

Why should I post on Social Media?

Buyside makes it convenient for you to share on social media. Facebook, Twitter, and LinkedIn are the three big platforms in Real Estate today.

There are key differences between Facebook, Twitter, and LinkedIn:

1. **Facebook** - You will have to opportunity to get more creative, fun, and informal with your calls-to-action given its nature.
2. **Twitter** - Twitter uses hashtags as a way to index specific topics. Be sure to include #relevant #hashtags #on #twitter in order to ensure that the right people will be seeing it.
3. **LinkedIn** - Similar to Facebook, you will have some creative leeway with your calls-to-action. However, you will want to focus on maintaining a professional presence.