Nan and Company Properties

SOCIAL MEDIA HANDBOOK

NAN &CO PROPERTIES | CHRISTIE'S INTERNATIONAL REAL ESTATE

Social Media Do's

Use Proper Social Media Colors

- Only use Nan Branded Colors
- Main colors to use: White, Light Grey, Dark Grey
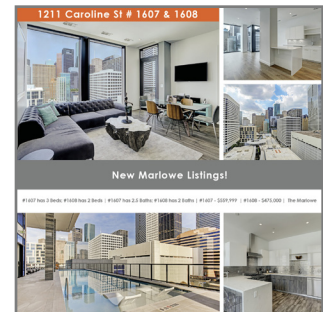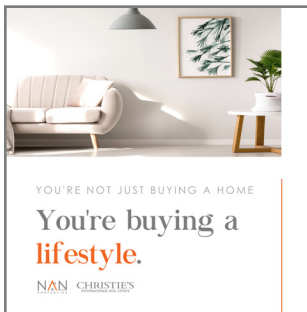- Minimal Colors to use: Nan Orange, Black

White	Light Gray	Dark Gray	Orange	Black
#ffffff	#a3aaad	#7c7d7d	#f16624	#231f20

Use Nan Brand Fonts

Chapaza   **Century Gothic Bold**   CG Regular   Lato   Arial

Graphics

- Use company graphics provided to you weekly through Basecamp
- Order Custom branded graphics through the Marketing Store

Social Media Don'ts

How to Avoid Posting Incorrect Content

- No use of colors that go against the Nan branding
- No use of verbiage that goes against the Nan x Christie's Brand
- No tampering with the colors / layout of the Nan x Christie's logo
- No placing the Nan x Christie's logo over the top of images that do not align with the brand
- No placing personal or other company logos directly on, above, below or next to the Nan/Christie's logo

Examples of Dont's

Off Brand Logo
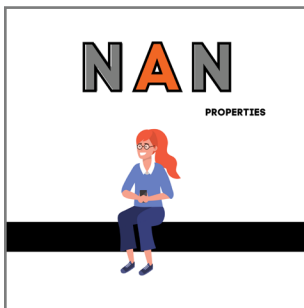
Errors include:

- Incorrect brand font
- Bubble letters
- Incorrect Nan orange
- Unauthorized modification of the logo
- Using non-approved version of the logo

Low Quality Posting

Errors include:

- Blurry / pixelated logo
- Various fonts , none of which are brand fonts
- Whimsical looking, not aligning with luxury brand
- Background does not align with brand colors

Off Brand / Agent Cut Out

Errors include:

- Incorrect hue of orange
- Cut out photo of headshot placed on image
- Incorrect brand fonts

Incorrect Brand

Errors include:

- Not brand colors
- Personal branding instead of Nan branding

Incorrect Logo Use:

Improve Your Social Media

Post Daily on Instagram

1. **Instagram Posts:**

    A. Open House/ Closed Listing

    B. Touring a Listing

    C. Graphics from Nan Marketing Team

Great photo, balanced with a perfect composition!

**abbyjonesrealtor**
Nan and Company Properties
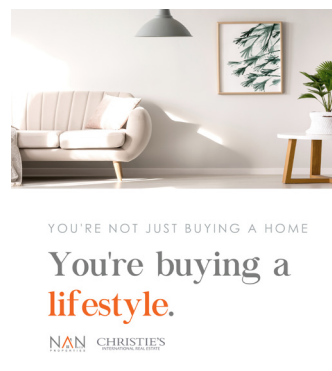
Improve Your Social Media

    D. **Lifestyle - Show expertise in Houston neighborhoods and local areas**

         i. Possibly hire a photographer (or ask a friend) to take pictures of you in different locations

       ii. Parks, Museums, Sporting Events, Dog Parks, Restaurants / Happy Hour Spots

     iii. Special Events (Rodeo, Concerts, Community Gatherings, Art Shows)

    E. **Educational**
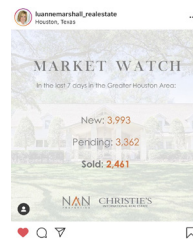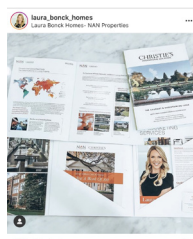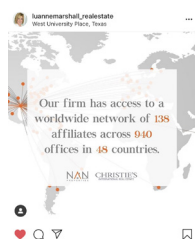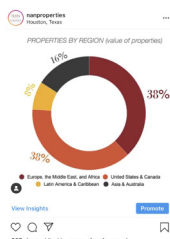
    F. **Feature Other Nan Listings / Quotes**

    G. **Travel Photos - Let clients know we have Christie's affiliates around the world**

    H. **Working in Real Estate**

Improve Your Social Media

2. **Instagram Stories - Post Every Day**

    I. Use Mojo App to create animated stories using your listing photos

    J. Request Stories through the Nan Marketing Store

    K. Daily Updates

        i. Open Houses

        ii. Just Sold - Feature Client (if you have their permission)

        iii. Client Meetings

3. **Grow Your Follower Base**

    L. Use hashtags in posts and stories (when applicable). Such as:

        i. **#houston #houstontexas #houstontx #houtx #texas #houstonhome #houstonhomes #houstonrealesate #houstonrealtor #realtorlife #luxurylisting #luxuryrealestate #luxuryrealtor #christies #christiesinternationalrealestate #milliondollarhome #milliondollarlisting #realtor #realestate #texashome #texashomes #homeinspo #dreamhome #homedesign #kitcheninspo #livingroominspo ■ #MondayMotivation #TuedsdayThoughts ■ #WednesdayWisdom ■ #ThrowbackThursday ■ #FlashbackFriday #FridayVibes #SaturdayMood #SundayFunday #SundayVibe**

    M. Houston hashtags depending on location:

        i. **#houstonheights #heightshouston #eastdowntown #eastendhouston #riveroakshouston #memorialhouston #sugarland #woodlandstx #springtx #montrosehouston**

    N. Advertise using Adwerks

    O. Remember to Geotag your location both on posts and stories

4. **Use of Nan x Cire Logo on Instagram**

    P. The Nan only logo will be used for the majority of graphics posted on social media.

    Q. No combining your name or text with the Nan Only and Nan/Christie's logo in any circumstance.

    R. No Nan logo should be downloaded directly from the nanproperties.com website.. **Any agent needing use of the logo may request it from the marketing team.**

    S. When using the Nan logos, make sure they are not blurry or pixelated..