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SOCIAL MEDIA TRENDS FOR REAL ESTATE IN 2025

From AI-driven insights to video content and user-generated testimonials, discover the tools and tactics that will help you turn followers into clients!



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Social Media Trends for Real Estate in 2025:

Here's What You Need to Know ...

Are your social media efforts not yielding the leads or engagement you hoped for? You're not alone. Real estate professionals face a rapidly evolving landscape on platforms like Instagram, Facebook, LinkedIn, YouTube, and TikTok. Buyers and sellers rely heavily on these platforms to make decisions, but standing out amidst the noise can feel impossible.

Having worked with several real estate agents and businesses, I understand the challenge of staying ahead and turning followers into clients.

That's why I've crafted this guide to walk you through the biggest trends shaping real estate marketing in 2025. These aren't just ideas—I've seen these strategies work firsthand, from campaigns that reduced lead costs by 60% to TikToks that went viral with minimal spend.

Let's dive into the tools and tactics you need to stay competitive.



1. AI Is Changing the Game for Real Estate Pros

In my experience working with real estate agents, I've seen how campaigns that embrace artificial intelligence can make a significant impact.

For example, Facebook ads by Casagranda generated \$23 million in revenue, highlighting AI's growing importance in real estate marketing. Tools powered by AI allow us to analyze audience behavior, craft hyper-personalized content, and automate interactions.

- Instagram: AI-driven insights help identify which types of posts—like carousel property tours or behind-the-scenes stories—engage audiences the most.

- Facebook: Chatbots powered by AI instantly address potential buyers' questions, offering a seamless customer experience.

- LinkedIn: AI-backed analytics refine content strategies, ensuring posts resonate with specific professional demographics, from investors to local business leaders.

- YouTube: AI tools boost discoverability by recommending videos based on user interests, keeping your channel top of mind.

- TikTok: AI features can identify trending hashtags and sounds, helping property highlight reels land on For You pages.



2. Location-Based Marketing: Meeting Buyers Where They Are

Companies like Zillow and Redfin have shown the power of location-based marketing through geotargeted campaigns that capture local buyers actively searching for properties. This trend is essential for showcasing hyper-local expertise.

- Instagram: Location tags on posts and stories ensure visibility in specific markets, such as “Downtown Toronto Condos.”
- Facebook: Local ads reach users searching for homes or rentals in a defined radius, increasing relevance and lead quality.
- LinkedIn: Sharing hyper-local content, such as “5 Things to Know About Moving to [City],” positions agents as local authorities.
- YouTube: Neighborhood walkthroughs featuring community highlights—schools, parks, and dining—make properties more appealing to targeted audiences.
- TikTok: Short videos showcasing the local lifestyle, like hidden gems in a neighborhood, resonate with mobile-first users looking for authenticity.



3. Content Marketing and SEO: Building Trust Through Value

According to HubSpot, businesses that consistently post valuable content see 74% higher lead quality—a trend perfectly suited for real estate professionals looking to build credibility. By combining strong content strategies with SEO, you can create a steady pipeline of inbound leads.

- Instagram: Posts with high-quality visuals and educational captions, like “Top 3 Tips for First-Time Buyers,” position agents as helpful and knowledgeable
- Facebook: Blog links or in-depth guides—such as “How to Prepare Your Home for Sale”—perform well and boost traffic to your website.
- LinkedIn: Thoughtful articles and market insights shared on LinkedIn not only educate but establish authority within the professional community.
- YouTube: SEO-friendly videos, such as “Real Estate Market Trends for 2025,” rank well in searches and bring in steady traffic.
- TikTok: Quick educational clips, like “3 Signs It’s Time to Sell Your Home,” offer bite-sized value and encourage viewers to follow for more tips.



4. **Video Content: Still the Most Powerful Tool**

Video is king in 2025, with buyers preferring video tours and visual storytelling over traditional listings. Statistics show that listings with video content get 403% more inquiries, making this medium a must-have.

- Instagram: Reels showing transformation stories or luxury home highlights grab viewers' attention and keep them scrolling.
- Facebook: Live streaming property tours fosters real-time engagement and creates excitement around new listings.
- LinkedIn: Posting video updates on market trends or community developments connects with a professional audience.
- YouTube: Full-length home tours with voiceovers explaining unique property features drive high-quality leads.
- TikTok: Creative transitions and trending sounds bring energy to property showcases, making them more shareable.



5. User-Generated Content: Turning Happy Clients Into Your Biggest Advocates

Real estate agencies using user-generated content (UGC) report higher trust and engagement levels. Encouraging clients to share their positive experiences adds authenticity to your brand.

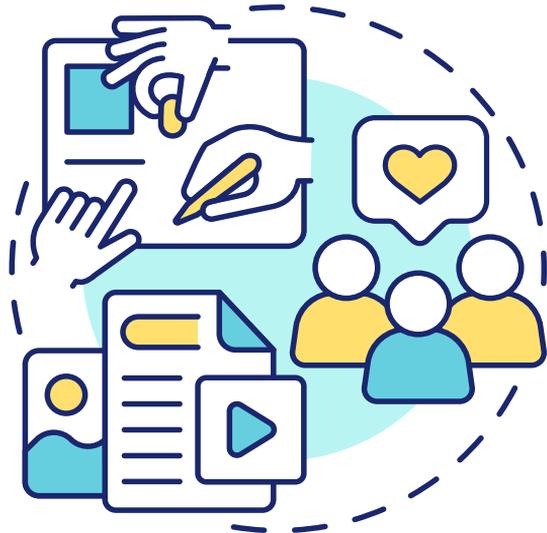
- Instagram: Sharing client-tagged posts, like move-in day photos, creates relatable content for potential buyers.

- Facebook: Reviews and video testimonials amplify trustworthiness, especially when paired with personal success stories.

- LinkedIn: Professional endorsements and client stories resonate well in a business-oriented environment.

- YouTube: A series like “Buyer Success Stories” adds depth and emotional appeal to your video strategy.

- TikTok: Posting clips of clients’ first reactions to their new homes fosters genuine connection and emotional engagement.



Final Thoughts: Let's Make 2025 Your Breakout Year

Social media can feel like a maze, but it doesn't have to be. By focusing on these trends and platforms—Instagram, Facebook, LinkedIn, YouTube, and TikTok—you'll not only stay relevant but also thrive in an increasingly digital world.



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