Social Media is Noise

NAHB IBS™

IBS Education

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Meet Your Speaker

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Next Group of Companies
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LIFE'S ABOUT EXPERIENCES NOT THINGS

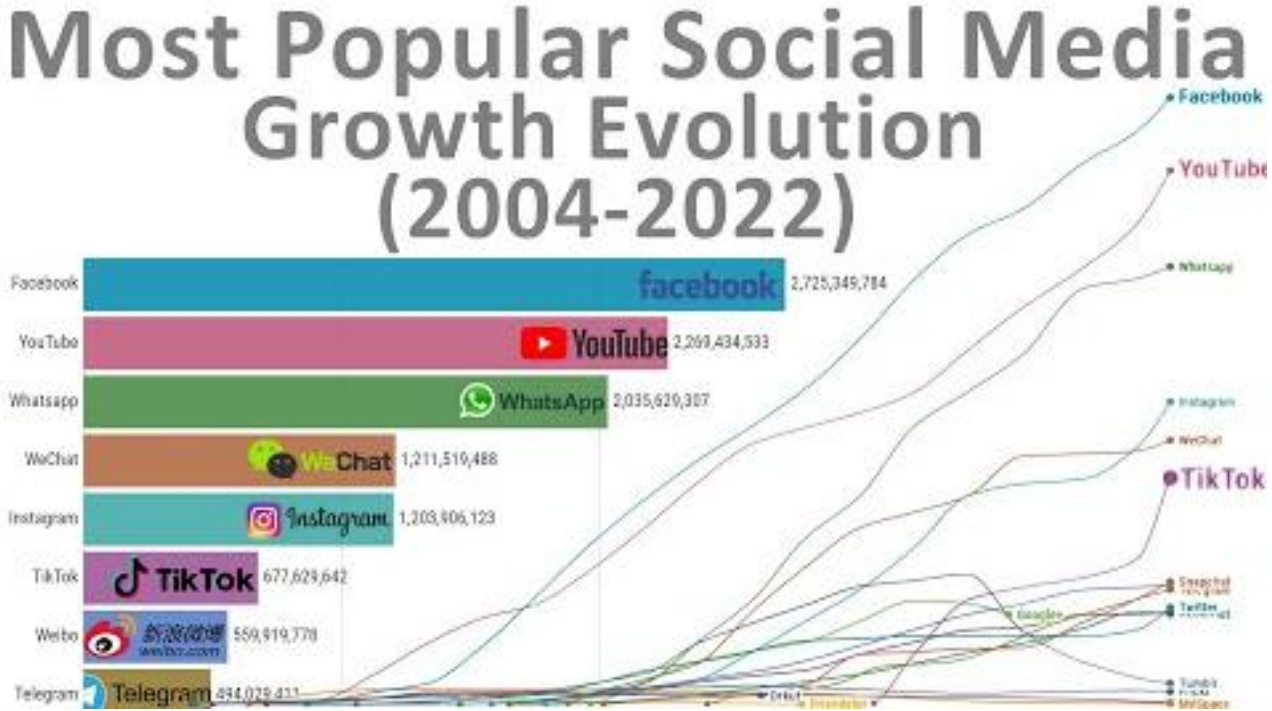
What To Expect

- Discover what's working and not working on each of the most popular social media platforms.
- Learn how to cut through the social media noise
- Learn 10 Proven Social Media Strategies
- Get 12-Months of Social Media Content Ideas

Audience Poll

- General Audience?
- Facebook?
- YouTube?
- Instagram?
- TikTok?
- Snap?

THE NOISE OF SOCIAL MEDIA

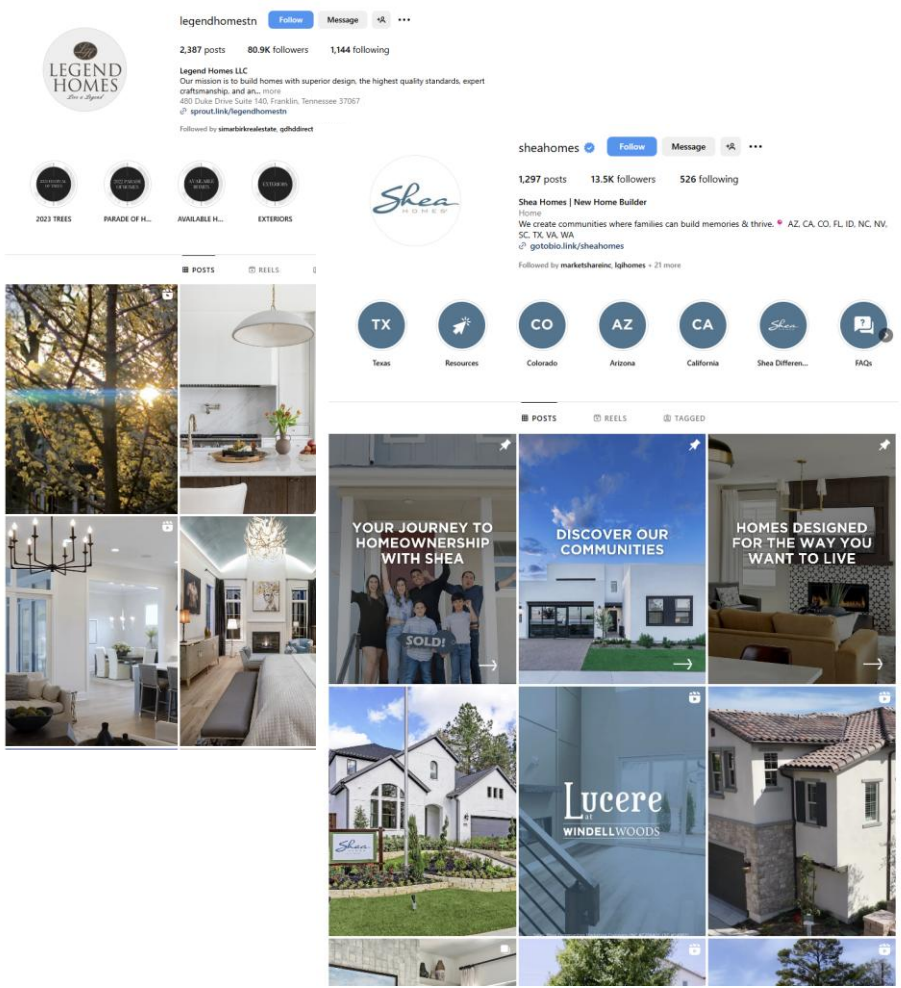


What's Not Working

- Overly Promotional
- Text Heavy Images
- Ignoring SEO
- Failing to Respond
- Lack of a Consistency

What Is Working

- High Quality Content
- Authentic Engagement
- Educational Content
- Long Form Video



The Rise of Visual Storytelling

YouTube

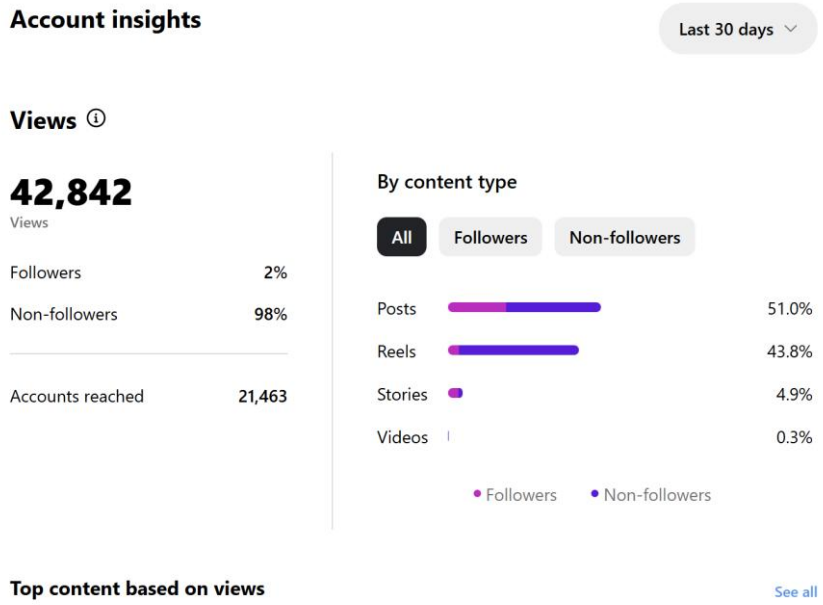
Pinterest

TikTok

How can you cut through social media noise?

1. Know your audience

- Who are they?
- What do they care about?
- What are their pain points, challenges, preferences & behaviors?
- Gather Feedback



How can you cut through social media noise?

2. Provide Value

- Stop Selling – Start Helping
- Offer useful content
- Inspire them
- Use your personality

How can you cut through social media noise?

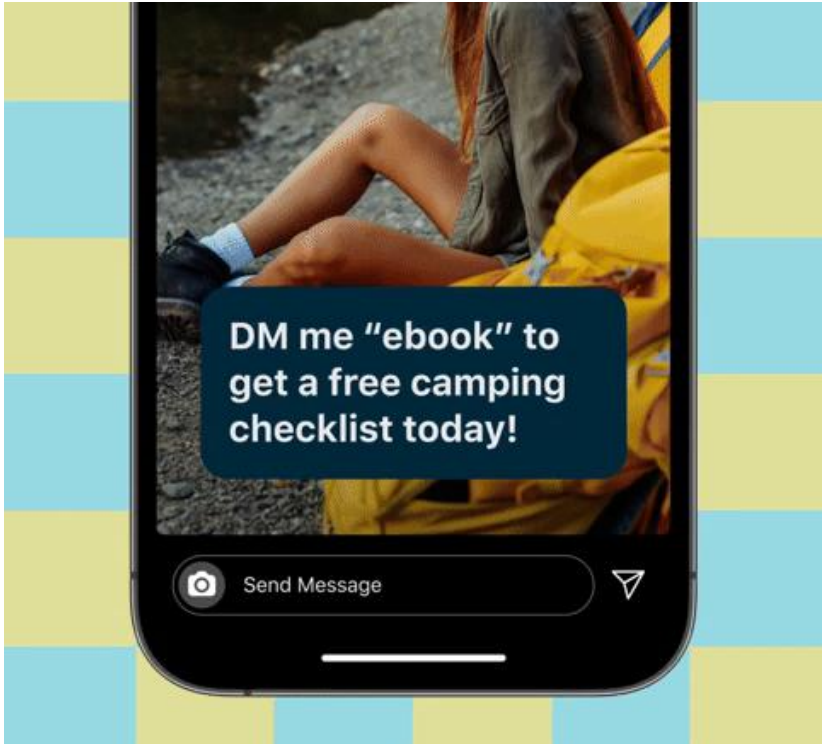
3. Be Human

- Authenticity is key
- Show you are a real person
- Use storytelling, humor, emotions, opinions & personal experiences
- Build trust & rapport

How can you cut through social media noise?

4. Engage & Interact

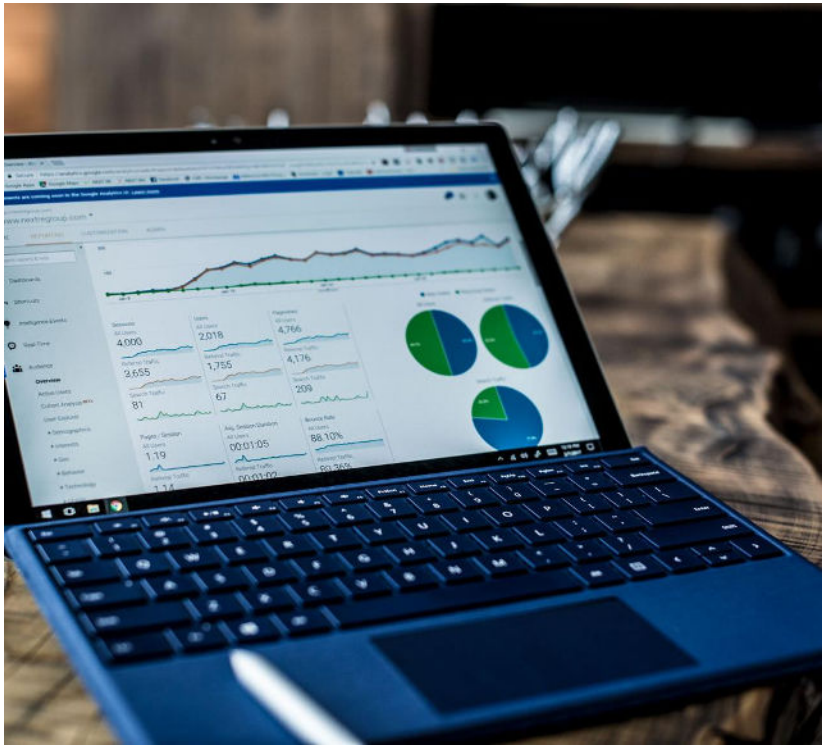
- Start & join conversations
- Ask & answer questions
- Use messages, chatbots or video calls



How can you cut through social media noise?

5. Optimize & Measure

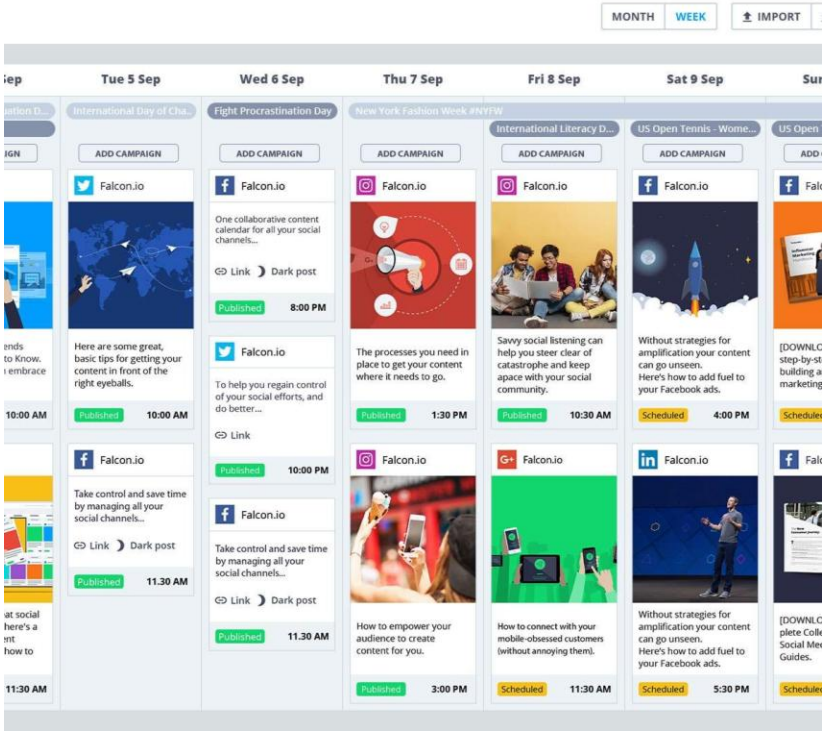
- Impressions
- Clicks
- Shares
- Comments
- Conversions
- Experiment



How can you cut through social media noise?

6. Be Consistent

- Clear strategy
- Plan & schedule
- Keep learning & improving
- Done is Better Than Perfect



10 Proven Social Media Strategies

1. Lifestyle Showcasing
2. Customer Testimonials & Interviews
3. Educational Content
4. Behind The Scenes
5. Virtual Tours & Live Walkthroughs

10 Proven Social Media Strategies

6. UGC – User Generated Content
7. Interactive Configurators
8. Time-Lapse & Progress Posts
9. Local Community Focus
10. Exclusive Offers & Incentives

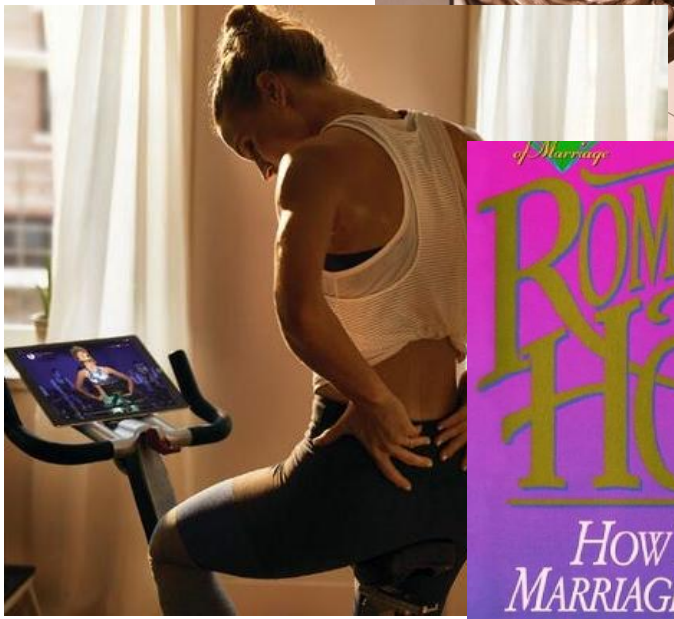
12 Months of Content Ideas

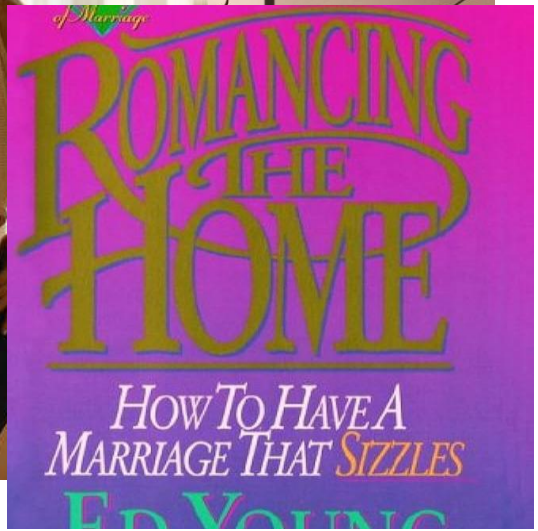
January – New Year, Fresh Start

- "New Year, New Home“
- Home Resolutions
- Behind the Scenes

February – Love Where You Live

- "Fall in Love with Your Dream Home“
- Winter Warmth
- Romancing The Home





12 Months of Content Ideas

March (Spring Selling Season)

- Spring Market Trends
- Before & After Home Construction
- Homeowner Tips

April (Sustainability & Outdoor Living)

- Earth Day Post
- Backyard Inspiration
- "Why Buy New?"

12 Months of Content Ideas

May (Peak Buying Season)

- Move-in Ready Homes Spotlight
- Mother's Day Giveaway
- Behind the Build

June (Summer Lifestyle)

- Summer BBQ Spaces
- Homebuyer Success
- Tour Tuesday

12 Months of Content Ideas

July (Patriotism & Community Connection)

- Fourth of July Decor & Home Safety Tips
- Veteran & First Responder Incentives
- Local Business Collaboration

August (Back to School)

- Family-Friendly Floor Plans
- "Back to School, Back to Routine"
- Home Office Spaces

12 Months of Content Ideas

September (Fall Market & Cozy Living)

- Fall Home Decor Inspiration
- "Move Before the Holidays" Campaign
- Behind-the-Scenes Build Process

October (Spooky & Fun Marketing)

- “Not Haunted!"
- Halloween Home Decor Contest
- Top 5 Reasons to Buy Before Year-End

12 Months of Content Ideas

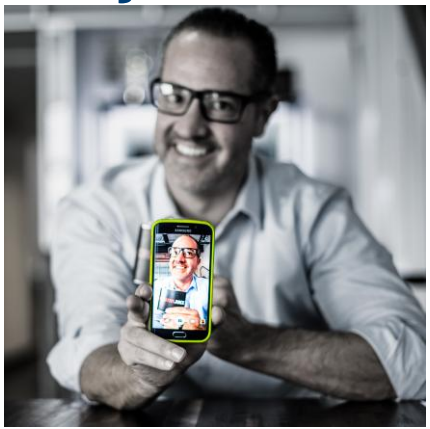
November (Gratitude & Homeownership Benefits)

- Homeowner Appreciation Post
- Thanksgiving Home Hosting Tips
- Year-End Deals & Incentives

December (Holiday Cheer & Year-End Sales)

- Festive Home Decor Inspiration
- "Home for the Holidays" Campaign
- 2025 Recap & What's Coming in 2026

Stay In Touch



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Get The Stuff

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