

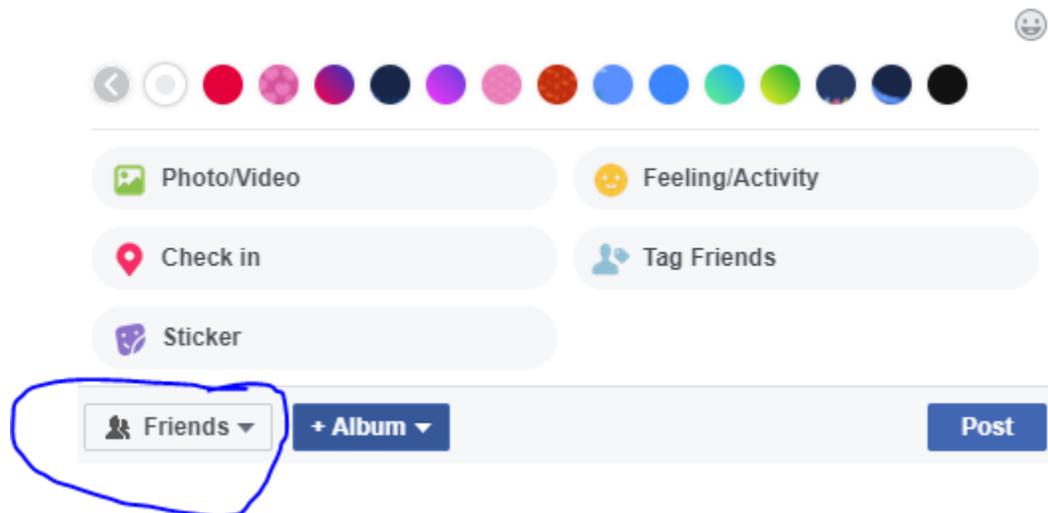
How to create a Facebook List and Prospecting Plan

What is a Facebook List?

Think of a Facebook list as one of two things. It's either a subset of all of your current Facebook friends, or it's a new list that you want to create for friends that you have yet to connect with.

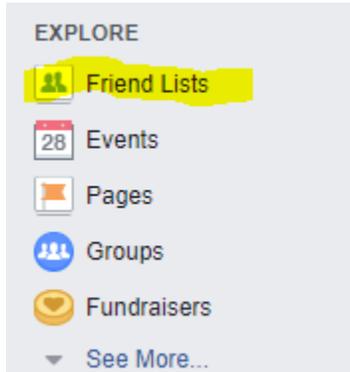
Why do I want a Facebook List?

As Realtors, you now have a way to communicate differently to different lists of friends. Out of a list of 800 friends, maybe 400 are past buyer clients and 200 are past seller clients. You now have the option to interact with each group differently if you wish by creating a list that sees only what you post specifically to that list. Messaging to past buyers might include reminders to change AC filters, file for their homestead exemption, or a note about an upcoming neighborhood event. Messaging to past seller clients might be more personal, especially if they've moved out of town. It should be noted that you have the ability to now post things only to each list without allowing all your friends to see. As shown below, once you click in the white box that says "what's on your mind" you will have the option to specify where to post. Below is defaulted to all the friends you have on Facebook. However, if you click the drop-down box, your lists will appear and you can post there without anyone else seeing it, only those who are on that list will see what you post.

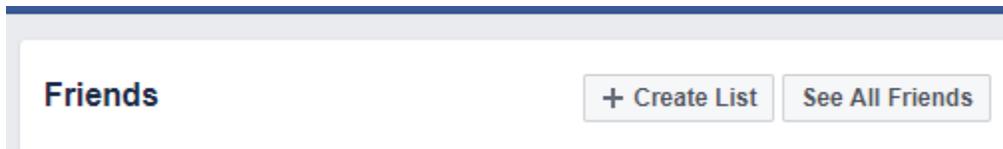


How to build a Facebook list

Step 1. Find the shortcut for Friend Lists on the left-hand side of the page and click on this



Step 2. Click on the “Create List” button to create a new list



Step 3. Name your list and begin adding people to it. Note that even though you move existing friends to your new lists, they still are included in the total master list of friends that you have.

Create New List ✕

Create a list of people so you can easily share with them and see their updates in one place.

List Name

Members

Step 4. When new people accept your friend request, search for their name within your list and add them.

On This List (425)

[See All](#)



[+ Add friends to this list](#)

The 10 – 10 – 5 – 3 Plan

Take a half hour daily to scroll through your lists and do the following:

1. Like 10 separate posts from others in your lists
2. Comment on 10 separate posts from others in your list
3. Share 5 things from your friend's posts
4. Private message 3 separate people within your list with a more personal communication

There are many different behaviors that exist on Facebook. Some want to boast, some want to vent, some want to engage others, and some want to simply observe. The ONE thing EVERYONE wants is validation. The need to be liked and well-thought of is at the core of why everyone is on Facebook. The four steps above serve to provide that validation to your friends. The more you do it, the more engaged they will be.

If your lists are past clients, then you are maintaining contact so they refer business to you. Most Realtors don't stay in touch after a transaction closes and wonder why no one refers business to them. This is a great way to stay top of mind for years to come.