join us for some great open houses this weekend! Click the link in our bio for more information.

MARCH 22

**chestnutparkhomes**  
Toronto, Ontario



134 views · Liked by **bradenwhite\_toronto** and **realestatejulia**

**chestnutparkhomes** The February real estate market watch with Chris Kapches is live! Watch the full video by clicking the link in our bio or head over to the blog to read his commentary. 📺

View all 3 comments

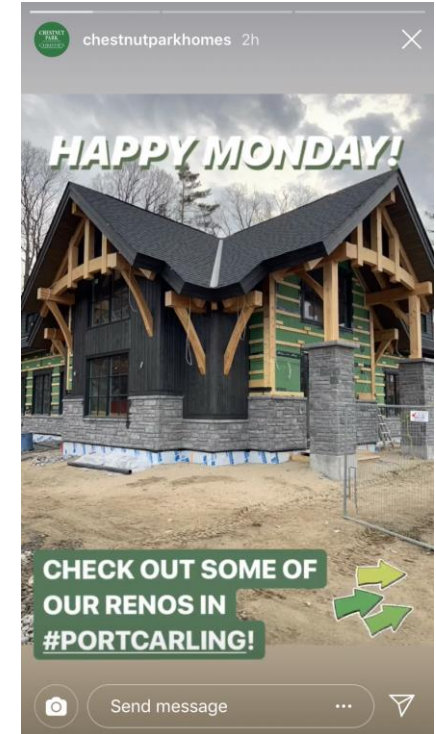
MARCH 8



# Social Media - Instagram Stories: Content Best Practices

## Instagram Stories

- Half a billion people use Instagram Stories every month.
- Pin important Instagram Stories to your **Profile Highlights**.
- Bring your business to life while posting:
  - Behind the scenes content from events or conferences
  - “Live” guided property tours
  - Promotions of new initiatives





# Social Media: Who to Follow

## Christie's Instagram Accounts to Follow:

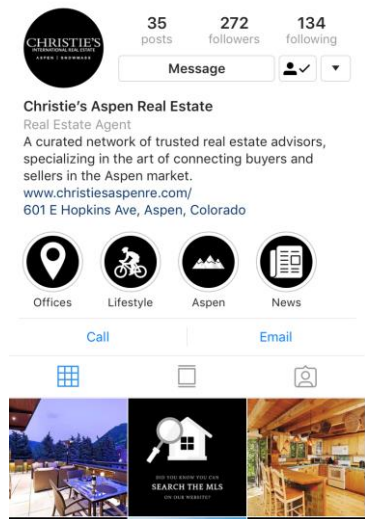
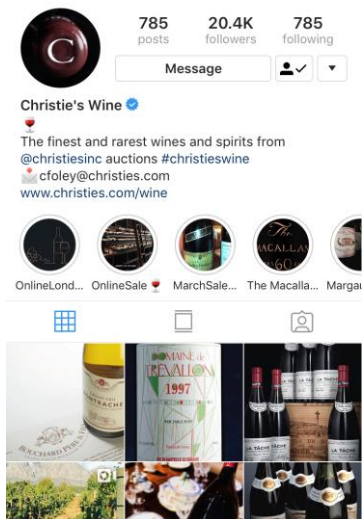
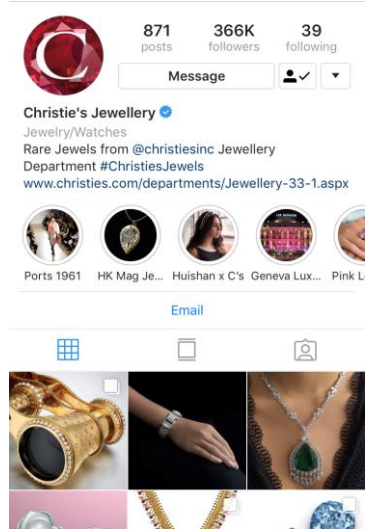
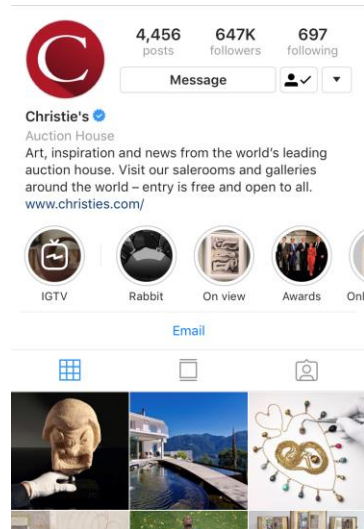
- Christie's Inc: <https://www.instagram.com/christiesinc/>
- Christie's Asia: <http://www.instagram.com/christiesasia>
- Christie's Education: <https://www.instagram.com/christiesedu/>
- Christie's Events: <https://www.instagram.com/christiesevents/>
- Christie's Handbags: <https://www.instagram.com/christieshandbags/>
- Christie's Interiors: <https://www.instagram.com/christiesinteriors/>
- Christie's Jewelry: <https://www.instagram.com/christiesjewels/>
- Christie's Los Angeles: <https://www.instagram.com/christieslosangeles>
- Christie's Paris: <https://www.instagram.com/christiesparis/>
- Christie's San Francisco: <https://www.instagram.com/christiessf/>
- Christie's Watches: <https://www.instagram.com/christieswatches/>
- Christie's Wine: <https://www.instagram.com/christieswine/>

## Christie's International Real Estate's Instagram Accounts to Follow:

- Christie's International Real Estate: <https://www.instagram.com/christiesrealestate>
- NYC Brokerage: <https://www.instagram.com/christiesrenyc>
- Aspen Brokerage: <https://www.instagram.com/christiesaspenre/>

## Christie International Real Estate's Affiliates Accounts to Follow:

- Download the list of [Affiliate social media accounts](#) and follow fellow Affiliates on Instagram, Facebook, Twitter, and more.
- To add or update your company's social media accounts in the list, please email [socialmedia@christiesrealestate.com](mailto:socialmedia@christiesrealestate.com)



# Social Media: Sources

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## Overview:

<https://blog.hootsuite.com/social-media-style-guide>

## Suggested Content:

<https://sproutsocial.com/insights/twitter-hashtags/>

<https://news.google.com/>

<https://nationaltoday.com/national-day-calendar/>

<https://ga-dev-tools.appspot.com/campaign-url-builder/>

<https://app.bitly.com/bbt2/>

<https://bitly.com/blog/brand-your-links-with-bitly/>

## Content Calendar:

<https://eclincher.com/blog/social-media-management-marketing-tools/>

<https://coschedule.com/blog/best-times-to-post-on-social-media/>

<https://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic>

## Automation Tools:

<https://hooquest.com/social-media/>

## Building a Social Media Following:

<https://coschedule.com/blog/social-media-post-ideas/>

<https://blog.loomly.com/social-media-post-ideas-the-definitive-guide-2019/>

<https://hootsuite.com/>

<https://sproutsocial.com/>

<https://sproutsocial.com/insights/competitor-analysis-tools/>

<https://blog.hubspot.com/blog/tabid/6307/bid/5977/36-awesome-social-media-blogs-everyone-should-read.aspx>





# Social Media: Sources (Continued)

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## Paid Social Media Campaigns:

<https://www.facebook.com/business/ads>

<https://www.facebook.com/business/learn/facebook-ads-reach-existing-customers>

<https://www.facebook.com/business/help/1738164643098669>

<https://business.twitter.com/en/solutions/twitter-ads.html>

<https://business.instagram.com/advertising/>

<https://www.socialmediaexaminer.com/track-social-media-traffic-google-analytics/>

<https://blog.hubspot.com/marketing/examples-of-influencer-marketing-campaigns>

<https://blog.hubspot.com/marketing/instagram-influencers>

## Blog:

<https://www.christiesrealestate.com/blog>

<https://www.christies.com/features?FeatureTypeID=19&CategoryID=-1&T=F&LID=1>

<https://www.hawaiilife.com/blog/>

<https://www.firstteam.com/blog>

<https://www.glorianilson.com/blog>

[https://www.struttandparker.com/knowledge-and-research?knowledge\\_and\\_research\\_search%5Bsearch%5D=](https://www.struttandparker.com/knowledge-and-research?knowledge_and_research_search%5Bsearch%5D=)

<https://www.chestnutpark.com/blog.cfm>

## Facebook:

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