



Home Truth

UNSOCIAL MEDIA

‘Only Twits Tweet!’ ‘Faceless Facebook!’

Well... Not entirely! All the unfortunate attention that Social Media has been receiving (some justifiable, some not), has probably set its cause back years. It’s certainly triggered off a tsunami of formal ‘renouncement’s’. ‘I don’t tweet’ or ‘I’m not on Facebook’ now seems to be on the lips of every second person.

From a property marketing perspective, the evolving reality is disappointing but hardly surprising. The reputation of what with time, trial, error and refinement had the potential to become a reasonably effective marketing tool for real estate (as elsewhere) has been at best badly damaged, and at worst, irreparably so. Facebook’s current share price seems to indicate it’s more likely the latter.

For the market to ever regain confidence in Social Media for marketing, it is going to have to greatly lift its game, particularly so from a security perspective. The vast majority of our property clients greatly value their privacy and confidentiality, and in their eyes presently, the inherent risks in current forms of social media marketing versus their still unproven potential rewards, simply doesn’t stack.

Until that changes, the better agents will continue to use more tested marketing avenues, and telephone and email.