

# Digital Mayor / Monthly Accomplishment Sheet

Position Title: Digital Mayor

Overview: HomesIn is seeking motivated, community-driven individuals to serve as Digital Mayors for select towns across our platform. A Digital Mayor acts as the local face of the HomesIn brand, helping to build and manage an online presence that connects residents, local businesses, and real estate professionals. This is a unique opportunity to take on a leadership role in your community while leveraging digital tools to support small business, promote local events, and enhance community visibility.

## Role Summary:

As a Digital Mayor, you will be responsible for overseeing and growing the community's town-specific Facebook page. This includes regularly posting relevant local content, engaging with followers, promoting real estate listings, and coordinating with local businesses and professionals to highlight their services. You will serve as a trusted local voice, helping residents stay informed while building relationships that support both local commerce and neighborhood connectivity.

## Key Responsibilities:

Curate and share relevant local news, events, and announcements to maintain an active and engaging Facebook presence

Highlight featured listings, local service providers, and small businesses through promotional posts and sponsored content

Interact with followers by responding to comments, messages, and community questions

Assist with managing monthly local advertising campaigns and partnership outreach

Monitor local activity and opportunities to feature interesting businesses or events that align with HomesIn's brand mission

Help drive traffic to the HomesIn website through engaging social content and community-focused messaging

## Ideal Candidate:

The ideal Digital Mayor is organized, reliable, and passionate about their town. You should be comfortable working independently and enjoy building relationships—both online and offline. Prior experience in social media management, community engagement, marketing, or real estate is a plus, though not required.

After receiving Welcome Letter for your town proceed with the following

Send out new neighbor data

-New neighbor data is all homes that closed that town for the month (Send the previous month list of homes to start) I will set you each up with auto emails for the list of homes that have closed.

Contact all current members to introduce yourself!

-Explain that as their digital mayor you are there to help to assist them to the best of your abilities to help grow the community.

-If the client you are calling is not sure about signing up with us you can give them a free 30 day trial but moving forward they will need to become a paying member.

-While talking to them make sure to tell them to add all their friends to like the HomesIn(Your Town) Page to help grow the community.

## Post! Post! Post! - Facebook Management

-The Keyword here is \*ORGANIC\* make it feel like everything is truly a community not coming from a robot.

-On each Town page create all events happening that month so it will be added to the page calendar ie Town hall meetings, fundraising events, fireworks, shows etc.

-Other post ideas are add anything from breaking town news to posting "What is your favorite restaurant no one talks about in town?"

-Post up to two new listings in that town a month.

-Make sure to space out posts, this way not all posts are going out on one day. Again keep it Organic Not Robotic

## One ad for each member on the page per month on Facebook!

-We will have a viewable Google doc with generic verbiage ie "Welcome your towns top agent" "Looking for a mover, look no further" to post for each ad to help simplify this process. But we would like to see you add your own style and punch lines to the ads to help it feel more organic for the page per town.

## Sell! Sell! Sell!

-The main focus is to sell monthly spots on the pages. From featured partner to business members. The breakdown of what comes with the different options will also be in a viewable Google doc.

-Other than the monthly spots you can sell Facebook Boost, Featured listings, For sale by owner ads, Business coupon ads, and videos on a specific business agent or listing.

## Always stay in touch with your community!

-Follow up once a month with an email or phone call to all your members to see how their month was and if they need help with anything.

-Finally on Facebook don't forgot to answer comments on town posts

As said previously we will have Google doc that you will be added to help make your community run as smooth as possible.

In the same Docs we will have tips and even a question and answer section if you cannot get a hold of someone in the office directly.