



Using Our Templates

Kaplan has developed social media post templates to help you drive interested agents, recruits, and social media fans to your education portal. Here is a simple, step-by-step guide to using these template posts in social media.

1 Select the social media template message that you want to use.

2 Highlight the text and copy (CTRL + C) it.

3 Paste (CTRL + V) the template message into the post field of your chosen social media platform.

4 Update any areas of the template message that are in {brackets} with the pertinent custom information (brokerage name, portal link, your name, etc.).

5 Post the message!

General Tips

- **Start Small:** If you're new to social media, start with one platform. Trying to do it all right out of the gate can become overwhelming. If you've already established some success in one social media platform, try to venture out and apply what you've learned to a new one.
- **Choosing a Platform:** Not all social media platforms are the same. They all work a little differently. This [valuable article](#) will help you decide which ones should be your main priority.
- **Balance is Key:** Nobody likes to feel like they are being marketed to. Balance your promotional posts with posts containing information of value for your followers. It will help to drive better engagement, and your audience will be more receptive to your promotional messages when you actually do market to them.
- **Be an Expert:** Social media is a great place to establish and communicate your expertise. Consider posting valuable content like "Weekly Tips for First-Time Homebuyers." You can also share links to valuable blog posts you've written.
- **Share Great Content:** Let someone else do the legwork! In addition to sharing content you've developed, you can also share articles written by others. Chances are, you read articles every day that your audience would find interesting. Share them on your page to demonstrate that you have a finger on the pulse of the business.