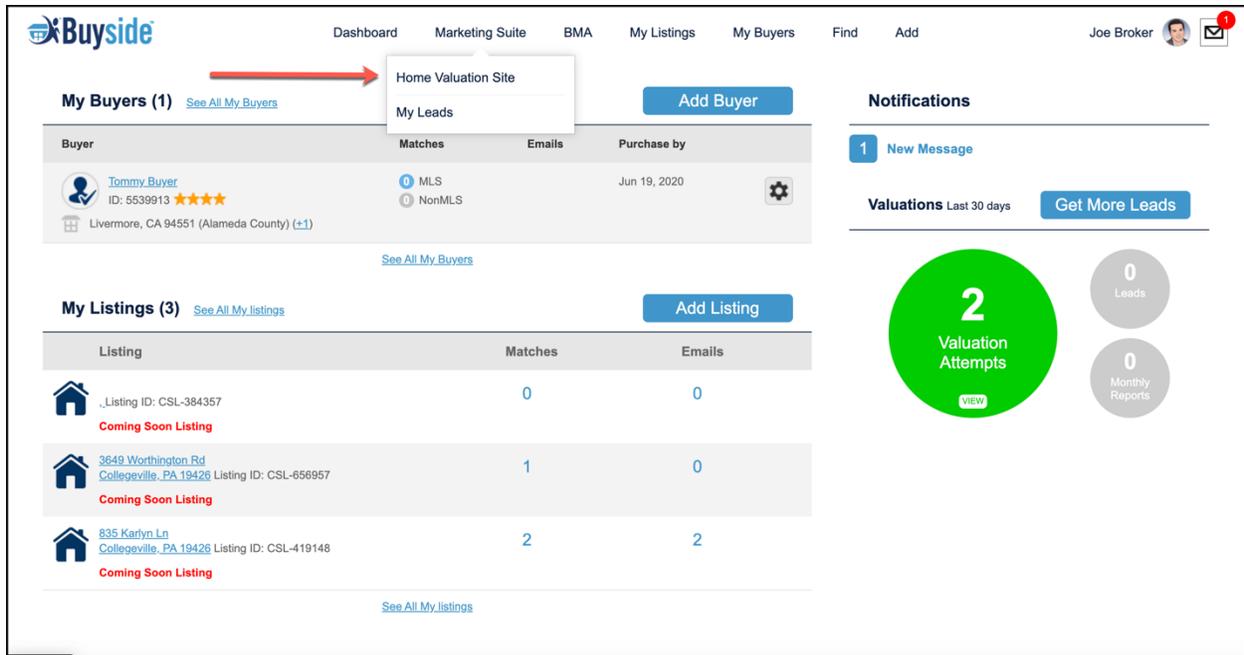


How to Swap Out the Image When Social Sharing to Facebook

Sharing your listing, buyer, or Home Valuation Site to Facebook can help to quickly generate more leads. Changing the image when sharing to Facebook can grab the attention of different viewers who might not have noticed it before!

1. From the main navigation bar, hover your mouse over **Marketing Suite**. Next, click on **“Home Valuation Site”**.



The screenshot shows the Buyside dashboard with the Marketing Suite menu open. A red arrow points to the 'Home Valuation Site' option. The dashboard includes sections for My Buyers, My Listings, Notifications, and Valuations. The Valuations section features a large green circle with the number '2' and the text 'Valuation Attempts'.

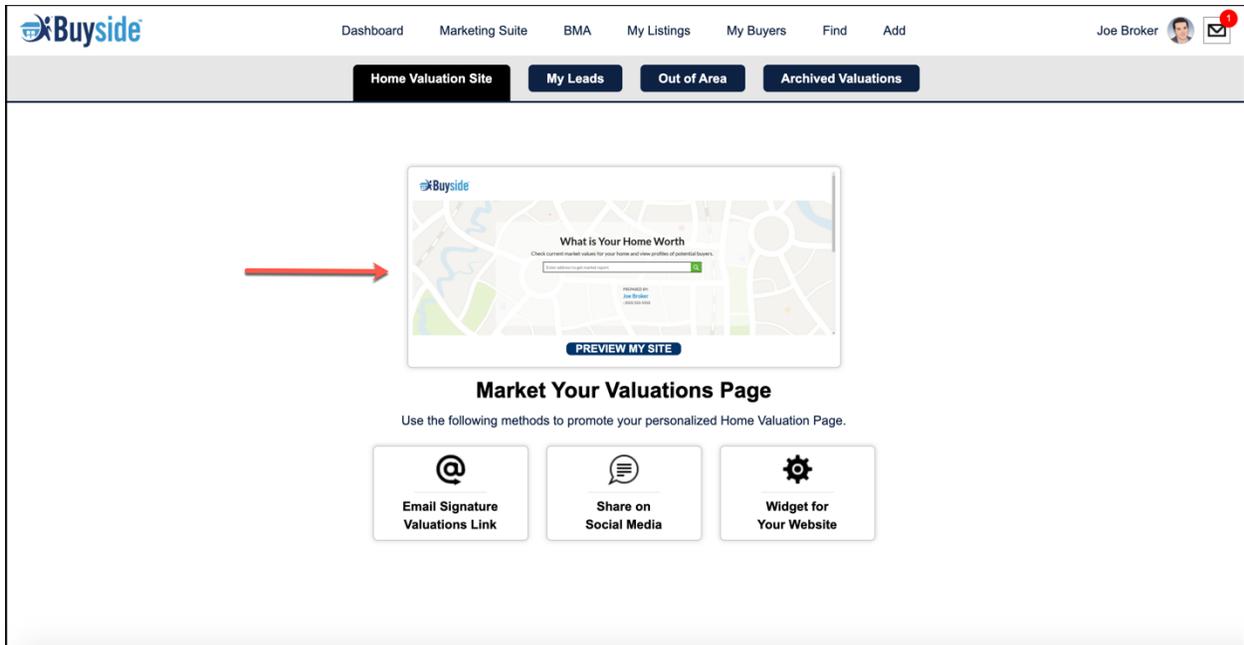
Buyer	Matches	Emails	Purchase by
 Tommy Buyer ID: 5539913 ★★★★★ Livermore, CA 94551 (Alameda County) (±1)	0 MLS 0 NonMLS		Jun 19, 2020

Listing	Matches	Emails
 Listing ID: CSL-384357 Coming Soon Listing	0	0
 3649 Worthington Rd Collegeville, PA 19426 Listing ID: CSL-656957 Coming Soon Listing	1	0
 835 Karlyn Ln Collegeville, PA 19426 Listing ID: CSL-419148 Coming Soon Listing	2	2

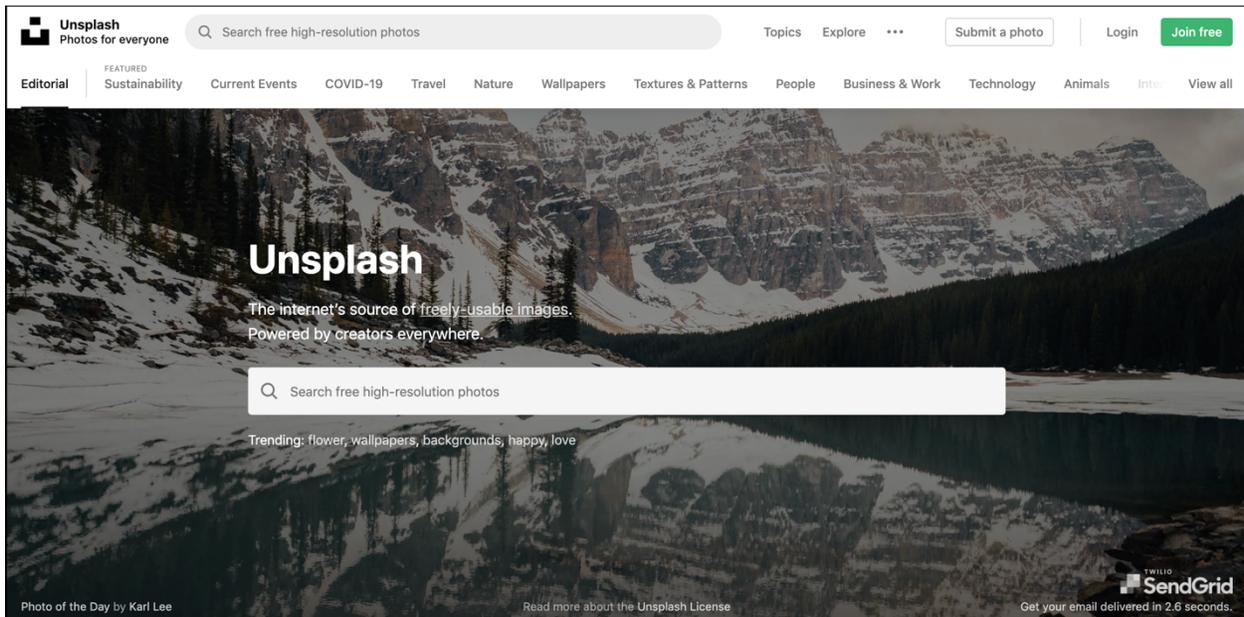
Notifications: 1 New Message

Valuations Last 30 days: 2 Valuation Attempts, 0 Leads, 0 Monthly Reports

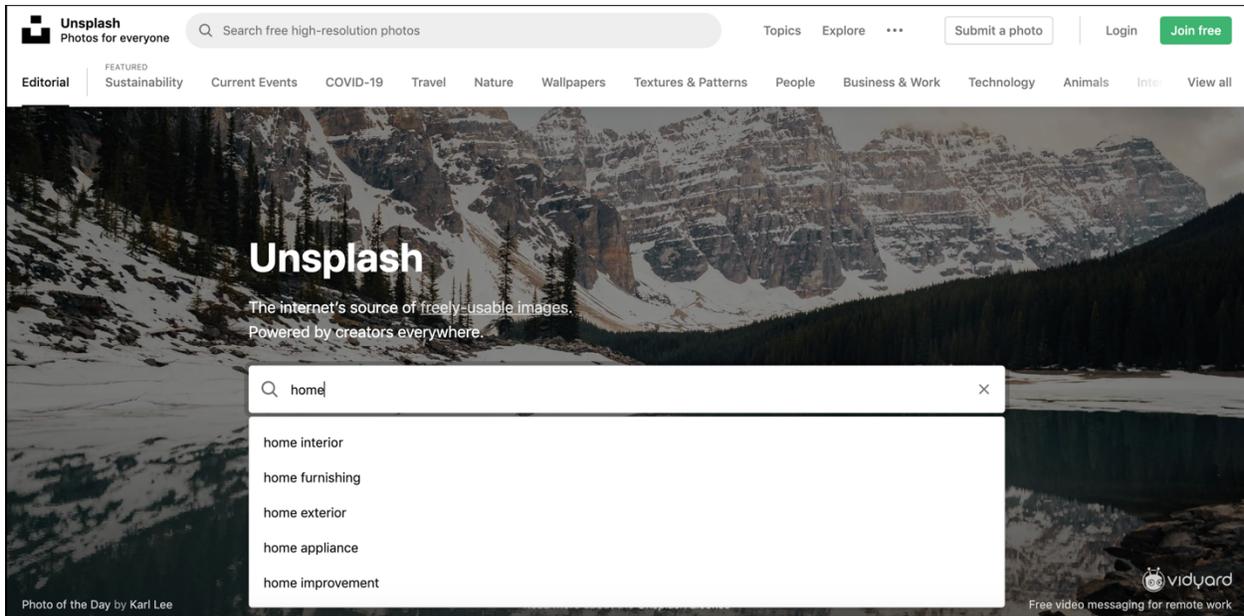
2. Click anywhere on the image that displays **“What is Your Home Worth”**.



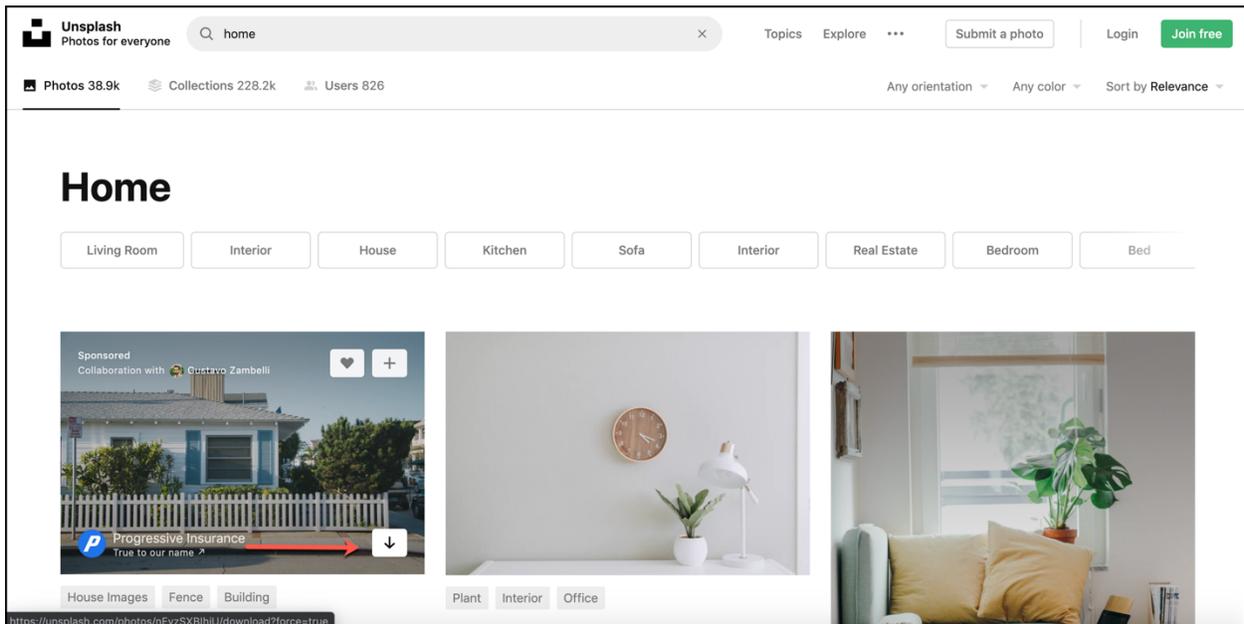
3. Once your Home Valuation Site has loaded, open a new tab and go to “unsplash.com”.



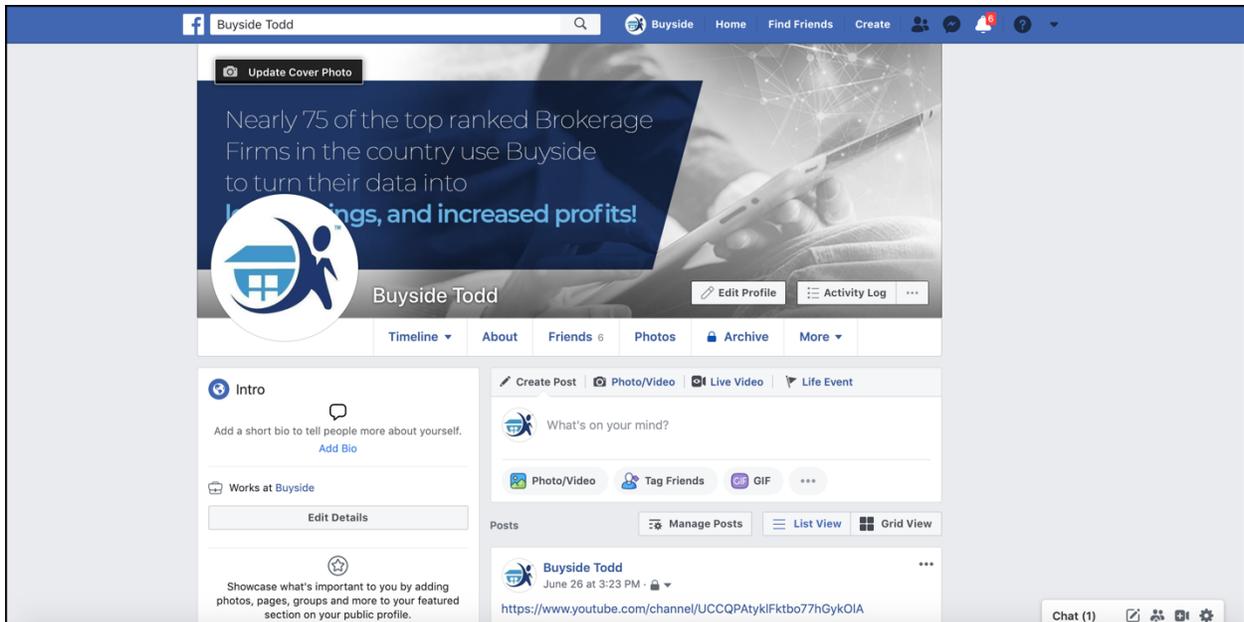
4. Search for the type of image you are looking for. In this case, we chose “**Home**”



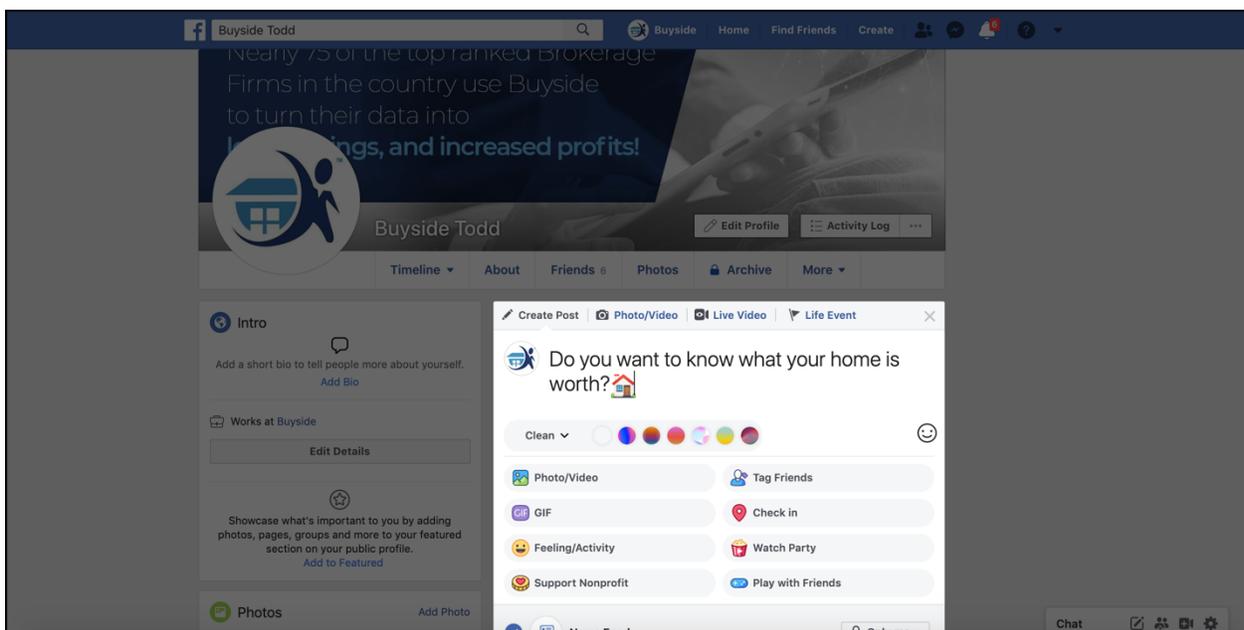
5. Once you have chosen the image that you would like to use, download it by selecting the box with an arrow inside.



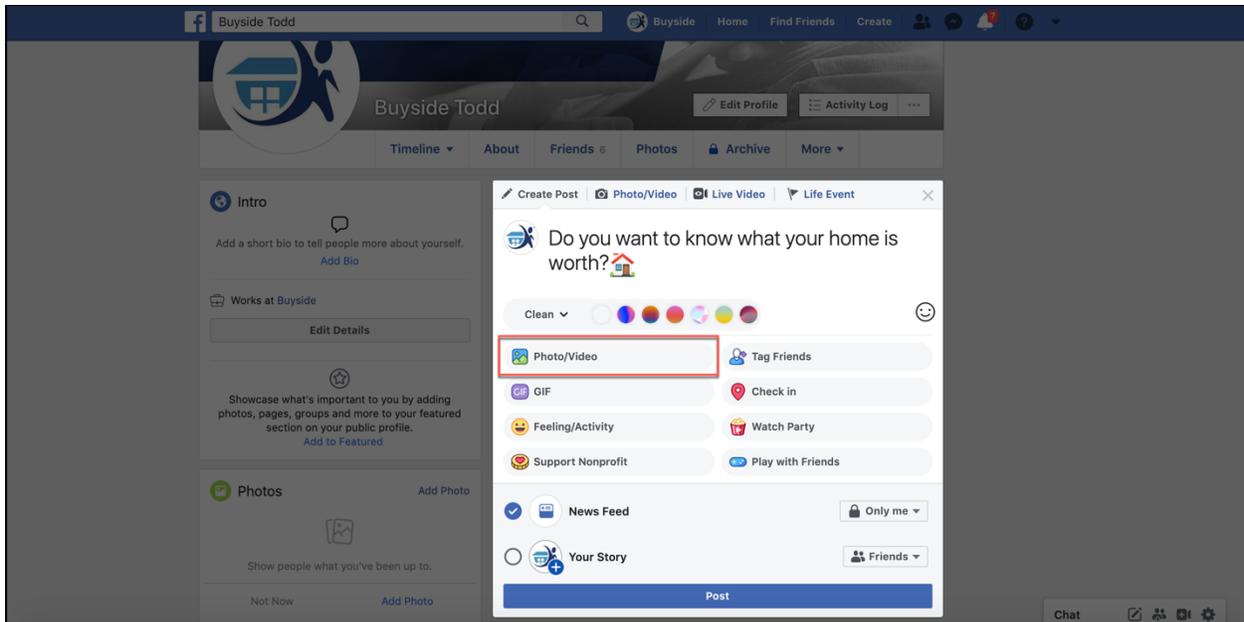
6. Once the image has been downloaded to your computer, proceed to your Facebook page.



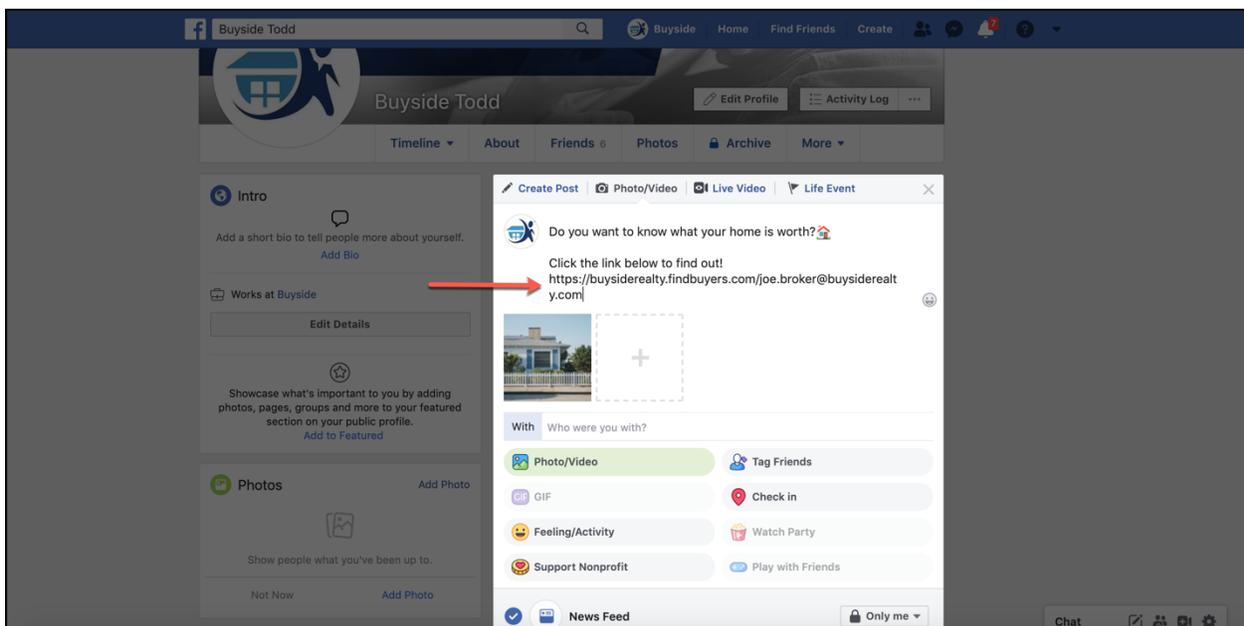
7. Use a call-to-action that is catered to your audience. Be creative!



8. To add the picture, select **“Photo/Video”** and select the picture that you just downloaded.



9. Add another call-to-action by pasting the link to your Home Valuation Site.



10. Once your post is finalized, select **“Post”** to share it with your friends and followers.

Facebook profile page for Buyside Todd. The page includes sections for Intro, Works at Buyside, Photos, and Friends. A 'Create Post' modal is open, showing a draft post with the text: "Do you want to know what your home is worth? 🏠", a link to "https://buysiderealty.findbuyers.com/joe.broker@buysiderealty.com", and a photo of a house. The modal also features options for adding media, tagging friends, and selecting the audience (News Feed or Your Story).

Page Header: Buyside Todd | Buyside | Home | Find Friends | Create

Intro: Add a short bio to tell people more about yourself. [Add Bio](#)

Works at Buyside: Edit Details

Photos: Add Photo. Show people what you've been up to. [Add Photo](#)

Friends: 6 | [Find Friends](#)

Create Post Modal:

- Text: Do you want to know what your home is worth? 🏠
- Text: Click the link below to find out!
<https://buysiderealty.findbuyers.com/joe.broker@buysiderealty.com>
- Image: [House Photo]
- Options: Photo/Video, GIF, Feeling/Activity, Support Nonprofit, Tag Friends, Check in, Watch Party, Play with Friends
- Audience: News Feed (Selected), Your Story
- Privacy: Only me (Selected), Friends
- Button: Post