

How to show up on social media

MGIC

Each social media platform has its own unique personality, strengths and audience behaviors. Optimize your content by platform to engage the right audience with the right message.

Vibe:

Professional & buttoned-down (but not stuffy)

Audience:

Current & potential borrowers, industry peers, referral partners

Content:

Career updates, networking, industry insights & events, educational content



LinkedIn
Sample post

🏠 Are you a new real estate agent trying to break into the market? Let me help! As a loan officer, I host free workshops that explain everything you need to know about the mortgage process so your buyers can have smoother closings. Reach out for more info!



Vibe:

Friendly & authentic, helpful

Audience:

Current & potential borrowers, industry peers, referral partners, friends & neighbors

Content:

Success stories, educational, mortgage tips, community involvement, polls, life/business blend



Facebook
Sample post

Do the words “credit score” give you anxiety? As a loan officer, I help homebuyers understand how to improve their credit scores. I’d love to help you increase your chance of “scoring” an approval for a mortgage loan. Feel free to DM me.



X
Sample post

“Marry the house, date the rate.” That’s my advice for today’s homebuyers waiting for rates to go down. If you absolutely love LOVE the house, there are financial options for you to consider before you walk away from making an offer. Contact me, I’m ready to discuss them with you!



Vibe:

Stock market-fast, provoking, reactionary, clever, strategic

Audience:

Borrowers/customers, industry professionals, “the masses”

Content:

Quick updates & hot takes, real-time discussions with professionals & potential homebuyers, thought leadership that showcases personality & wit vs. curated visuals

Vibe:

Curated, hip, casual Friday

Audience:

Current & potential borrowers, industry peers, referral partners

Content:

Showcases personality & expertise, success stories with visuals, a blend of professional & personal branding



Instagram
Sample post

🔑 Look who got the keys to this beauty! It was such a pleasure helping first-time homebuyers Cliff and Allison through the mortgage loan process. Know any renters who could use my help? DM me.



Staying engaged is crucial for long-term success.

A strong social media presence helps establish you as a trusted go-to mortgage expert, ensuring that when someone is ready to buy, sell, refinance or make a referral, you are their first point of contact.

TIP: When meeting with borrowers or referral partners, let them know you’d like to keep in touch on social. Ask for their preferred platform and connect with them right away.

Get more social media resources at mgic.com/mortgage-connects