

Social Media Audit Checklist

Google Yourself! - Start by searching "Your Name, REALTOR®" and see what comes up - Click every link that looks like it goes to a real result for you, and check the content for accuracy - Use this search to make a list of all the places you turn up beyond the list below

Google Business Profile - Every REALTOR® should have one of these - You will need a Gmail account to set this up - Make sure your firm information and address are up to date - Check contact information and website link - Collect reviews if you have none, this profile and your reviews impact your search

Zillow - This is the site where many homeowners start their searches - Be sure your firm info, photo, website and social media links are all up to date - Claim every listing of yours that you can, and use any reviews from this platform to create some social media content to share - Be sure you do not have multiple profiles, contacting Zillow to remove duplicates (not connected to your listing history!)

Facebook - Make sure you have a Business page and not just a personal - Be sure your photo, firm and address info are up to date - Check your profile and header photos for any out-of-date info or logos


Instagram - Make sure you have a Business page and not just a personal - Link to your Facebook Business Page through Meta, be sure your photo is up to date, make sure you have the company name in your bio!

LinkedIn - Make sure your photo and firm info are up to date, as well as any contact information - Make suggested connections with other industry professionals, networking can lead to referrals

Website - If you have your own non-company website, be sure your firm affiliation, contact information, photos, any buying/selling advice or articles, and all logos are up to date - Audit your site at least quarterly by clicking on every page and link and making sure they still behave as intended - Linked widgets and calendars can sometimes disconnect or require updating, and things like links to county resources can change web addresses


Social Media Audit Checklist

Virginia - Richmond - Beth Baldwin Print page | Report a problem



Lead of Team Baldwin
Beth Baldwin
Virginia Capital Realty
★★★★★ 5.0 • 79 Reviews
56 sales in the last 12 months

Our Members

 Sarah Strobel
0.0 ★
No reviews

About us

Associate Broker, GRI, ABR, SRS (21 years experience)

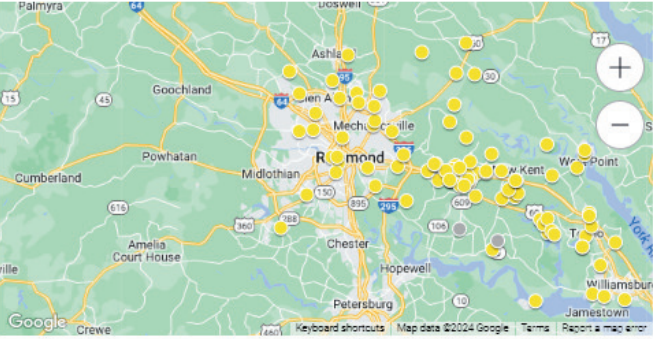
Specialties: Buyer's agent, Listing agent, Relocation, Foreclosure, Landlord

Mission Statement: Servicing the best interests of my clients through effective marketing, communication & negotiation skills in an effort to facilitate a successful and memorable home buying and/or home selling experience. // **About Me:** I completed my Bachelor's of Science degree at Randolph-Macon College with an emphasis in Business and Economics. I started my real estate career in 2003 and have a passion for working with bo...

[+ Show more](#)

Our listings & sales (448)

● For Sale ● For Rent ● Sold



This map can show the most recent 100 listings and 100 sales. Review all listings and sales below.

Contact us

Name

Phone

Email

Message (optional)

[Contact us](#)

Professional Information

Broker address: Virginia Capital Realty
1106 N Thompson St.
Richmond, VA 23230

Cell phone: (804) 337-6728


Websites: Website, Facebook, Twitter, LinkedIn


Screename: bbaldwinrealtor3

Member since: 06/06/2015

Real Estate Licenses: Not provided

Beth Baldwin's Video





marinavatchenkovarealtor Following ▾ Message +P ⋮

195 posts 325 followers 73 following

Marina Vatchenkova, REALTOR®

Real Estate Agent
REALTOR with Virginia Capital Realty
🏠 Residential real estate professional
💛 deal maker
📄 make your dreams come true
🌐 marinavatchenkova.virginiacapitalrealty.com

Followed by tdefazio, southernselectservices, the_fix_and_flip_brothers + 14 more

Social Media Audit Checklist

TAMMY JOHNSON
REALTOR®

Tammy L. Johnson and Associates. Brokered By Virginia Capital Realty
665 likes • 685 followers

Message Like Search

Posts About Mentions Reviews Followers Photos More

Intro
Virginia Real Estate

- Page · Real Estate Agent
- 1106 N. Thompson Street
- (804) 241-0700
- Soldbytammjohnson@gmail.com
- SoldByTammyJohnson.com
- Price Range · \$
- Rating · 5.0 (27 Reviews)

Posts Filters

Tammy L. Johnson and Associates. Brokered By Virginia Capital Realty · 21h · 🌐

Do you like this take on an accent wall?
Tammy L. Johnson, Associate Broker, Realtor, GRI, RENE, SRS
Virginia Capital Real Estate
(804) 241-0700

Laura Osborne Burton · 1st
Realtor at Virginia Capital Realty

Talks about #hometips, #mortgage, #homebuyers, #homesforsale, and #realestatelife

Sandston, Virginia, United States · [Contact info](#)

570 followers · 500+ connections

Susanne Gibson, Beth Baldwin, GRI, ABR, SRS, and 20 other mutual connections

Message More

Virginia Capital Realty
 Varina High School