

The Radian logo is positioned in the top left corner of a dark blue, curved graphic element. Below the logo, several white line-art icons of thumbs-up gestures and four-pointed stars are scattered across the graphic. The graphic element is set against a white background.

# radian

## Embracing the Social Generation: Strategies to Grow Your Social Media Presence

Thursday, May 18, 2023

3:00 PM ET / 12:00 PM PT

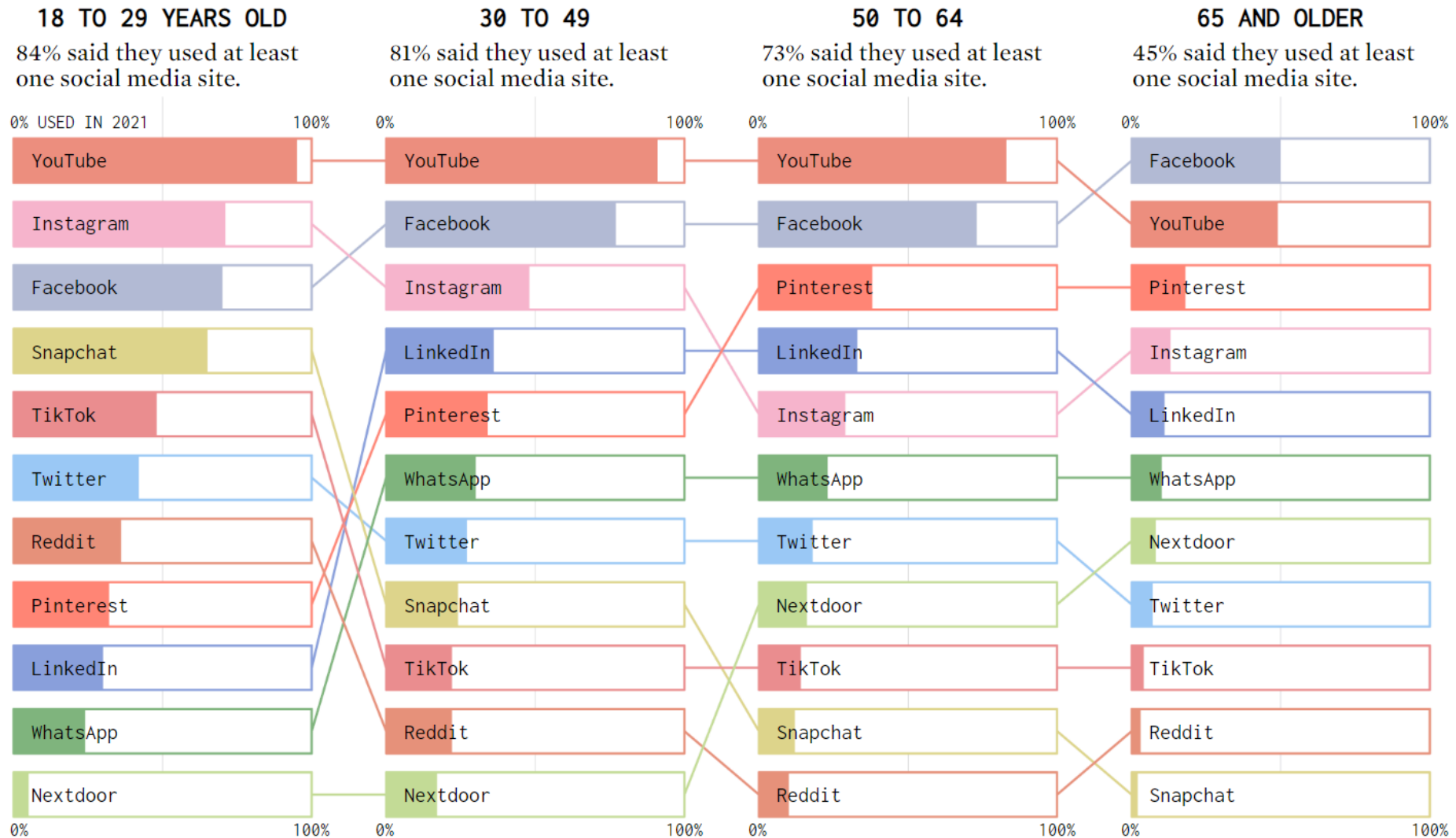
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# Today's Agenda

- **Choosing social channels and setting up your profiles**
- **Growing your network**
- **Creating engaging content and building your personal brand**
- **Best practices for each social platform**
- **Putting your plan in action**



# Generations and Social Media Trends



# Choosing Your Channels

When thinking about content, consider what users on this platform use the platform for and expect to see.

Optimize your content and images for each channel. Avoid copying and pasting the same text at the same time.



# Setting up Your Profiles

## Ensure your social media profiles are complete:

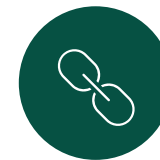
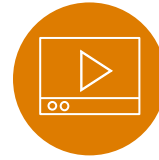
- Use your professional business name
- Professional photo of yourself
- Short bio including your business, experience, location, contact information
- Other information: LinkedIn resume, skills, etc.



# Key Social Media Tips

- Remember that social media is **conversational** rather than promotional.
- Share content that's **relevant and valuable** to your target audience.
- Use **visuals** (e.g., photo, video, GIF, etc.) whenever possible.
- Establish your **tone of voice and personality** to create your personal brand.
- Share a mix of content from **different sources** and your own **original content**.
- **Tag** other profiles/brands where applicable.

# Content that Drives Engagement



## Entertainment

- Fun Holiday Celebrations
- Contests /Giveaways
- Comics, GIFs, Memes

## Inspiration

- Quotes
- Success Stories
- Facts
- Home Inspiration Photos

## Education

- Articles or News
- Infographics
- Tips & Tricks
- Webinars
- Market Trends
- Books / Podcasts

## Conversation

- Asking Questions
- Live Video
- Quizzes / Polls
- Q&A with Industry Peers

## Connection

- Photos from Events
- Local Community Highlights
- Customer Spotlight
- Sharing Peer Content (Agents)

## Promotion

- Client Testimonials
- Promotions
- Product Updates
- Sharing Branded Company Content

# Growing Your Network

## Step One: Use search features to identify key people to follow.

- Customers and potential customers
- Related hashtags
- Professional peers (real estate agents, title companies, contractors)
- Well-known people in the industry
- Local groups & associations
- Interest groups
- Industry trade publications

## Step Two: Interact!

- It's important to **engage with your followers** to grow and maintain relationships
- **Comment and like** your followers' posts
- If someone comments on your post, you should always **like the comment and reply**
- **Reshare** content from sources you follow

National  
Mortgage News

inman

THE CLOSE

MReport

THE REAL DEAL  
REAL ESTATE NEWS

RIS MEDIA™

HW HOUSING WIRE

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# Why Use Hashtags?



**#Hashtags categorize content and make it more discoverable.**

- Allows your content to be added to active conversations.
- Connects your content within related campaigns and events.

## **Types of Hashtags**

- Branded – #RadianMI, #RadianWebinars
- Local – #yourtownmortgage, #lending
- Events – #MBAAnnual, #EXP23
- General – #MortgageTips, #DownPayment, #PreApproval, #PreQualification

# Hashtag Tips

## Do

---

- ✓ Keep hashtags short and sweet
- ✓ Check and make sure your hashtag means what you think it means
- ✓ Browse hashtags to see what conversations you can jump in on

## Don't

---

- X #Use #hashtags #on #every #word
- X Use back to #back #hashtags
- X Use punctuation or spaces within a hashtag
- X #HashtagAnEntireSentenceSoltsUnreadable

# LinkedIn Best Practices



**LinkedIn is where brands and individuals exchange intellectual capital and connect with their professional network**

**Recommended posting frequency – 2-3 times a week**

- Best times to post are 8-10 am, 3-5 pm, Monday-Friday

**Recommended post length – 120 – 140 characters**

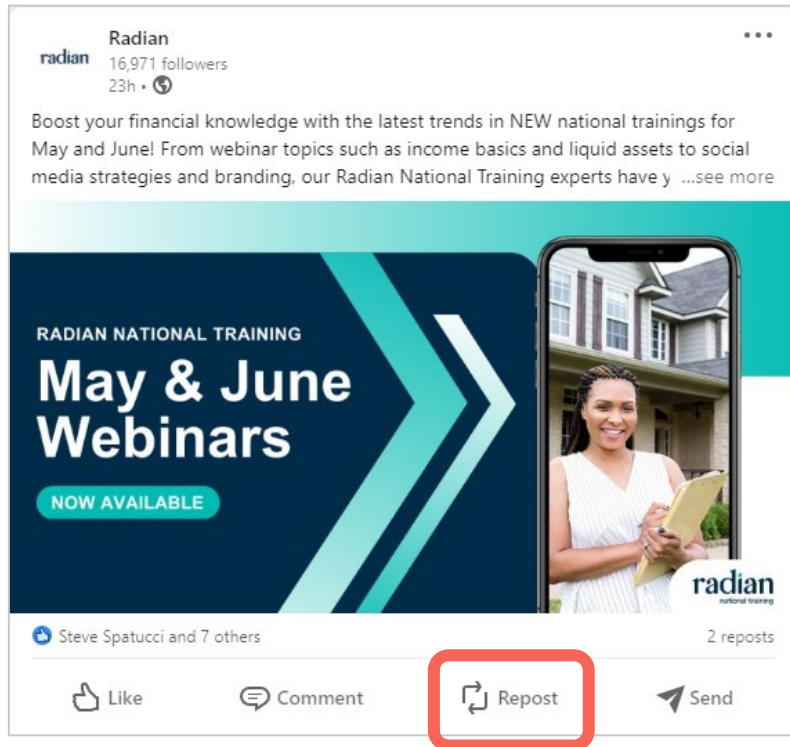
- Note: if the post is over 140 characters, the user will have to click “read more”

**Incorporate LinkedIn Post Types**

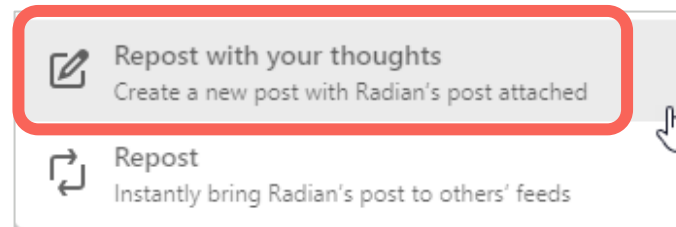
- Text, Links, Photos, Video, Live Video, Documents (pdf)

**LinkedIn also offers publishing of long-form content for users to build on their personal brand**

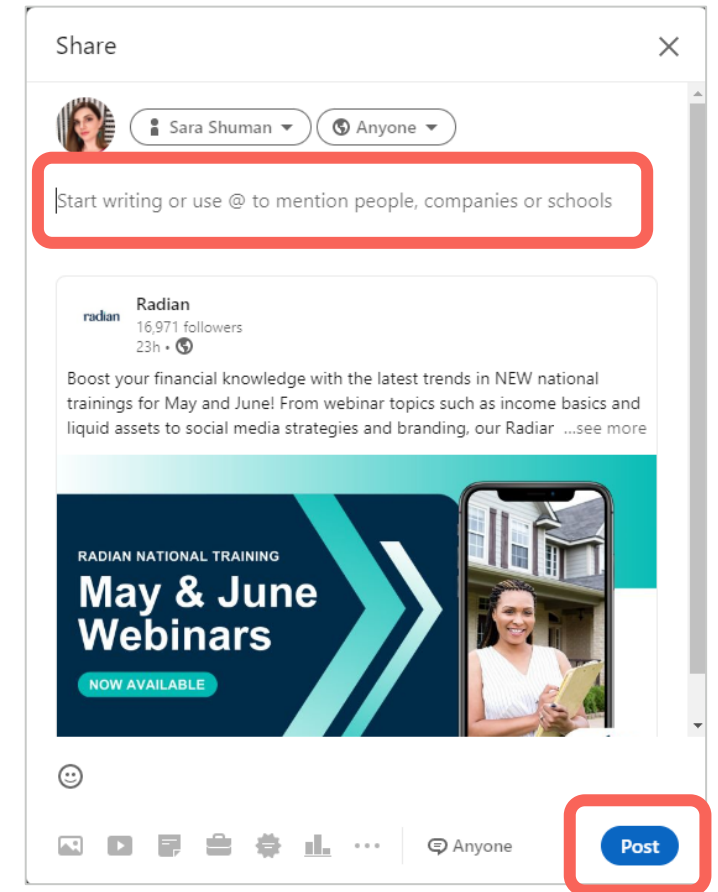
# LinkedIn: How to Share



1. Select the “Repost” button on the post you want to share



2. Choose “Repost with your thoughts” to add commentary



3. Add your thoughts and hit “Post”

# LinkedIn Best Practices: What Works

Thought leadership content, networking with industry peers, professional milestones



**Brian Decker** • 2nd  
CEO of Modern Lending Founder of SolarVision  
9mo • Edited •

+ Follow ...

Everything You Need to Know About The Current Housing Market & Mortgage Market... What They Wont Tell You!  
...see more



**Housing Market Correction Is Here! How Bad Will It Get?**  
Brian Decker on LinkedIn • 7 min read  
The housing market correction has begun and with more and more big price cutsto come...


24 1 repost

**Roger Moore** reposted this

**Loan Pronto**  
2,390 followers  
2w •

+ Follow

Realtors, we are just ONE MONTH away from our free self-defense class and networking event with A+R Tactics on May 10th from 4 P.M. to 6:30 P.M. Spots are limited, so RSVP now to secure your place at the link below.




**FREE**  
Self Defense Class for Realtors  
5.10.23  
4pm - 6:30 PM  
Raffle Prizes, Networking, Food and Refreshments

**Realtor Self-Defense Class & Networking Event**  
eventbrite.com • 1 min read

12 2 reposts

**Wendy Prestegard** • 1st  
Regional Account Manager at Radian Guaranty  
1yr •

Today I Celebrate 20 Years with Radian. A lot has changed over the past 20 years, but the one constant has been my love for helping my customers and ultimately their home buyers Achieve the Dream of Homeownership. Thank you to all my ...see more



Stephen Pugh and 218 others 105 comments

# Facebook Best Practices



**Facebook is where individuals and service professionals connect with each other**

**Recommended posting frequency – 2-4 times per week**

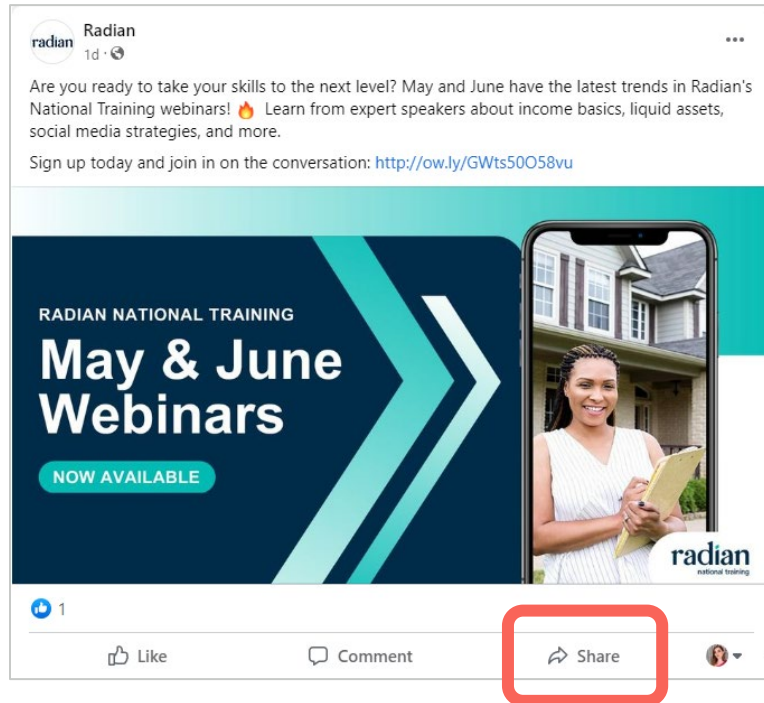
- Best time of day varies based on when your audience is online

**Facebook offers a variety of posting types**

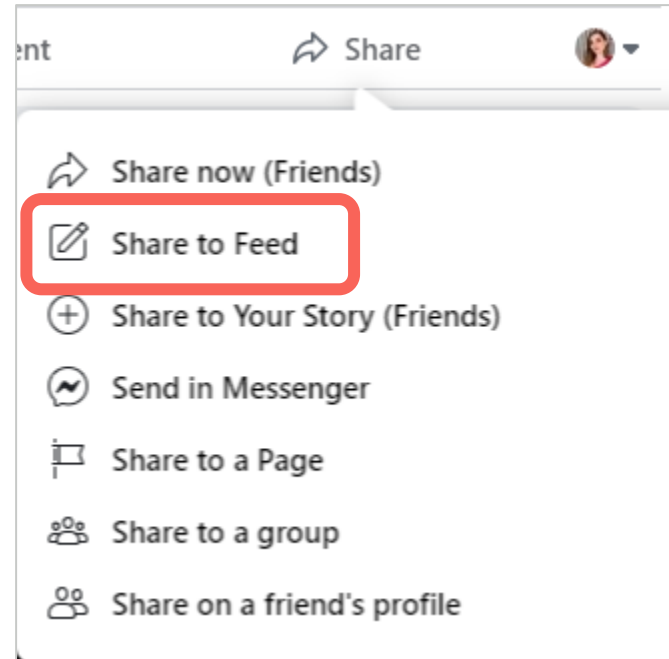
- Photos, Links, Carousels, Facebook Stories, GIFs, Lists, Live Video, Polls

**Tag businesses and brands where applicable**

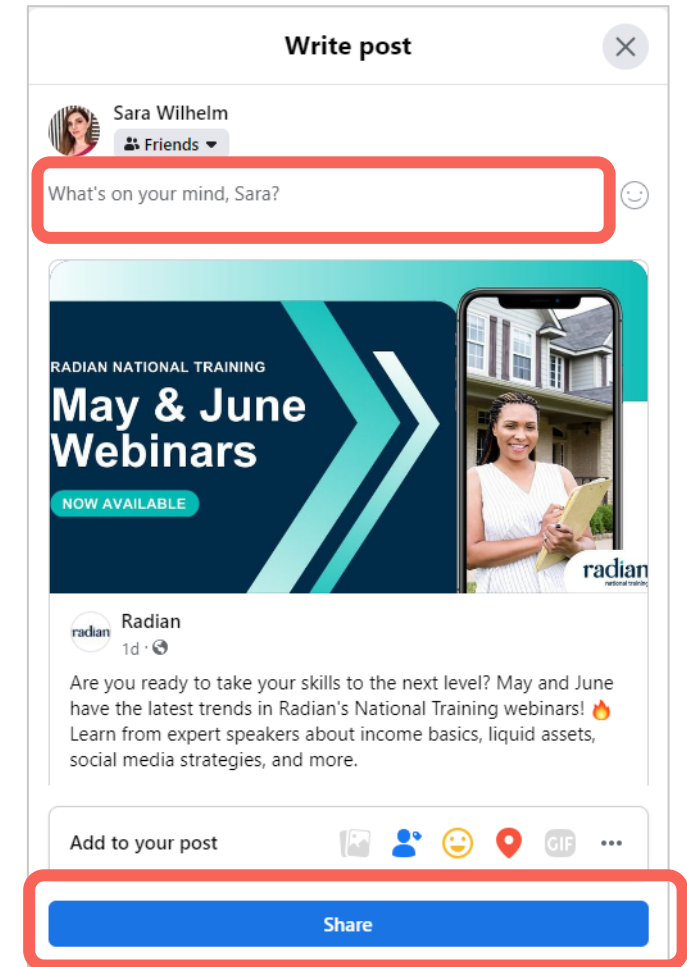
# Facebook: How to Share



1. Select the “Share” button on the post you want to share



2. Choose “Share to Feed” to add commentary



3. Add your thoughts and hit “Share”

# Facebook Best Practices: What Works

Educational content, general home & lending tips, photos and congratulations from customer closings



Loan Officer LaKeshia NMLS # 1816247 is at Cogdill Christopher L Attorney At Law. ...  
March 24 · Greenville, SC · 🌐

!!! Join me on congratulating my client Lawauna who closed on her home today 🎉🎉🎉  
Thank you to her agent [Quantella & Company of REAL Broker LLC](#). We couldn't have done it without you ❤️  
Thank you to [Stanford Insurance](#), our insurance partner for always coming through for us ❤️



👍❤️ 224 61 comments 14 shares

Mike Steele is with Nora Wyatt and 15 others in Cape Coral, FL.  
Yesterday at 12:55 AM · 🌐

May is Moving month, so we'll be sharing tips all month long to help make moving a snap!  
Call/whatsapp: +1 (970) 230-0886  
Email: [mikesteeloaninfo@gmail.com](mailto:mikesteeloaninfo@gmail.com)  
NMLS #241787... See more

### May is Moving Month!

Here are some tips to make moving oh-so-easy!

#### Pack a Moving Day Essentials Box

This box should contain everything you might need on moving day (and the following few days).

Essentials could include toothbrushes, medications, toiletries, clothing, important documents, baby necessities, toilet paper, paper towels, cleaning items, trash bags, a tool kit, pet food, or extras shoes.



**Prosperity HOME MORTGAGE**

Prosperity Home Mortgage, LLC NMLS#72564 (NMLS Consumer Access @ [www.nmlsconsumeraccess.org](http://www.nmlsconsumeraccess.org))

👍❤️ 211

Tori Doucette  
April 27 at 5:24 PM · 🌐

Navigating the mortgage process can be overwhelming, but fear not! 🙌 In this reel, we're listing a few mortgage mistakes to avoid 🚫, so you can approach home financing with confidence and get to the closing table swiftly 🏡

#HomebuyingMistakes #MortgageTips #HomebuyingGoals #MortgageMistakes #teamThursday #LetsMakeMoves



👍❤️🔥 56 6 comments 5 shares



# Twitter Best Practices



**Twitter is the home of news, quick soundbites, tips, bold personalities**

**Recommended posting frequency: daily**

- Best time of day varies based on when your audience is online

**Tweet maximum length is 280 characters**

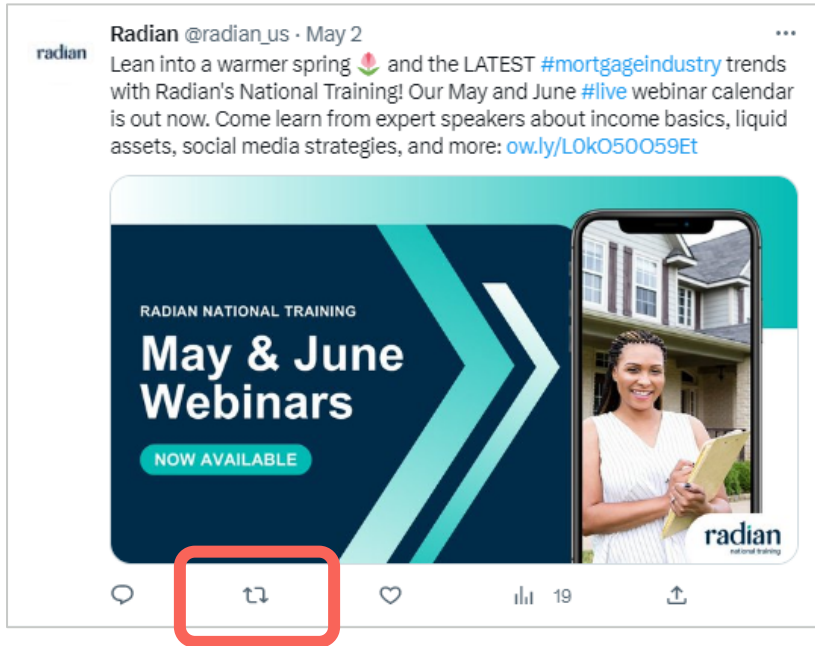
**Twitter offers a variety of posting types**

- Photos, Links, GIFs, Live Video, Polls

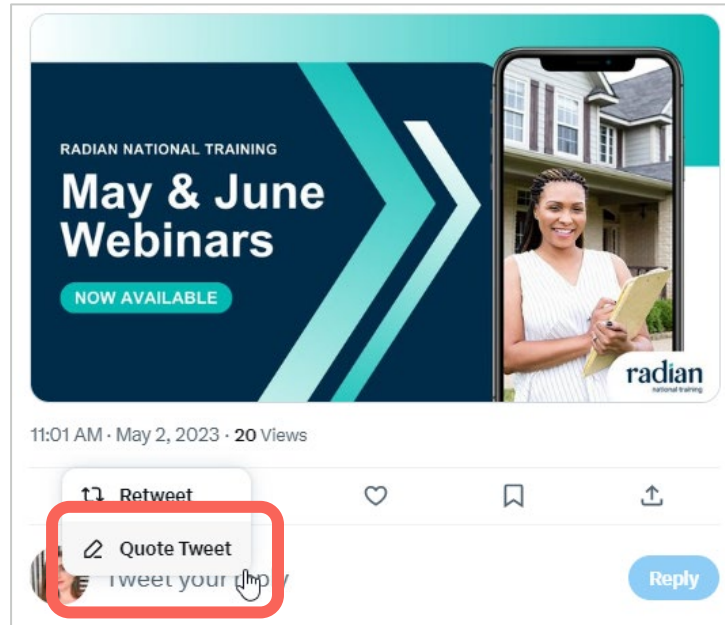
**Reply, retweet and quote tweets to enter into and expand on existing conversations**

**Hashtags are used to join together conversations and highlight trending conversations**

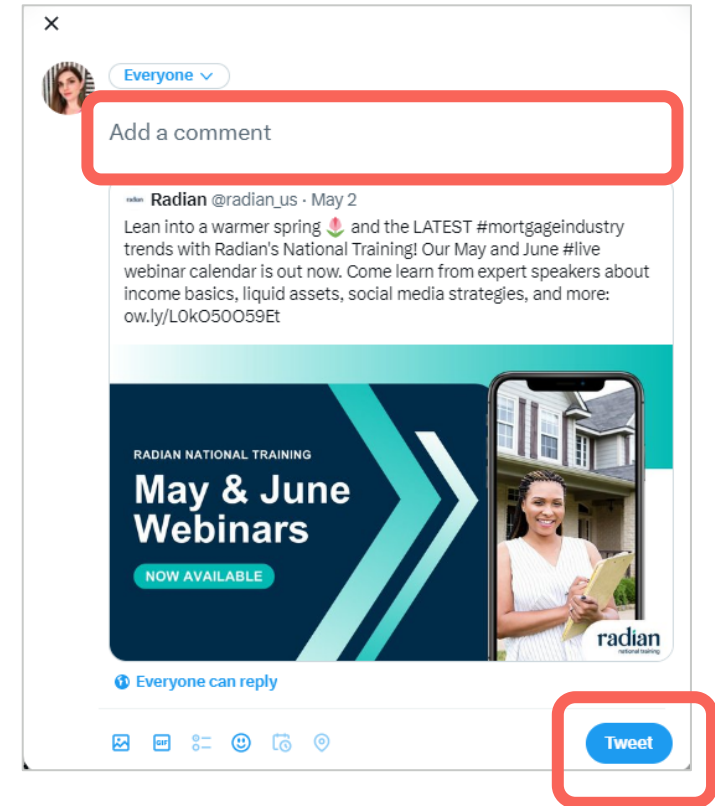
# Twitter: How to Share



1. Select the “Retweet” button on the post you want to share



2. Choose “Quote Tweet” to add commentary



3. Add your thoughts and hit “Tweet”

# Twitter Best Practices: What Works

Timeliness, humor, and hashtags



**NMBHome** @NMBHome · Apr 25  
Check out what home buyers are saying about working with the #NMB team!

#nmb #nmbnow #nationwidemortgagebankers #testimonial #testimonialtuesday #loanofficer #finance #realestate #mortgage

TESTIMONIAL  
★★★★★

James was an absolutely amazing person to work with, he has an amazing personality and was so easy to get along with. He made things so simple and went completely out of his way, doing things that he did not have to just to make things easier for me. He made himself completely available to me on nights and weekends to answer all my silly questions or concerns I had and assisted me every step of the way.

0:06 9 views

**Greg Ulrich NMLS#254799** @homeloangreg · Apr 26  
Make sure to get pre-approved before starting your home search!  
#FairwayNation #PreApproval #Mortgage #Meme

LISTEN.. LINDA.. LISTEN

I CAN'T SHOW YOU HOUSES UNTIL YOU SPEAK TO A MORTGAGE LENDER

44

**Bradley Flanagan** @BFHomeLoans · Apr 25  
What's the difference between a bank vs a mortgage broker? 🙋

(402) 541-7023

#bradflanaganmortgage #mortgage #mortgagebroker #nebraskamortgage #nemortgage #localmortgage

PROFICIENCY

0:09 157 views

# Instagram Best Practices



**Instagram is the home of visual information being shared with like-minded audiences or friends.**

**Recommended posting frequency: 2-3 times a week**

- Best time of day varies based on when your audience is online

**Instagram offers a variety of posting types**

- Photos, Carousels, Stories, GIFs, Lists, Live Video, Reels, Polls

**Tag businesses and brands where applicable**

**Hashtags are used heavily to join together topics/conversations and highlight trending conversations**

# Instagram Best Practices: What Works

Videos that educate and entertain, home inspiration photos, pictures with clients, hashtags to join conversations



whatsmortgage • Follow  
Jumbo • Seasons

🥺 **First time buyers have it the worst** 💔

Market & Rate Update  
03.02.2023

whatsmortgage I feel for you first time home buyers! ❤️ but if you are one of the lucky ones, when you buy your first home, how long do you plan to stay in it? Forever, 12 years more or less?

#mortgages #mortgage #mortgagerates #mortgagerate #mortgageratesdaily #realestate #realestatenews #mortgagetips #mortgagenews #homebuyingtip #howtobuyahome

themortgagenerd • Follow  
The Mortgage Nerd

themortgagenerd After 10 months... these 1st time buyers said YES to the ADDRESS!! 🏡

Goodbye rent...  
HELLLO equity! 🏠

#homebuyer #homesweethome #buying #buyingahome #mortgagenerdgroup

mgthemortgageguy • Follow  
Original audio

**RECEIVING A GIFT FOR A DOWN PAYMENT**

mgthemortgageguy Yes you can receive gift funds to purchase real estate.

She Owns It: Women In Real Estate Virtual Summit

3 day master class taught by some of the leading women in real estate

# TikTok, YouTube & other platforms



**TikTok, YouTube and other platforms focused on video content allows you to show your personality and knowledge.**

**Both are good for sharing informative and educational content**

- TikTok posts are quick clips whereas YouTube is used for long-form video
- Identify relevant messages and teach people something they don't know

**Recommended posting frequency: depends!**

- 2-3 times per week on TikTok
- Less frequently on YouTube

**Focus more on good storytelling than production quality**

# TikTok Best Practices: What Works

Short and to-the-point educational videos, entertain with personality and humor, participate in viral trends



# Measuring Success

## Set Your Goals

- Gain more followers
- Increase engagement
- Gain new clients

## Metrics to Watch

- Follower growth
- Likes, comments & shares
- Leads / Conversions

## What is Success?

- Incremental improvement
- Don't expect to "go viral"
- Test for 30 days and see what's working

Success requires consistency and patience!



# Helpful Tools

Scheduling Content



Tracking Media Mentions  
or Topics of Interest



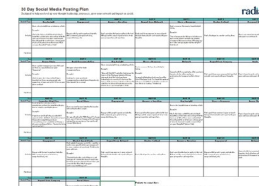
Generating Captions  
or Content Ideas



Creating Graphics  
and Videos



Download Our  
30 Day Plan!



# Questions?

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