

A COMPREHENSIVE STEP-BY-STEP GUIDE FOR BEGINNERS
IN REAL ESTATE INDUSTRY

Social Media Platform Setup Guide



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INTRODUCTION: PLATFORM OVERVIEW

Before You Start

SAMPLE

WHAT YOU NEED

- ✓ Profile photo (800×800px min)
- ✓ Consistent username across all platforms
- ✓ Website or landing page URL
- ✓ Short bio (50–150 words)

PRO TIP

Start with 1–2 platforms where your audience already is. Master those before expanding to others.

Consistency is key: use the same username, profile photo and bio across every platform.



- ✓ Suthan Chelliah
- ✓ 🇲🇾 Team Leader @ IQI
- 🎓 BSc (Hons) Economics
- 📖 Buy • Sell • Invest with Confidence
- 🚀 Real Estate | Leadership
- ➡️ To Join my team:

✓ linktr.ee/suthanpropertyjourney

Platform Quick Comparison

Platform	Best For	Audience	Frequency
Facebook	Communities, local business	25–55+	1–2× / day
Instagram	Lifestyle, e-commerce	18–40	4–7 Reels / week
TikTok	Entertainment, discovery	18–45	1–3× / day
LinkedIn	B2B, thought leadership	25–55	3–5× / week
YouTube	Education, tutorials	All ages	1–2× / week
小红书 XHS	Lifestyle, beauty	18–40	3–5 notes / week



PART 1

Facebook

The world's largest social network, essential for communities, local business and the 25–55+ demographic.

World's #1 social platform
3 billion+ monthly active user

Best for
Adults, Families, Homeowners, Landlords, Renters, and Local communities.

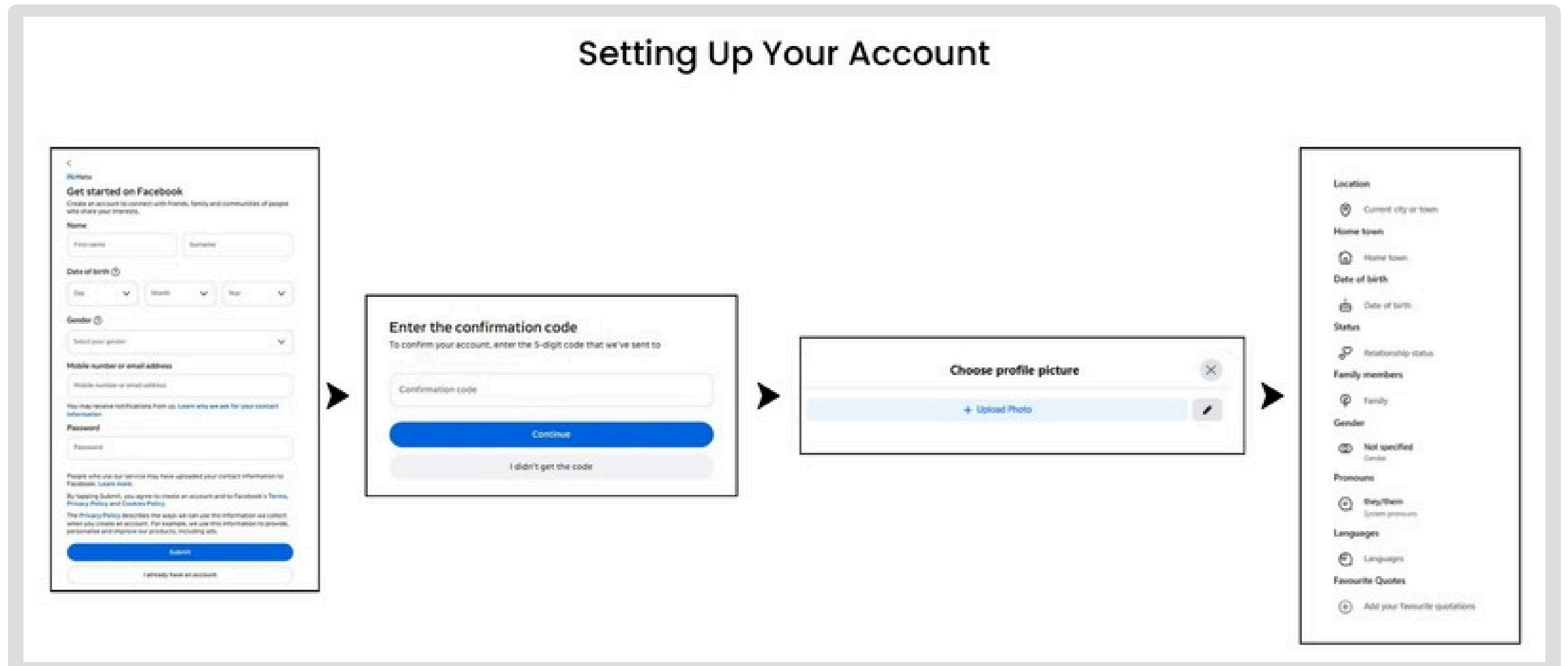
Part of the Meta ecosystem
Connects to Instagram & WhatsApp

Ideal demographic
Adults aged 25–55+



CHAPTER 1 & 2: ACCOUNT SETUP

Facebook Account Setup



#1

Go to facebook.com or download the app

Enter your name, email / phone, password and date of birth.

#2

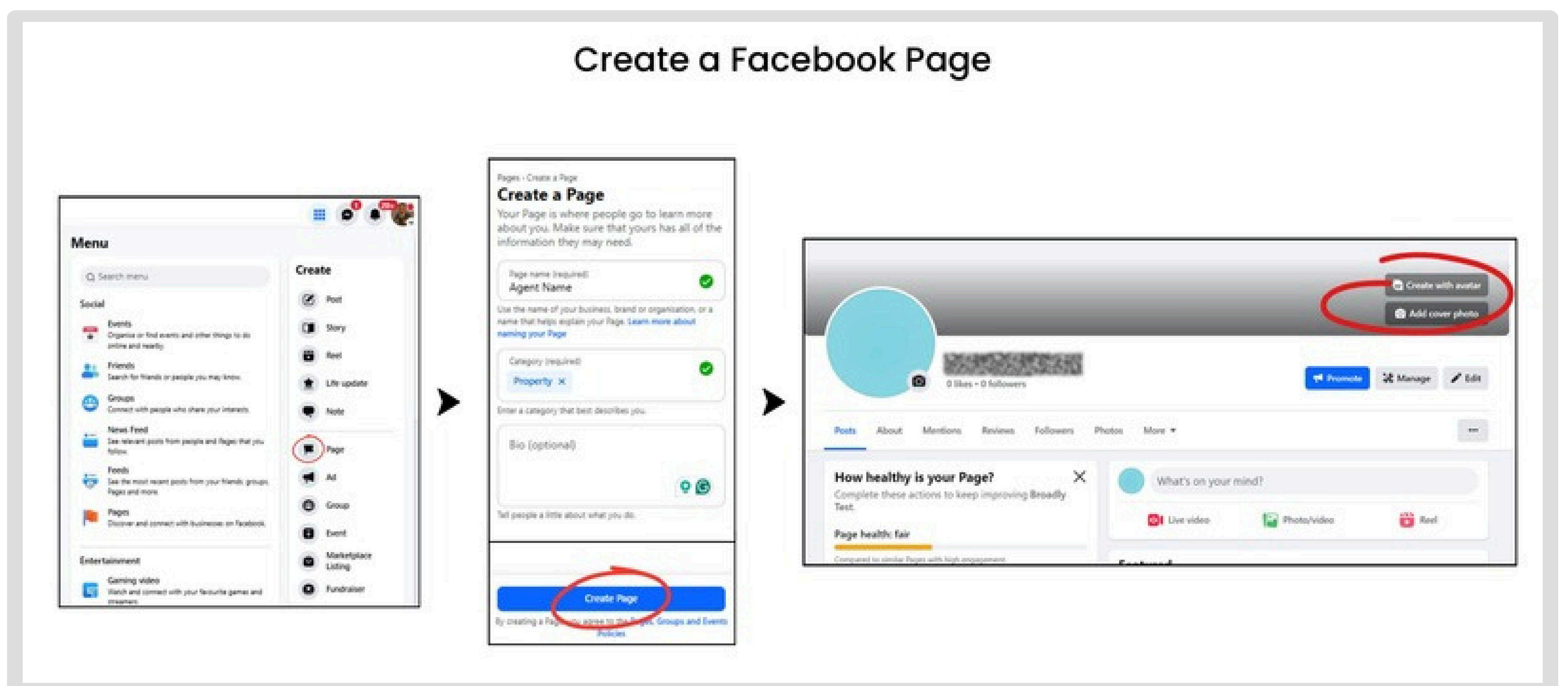
Complete phone or email verification

Upload a clear profile photo (headshot recommended) and add basic info.

#3

Click 'Pages' in the left menu

Click 'Create new Page' - choose Business, Creator, or Community.





CHAPTER 2: CREATE A FACEBOOK PAGE & SECURITY

Create a Page & Security Setup

#4

Add Page name, category and description

Use keywords! Upload profile photo 170×170px, cover 820×312px, then set your CTA button.

#5

Connect the Meta ecosystem

Link Instagram in Page Settings, connect WhatsApp Business, set up Meta Business Suite.

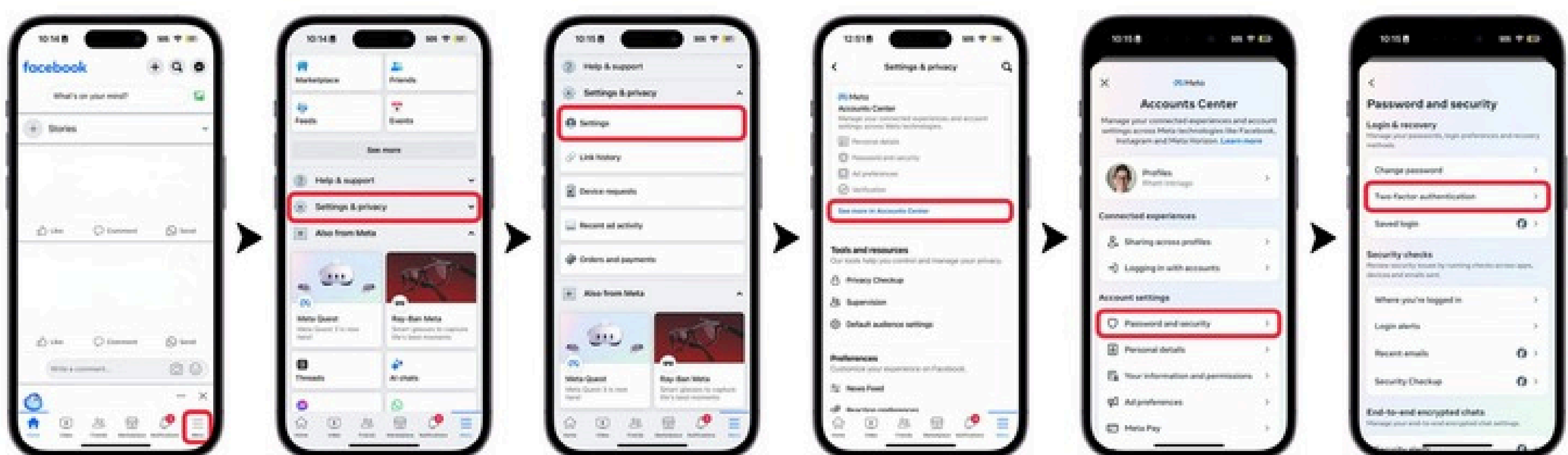
#6

Enable two-factor authentication

Settings → Security. Set who can see posts, review Page roles for team members.

Connect & Secure Your Account

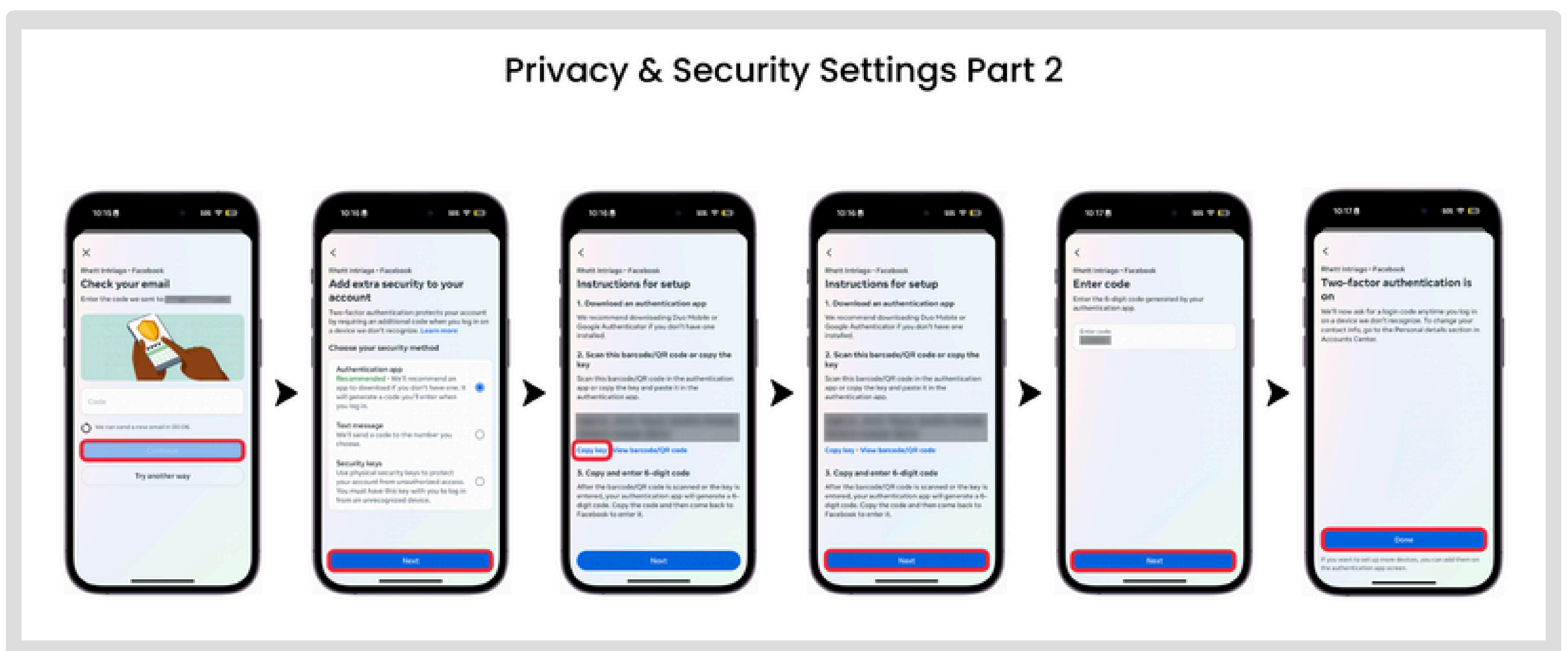
Privacy & Security Settings Part 1





CHAPTER 2: CREATE A FACEBOOK PAGE & SECURITY

Connect & Secure Your Account



QUICK CHECKLIST

- Link Instagram via Page Settings → Linked Accounts
- Connect WhatsApp Business number
- Enable two-factor authentication (Settings → Security)
- Set post visibility and review Page roles



CHAPTER 3 & 4: PLATFORM GUIDELINES & BEST PRACTICE

Guidelines & Weekly Workflow

KEY COMMUNITY STANDARDS

- No hate speech, harassment or bullying
- No graphic violence or disturbing content
- No spam or misleading information / prices
- Disclose paid partnerships with #ad
- Respect intellectual property

MONETISATION

10,000 followers + 600,000 total minutes viewed in 60 days for in-stream ads.

Best times to post:

Tue & Wed, 12–8pm local

Worst times to post:

Weekends

Best Content Formats

- Native video (highest reach)
- Facebook Live
- Carousel posts
- Events
- Facebook Groups for organic reach

Weekly Content Workflow

MON

Educational content or industry tip

TUE

Short Reel of the tip

WED

Behind-the-scenes or community spotlight

FRI

Engagement post · question · poll · hot take

DAILY

Respond to ALL comments within 24 hours

WEEKLY

Share 1–2 user-generated content pieces



CHAPTER 5 & 6: COMMON MISTAKES & INSPIRATION ACCOUNTS

Mistakes & Inspiration

COMMON MISTAKES

- ❌ Posting personal content on business Page
- ❌ Sharing only external links (algorithm deprioritises)
- ❌ Ignoring Facebook Groups, highest organic reach
- ❌ Buying fake likes or followers
- ❌ Leaving 'About' section incomplete
- ❌ Going silent for weeks then bulk posting
- ❌ No clear CTA or blurry photos
- ❌ Posting only listings
- ❌ Not having WhatsApp or contact details ready

INSPIRATION ACCOUNTS

Vincent Tai 戴炜昇

fb.com/vincent.taiws

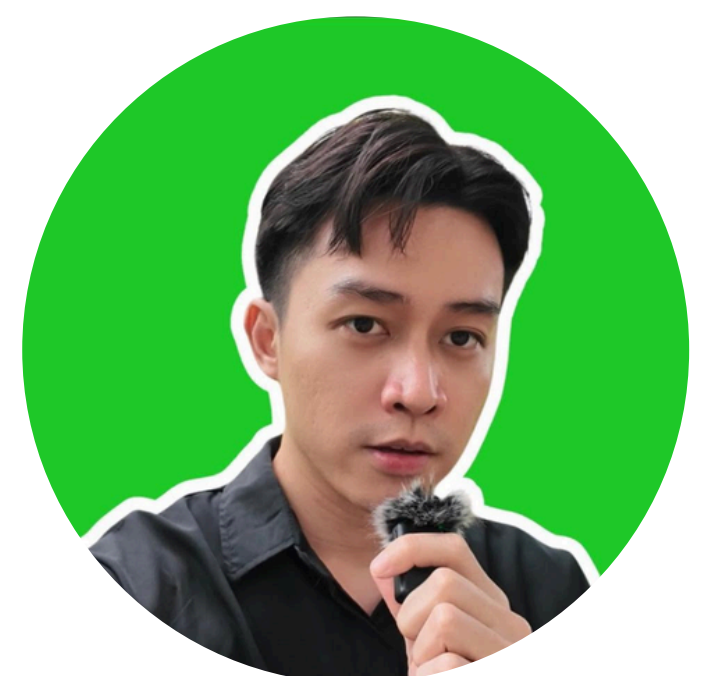
Current news + podcast-style POV. Great for agents wanting to look knowledgeable.



Rain Lim 林雨 - Real Estate

fb.com/rainlim28

Educational property content answering buyer, renter and investor questions.



Iherng-realestateguy

fb.com/seantan.realestateguy

Malaysian property news made relatable. Strong market knowledge, everyday tone.



Muhazrol Muhamad

fb.com/muhazrol

Personal branding through Malaysian storytelling. Builds trust and connection.





PART 1

Summary

To grow on Facebook, focus on posting useful, engaging content consistently while keeping your Page professional and easy for clients to contact.

Post consistently with educational tips, short Reels, behind-the-scenes content and engagement posts.

Prioritise native content, reply to comments within 24 hours, and keep your Page, WhatsApp and contact details updated.

Avoid posting only listings, blurry visuals, fake followers, too many external links or disappearing for weeks.



PART 1

Summary

To grow on Facebook, focus on posting useful, engaging content consistently while keeping your Page professional and easy for clients to contact.

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Avoid posting only listings, blurry visuals, fake followers, too many external links or disappearing for weeks.



PART 2

Instagram

The #1 platform for visual brands - 2B+ users where aesthetics meet commerce. Reels deliver the highest organic reach.

World's #1 platform for visual brands
2 billion+ monthly active users

Best for
Lifestyle, fashion, food, travel, beauty, e-commerce

Reels
Highest organic reach of any Instagram format

Strong 18-40 demographic
Skewing younger than Facebook

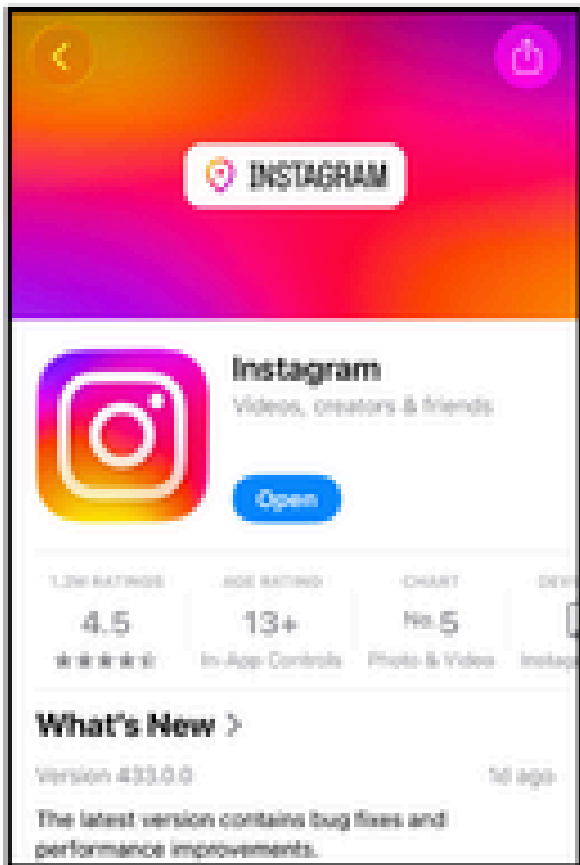


CHAPTER 7 & 8: ACCOUNT SETUP

Instagram Account Setup

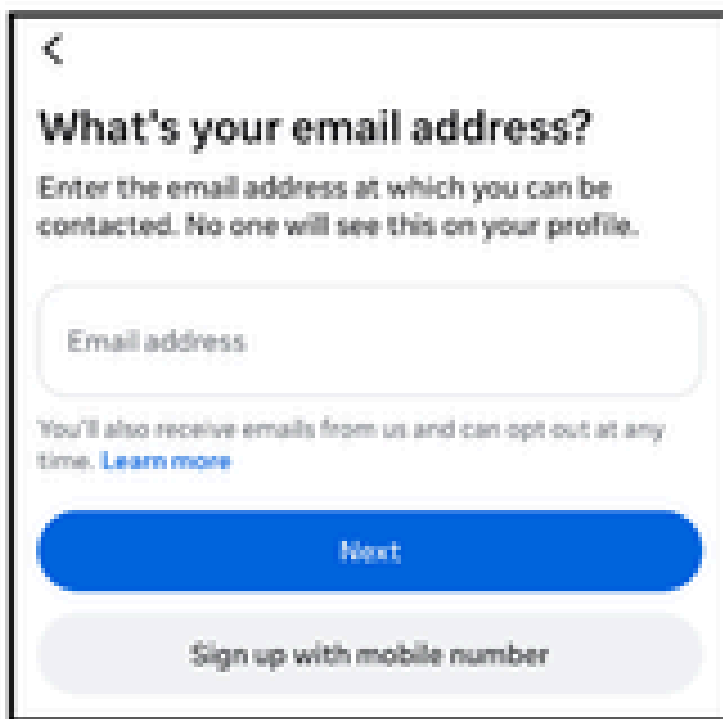
Setting Up Your Account

1



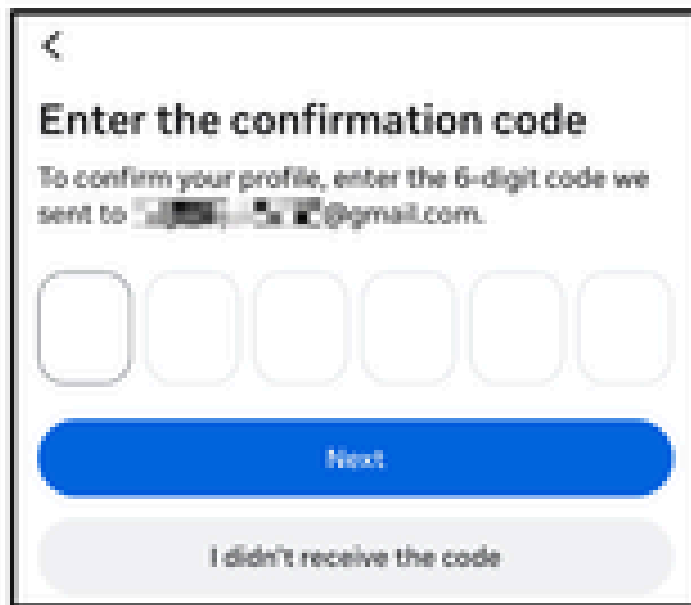
Download the Instagram app from the App Store or Google Play Store.

2



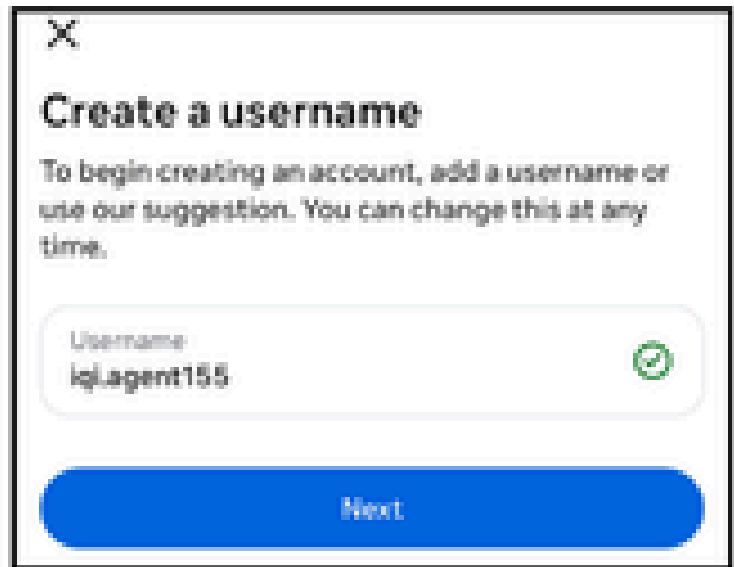
Once the app is installed, open the app and tap **Create New Account** and enter your email address or mobile number then tap **Next**.

3



Enter the **confirmation code** sent to your email address or mobile number, then tap **Next**.

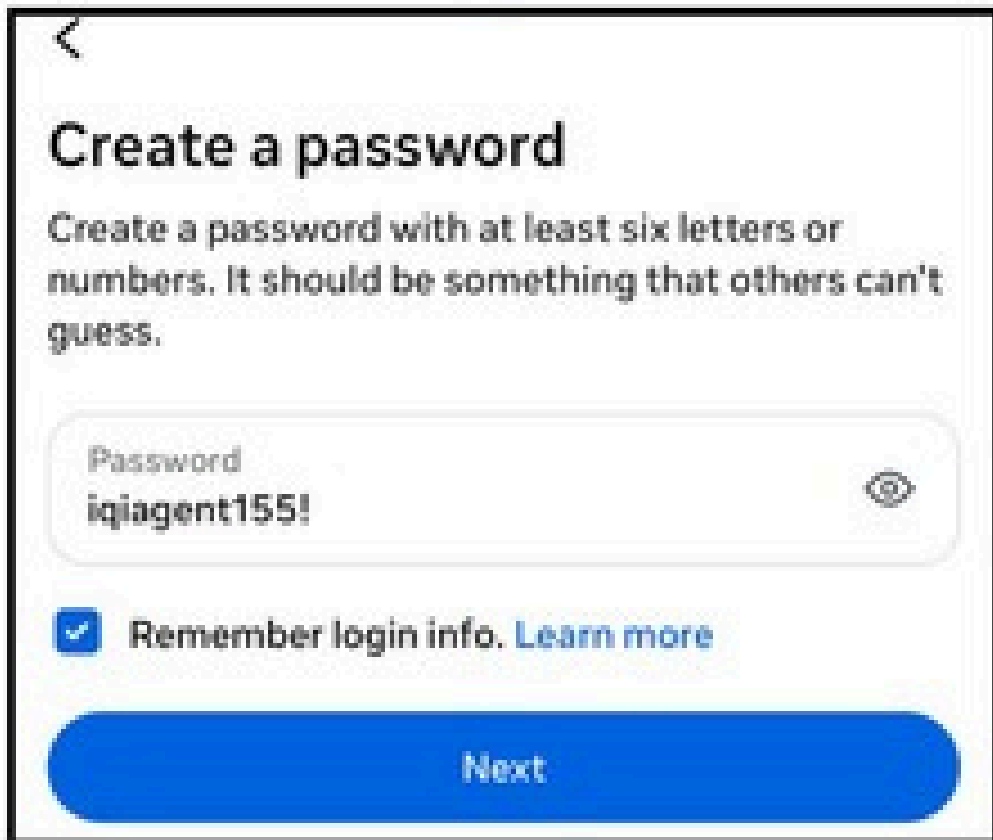
4



Create a **username**, then tap **Next**.

Setting Up Your Account

5



Create a **password**, then tap **Next**.

6



Enter your **birthday**, then tap **Next**.

7



Read Instagram's terms and policies, then tap **I Agree**, if you agree to the terms to create your account.

- #1

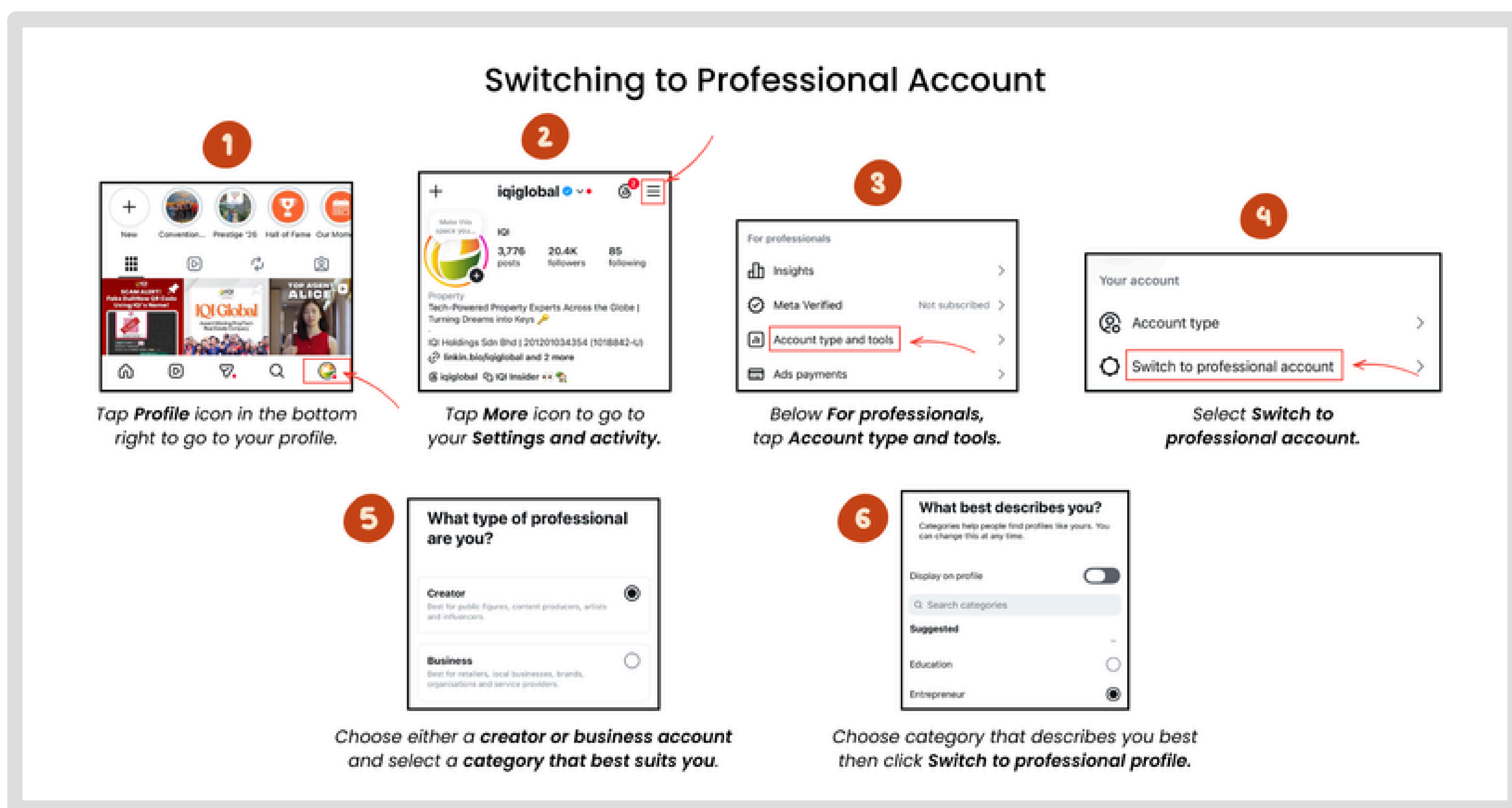
Download Instagram or go to instagram.com

Sign up with email, phone or Facebook. Choose a short, memorable username.



CHAPTER 7 & 8: ACCOUNT SETUP

Instagram Account Setup



Switch to Professional Account

#2

Settings → Account → Switch to Professional Account. Choose Creator or Business, select your category.

#3

Optimise your bio (150 characters)

State what you do, who you help, add a CTA. Use Linktree for multiple links.

#4

Set profile photo (320×320px)

Use the same photo across all platforms for brand consistency.



CHAPTER 9 & 10: PLATFORM GUIDELINES & CONTENT MIX FORMULA

Content Mix Formula (80/20)

Reels

40%

Reach and new audience discovery - trending audio, value-packed

Carousels

30%

Saves and educational content - step-by-step guides, tips

Static Posts

10%

Quotes, announcements, product photos

Stories

Daily

Post Stories every day even on days you don't post feed content. Stories keep you top of mind.

Hashtag & Timing Strategy

- 5–10 niche hashtags per post
- Best times: Mon–Fri 9–11am & 6–9pm
- Engage 30 min per day replying to comments
- Batch and schedule content with Meta Business Suite

KEY INSTAGRAM POLICIES

- No nudity or sexual content
- No hate speech, bullying or harassment
- No spam: bots, mass following, automation
- Music in Reels: use Instagram licensed library only



CHAPTER 11 & 12: COMMON MISTAKES & INSPIRATION ACCOUNTS

Mistakes & Inspiration

COMMON MISTAKES

- ❌ TikTok watermark - Instagram suppresses these
- ❌ Ignoring Instagram Stories and Highlights
- ❌ Inconsistent aesthetic (grid is your first impression)
- ❌ Using too many irrelevant or banned hashtags
- ❌ No clear CTA in captions
- ❌ Buying followers destroys engagement
- ❌ Posting and ghosting without engaging back
- ❌ Posting without a hook in the first line of caption (only 1-2 lines visible)
- ❌ Skipping analytics

INSPIRATION ACCOUNTS

@malaysianpaygap

[instagram.com/malaysianpaygap/](https://www.instagram.com/malaysianpaygap/)

Emotional storytelling through photo + caption. Strong community engagement through relatable financial content.



@thefuturizts

[instagram.com/thefuturizts/](https://www.instagram.com/thefuturizts/)

Educational carousels that get massive engagements. Great for financial literacy and property content.



@suthanchelliah

[instagram.com/suthanchelliah/](https://www.instagram.com/suthanchelliah/)

Personal brand through consistent visual identity & educational property content





PART 2

Summary

To grow on Instagram, focus on a consistent, professional feed that mixes value-packed Reels, educational carousels and daily Stories.

Prioritise strong first-line hooks, relevant hashtags, clear CTAs and regular engagement with comments.

Keep your visuals clean, original and recognisable.

Avoid TikTok watermarks, irrelevant hashtags, buying followers, posting without engaging back or disappearing after posting.



PART 3

TikTok

Fastest-growing platform - zero follower requirement to go viral. Algorithm shows content to non-followers, making organic reach democratic.

Fastest-growing platform

1 billion+ monthly active users

Best for

Entertainment, education, product discovery, brand awareness

Algorithm shows your content to strangers

Zero follower requirement to go viral

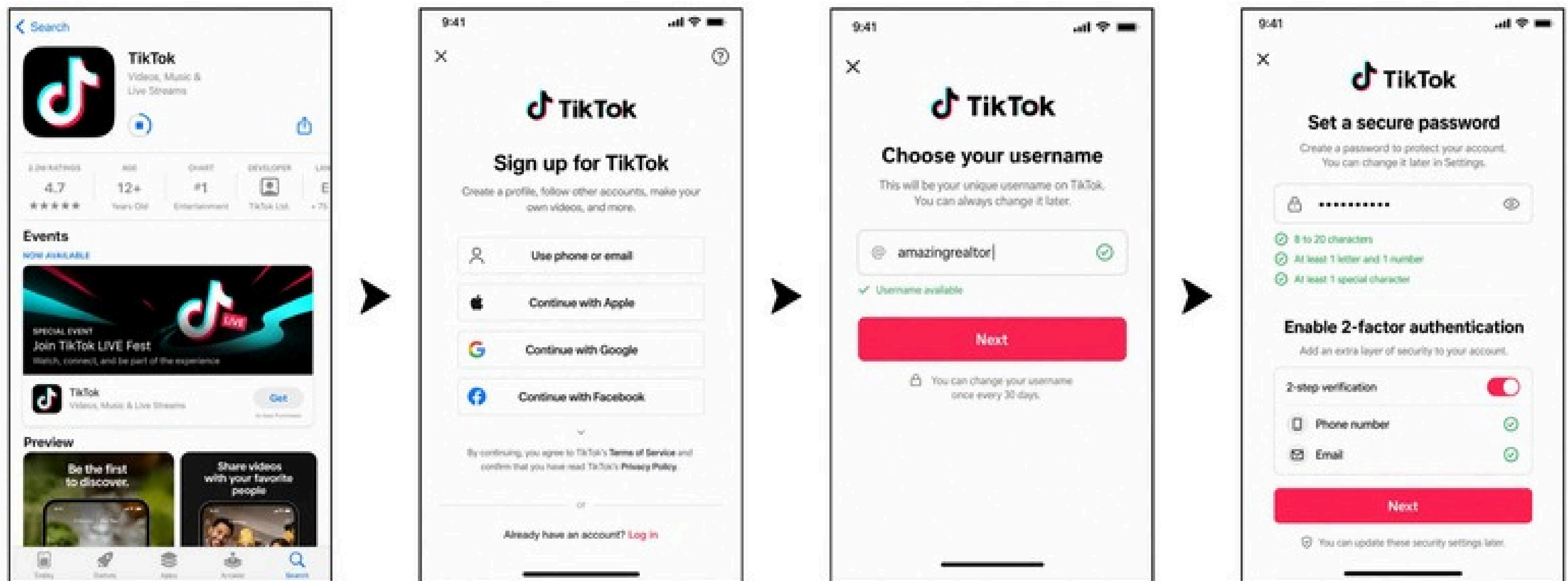
Hashtag For You Page (#FYP)

Democratic reach - great content wins regardless of followers



CHAPTER 13 & 14: ACCOUNT SETUP

TikTok Setup & Guidelines



Download TikTok and sign up

#1

Choose a short, memorable username consistent with your brand (@yourbrand). Enable 2-factor authentication.

Switch to Business or Creator Account

#2

Profile → Settings → Manage Account → Switch to Business Account. Creator accounts get Commercial Sound Library.

Optimise your bio (80 characters)

#3

Clear value proposition + 1 CTA. Business accounts get clickable link in bio immediately.

Know the key policies

#4

Only use TikTok's Commercial Sound Library. No harassment, hate speech, or cyberbullying.



CHAPTER 15 & 16: WINNING FORMULA & CONTENT PILLARS

Winning Video Formula

Hook

0–3 seconds

Stop the scroll - bold statement, surprising visual, or a question

Body

4-30 seconds

Deliver value, entertainment, or your story. Keep it tight.

CTA

Last 5 seconds

'Follow for more' · 'Comment your answer' · 'Share this'

Caption: 1–2 sentences + 3–5 relevant hashtags

5 Content Pillars

● Educational

Simplify your industry knowledge into bite-sized tips

● Relatable

Situations your audience recognises and shares

● Storytelling

Personal journeys, before/after, client stories

● Proof

Results, testimonials, data to build credibility

● Conversion

Drive action - visit, enquire, follow, buy

REMEMBER

Respond to ALL comments - TikTok rewards dialogue and high comment counts push your video further.



CHAPTER 17 & 18: COMMON MISTAKES & INSPIRATION ACCOUNTS

Mistakes & Inspiration

COMMON MISTAKES

- ❌ Waiting for perfect production quality - phone camera + good lighting is enough
- ❌ No hook in first 3 seconds
- ❌ Deleting videos too soon - TikTok can push old content days later
- ❌ Posting videos with watermarks from other apps
- ❌ Only posting promotional / sales content - TikTok users favor entertainment first
- ❌ Using the wrong sound: copyrighted music on business accounts = restrictions

INSPIRATION ACCOUNTS

@iherng

tiktok.com/@iherng

Educational yet entertaining property content with strong hooks and clear subtitles. Great example of simplifying complex real estate topics.



@malaysiahomie

tiktok.com/@malaysiahomie

Useful for learning localised property content, simple walkthroughs, key selling points that attract viewers.



@kelssie3

tiktok.com/@kelssie3

Combines lifestyle, property, client stories and sales tips. Makes real estate feel human and relatable.





PART 3

Summary

To grow on TikTok, create simple, engaging videos with a strong hook in the first 3 seconds, clear value in the middle and a direct CTA at the end.

Mix educational tips, relatable moments, personal stories, proof and conversion-focused content.

Keep captions short, use relevant hashtags and reply to comments to encourage more reach.

Avoid overthinking production, using watermarks, deleting videos too quickly or posting only sales content.



PART 4

LinkedIn

World's largest professional network - 1.3B+ members, 65M+ business decision makers. The strongest platform for B2B thought leadership.

Leading platform for B2B marketing and professional networking

1.3 billion+ members in 200+ countries

Best for

Thought leadership, career growth, B2B sales, networking, and professional personal branding

Algorithm shows your content beyond your networks

Organic reach can extend when posts are relevant, useful, and conversation driven

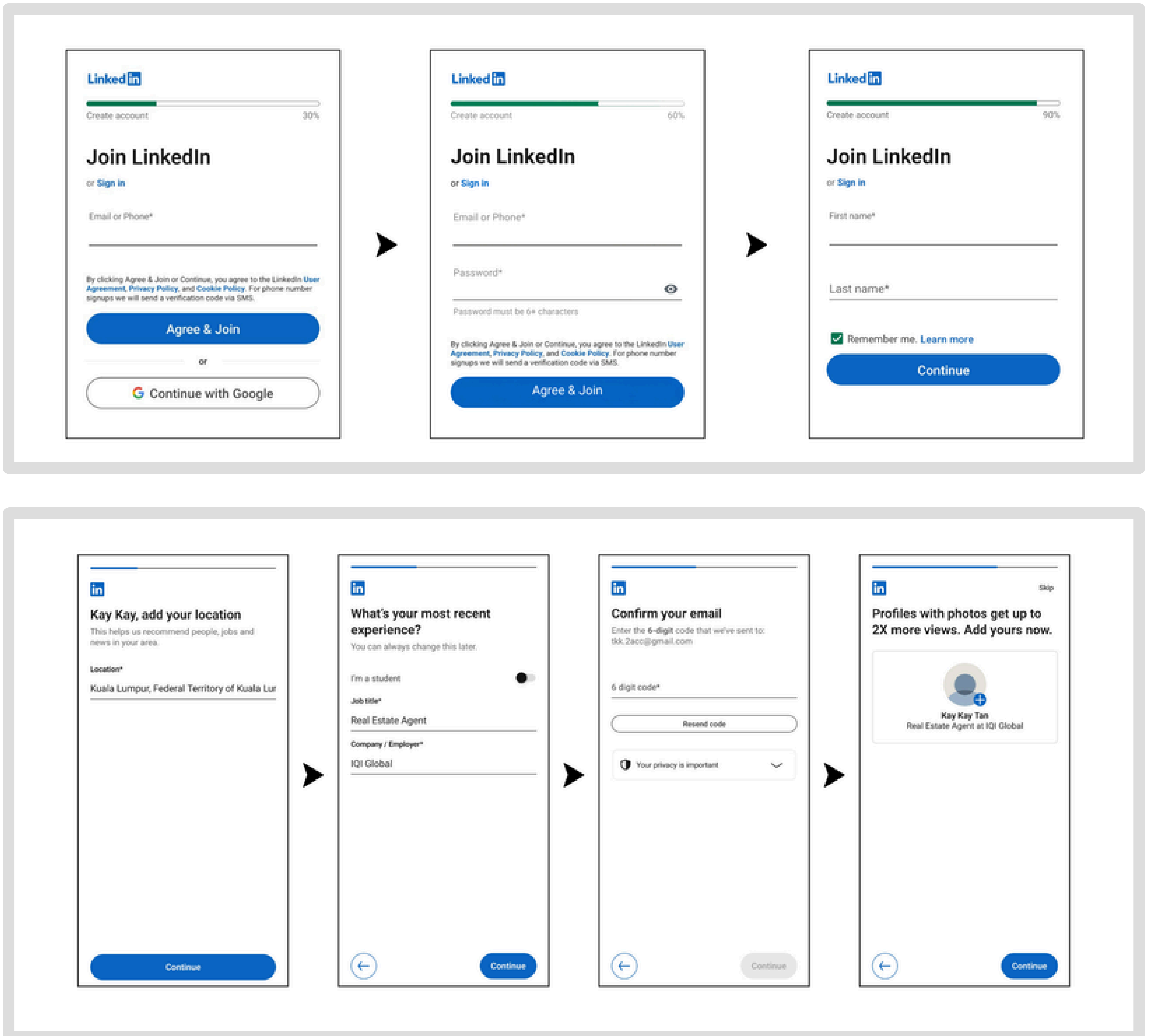
LinkedIn Newsletters

Build a subscriber base and notify followers when you publish new articles



CHAPTER 19 & 20: PROFILE SETUP

LinkedIn Profile Setup



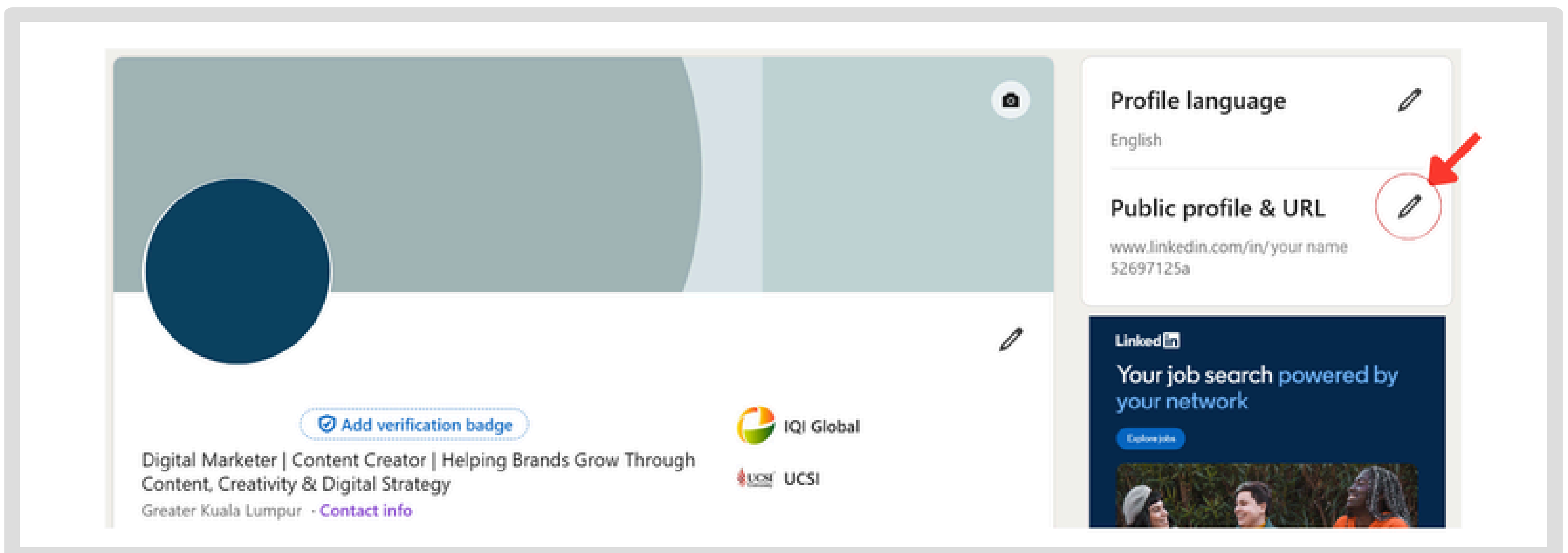
Go to [linkedin.com](https://www.linkedin.com) and sign up

#1

Enter your name, location, industry and most recent job.
Upload professional headshot 400×400px.



LinkedIn Profile Setup



#2

Add background banner photo

1584×396px — use it as a personal brand message or featured properties.

#3

Customise your LinkedIn URL

Profile → Edit Public Profile & URL → change to: [linkedin.com/in/yourname](https://www.linkedin.com/in/yourname)

About

Strategic, detail-oriented Marketing Professional with expertise in Content Creation, Thought Leadership, and Brand Storytelling. I specialize in creating high-impact, engaging content that strengthens brand identity and builds meaningful connections. With experience collaborating with public figures and leaders, I understand the art of impactful communication and the importance of positioning brands in a way that resonates.



Top skills

Digital Marketing • Email Marketing • Search Engine Optimization (SEO) • Graphic Design • Campaign Plans

#4

Reach All-Star status

Complete: Headline (220 chars, role + expertise + value) • About section • Experience • Education • Skills (up to 100) • Recommendations • Featured section



What Great LinkedIn Profiles Do

Line 1

Hook

Clear, curiosity-driven, or insight-led first sentence.

Lines 2–4

Body

3 key points, a story, or lessons. Use generous line breaks.

Line 5

CTA

One clear ask - 'What do you think?' · 'Save this' · 'Follow me'

KEY TIP

Place external links in the FIRST COMMENT - not the caption post body - to protect organic reach.

LINKEDIN COMMUNITY POLICIES

- Keep content professional, constructive, credible
- Avoid untargeted spamming DMs or mass invitations
- No misleading claims or fake credentials
- Review and edit AI-assisted content before posting
- Personalise connection requests - state why you're connecting

Best Content Practice

- Use Featured section to display your best work, posts and portfolio rather than just listing titles.
- Best formats: text posts · carousels / PDFs · newsletters
- Write for search - include terms buyers actually search - 'property agent Kuala Lumpur'
- Connect 100–200 targeted people per month
- Leave thoughtful comments on others' posts regularly
- Ask for recommendations - 3–5 genuine recommendations from clients boost profile trust



Mistakes & Inspiration

COMMON MISTAKES

- ❌ Treating profile like a static resume instead of a credibility-building tool
- ❌ Posting only company news or job openings without insights or takeaways
- ❌ Dropping external links without giving enough value in the post itself
- ❌ Sending generic connection requests with no reason stated
- ❌ Ignoring comments instead of continuing the conversation
- ❌ Vague headline with no keywords, role, expertise or value proposition

INSPIRATION ACCOUNTS

PropertyGuru Malaysia

[linkedin.com/company/propertyguru-malaysia/](https://www.linkedin.com/company/propertyguru-malaysia/)

Market insights, buyer education, and property trends in a credible LinkedIn-friendly way.



Bank Negara Malaysia

[linkedin.com/company/bank-negara-malaysia/](https://www.linkedin.com/company/bank-negara-malaysia/)

Economic updates agents can turn into credible market insights



Mohd Khairool Buruhan

[linkedin.com/in/mohd-khairool-buruhan-270a77202/](https://www.linkedin.com/in/mohd-khairool-buruhan-270a77202/)

Property education, investor trust, and local market authority.



REHDA Institute

[linkedin.com/company/rehda-institute/posts/](https://www.linkedin.com/company/rehda-institute/posts/)

Property industry trends, policy updates and developer perspectives





PART 4

Summary

To grow on LinkedIn, treat your profile as a credibility tool, not just an online resume.

Share professional insights, stories and practical property knowledge with a strong hook, clear value and simple CTA.

Use keywords in your profile and posts, engage thoughtfully with others, personalise connection requests and showcase your best work in the Featured section.

Avoid generic connection requests, posting only company updates, vague headlines, too many external links or ignoring comments.



PART 5

YouTube

World's #2 search engine - the home of long-form video content. A video posted years ago can still bring views, subscribers and leads today. Average session is 40+ minutes. Widest reach with all ages' audiences.

World's #2 search engine

2 billion+ logged-in monthly users

Best for

Tutorials, education, entertainment, evergreen SEO-driven content

Content SEO works

Videos rank on Google AND YouTube search long-term

YouTube Shorts

Compete with TikTok using short-form video content

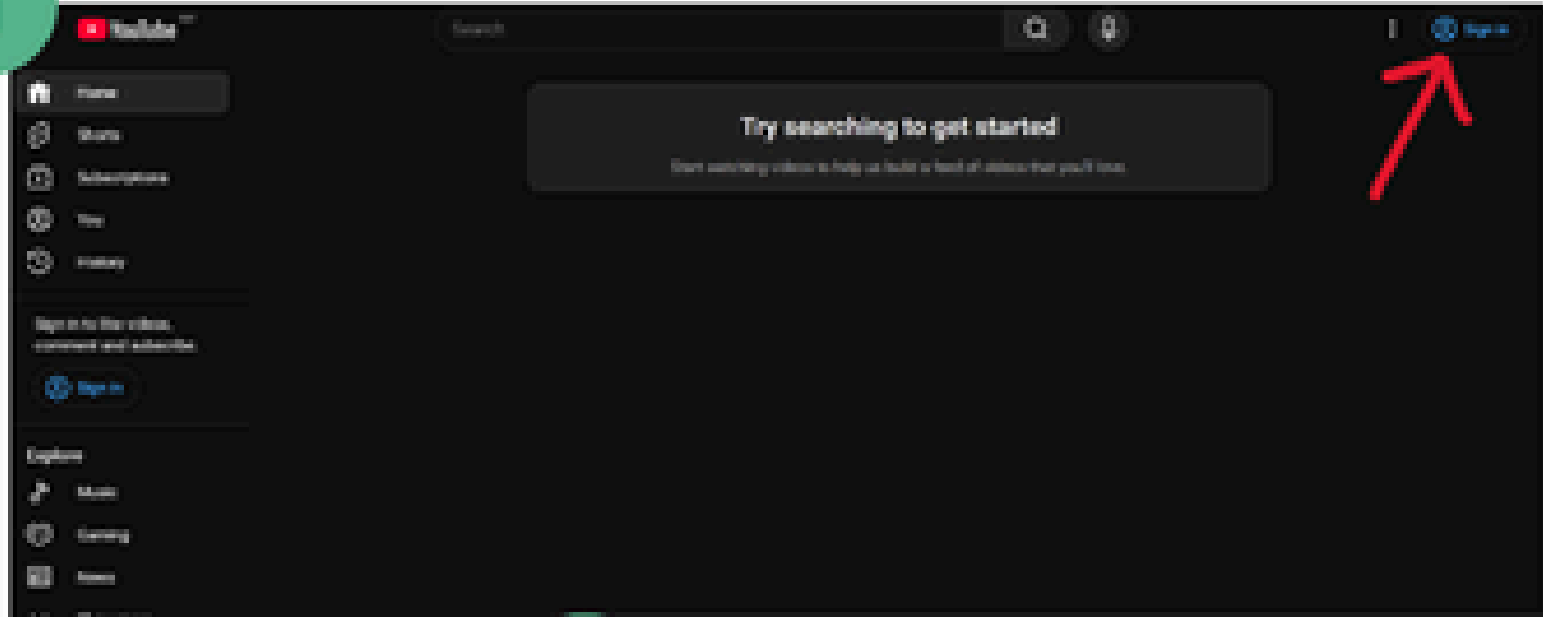


CHAPTER 25 & 26: CHANNEL SETUP

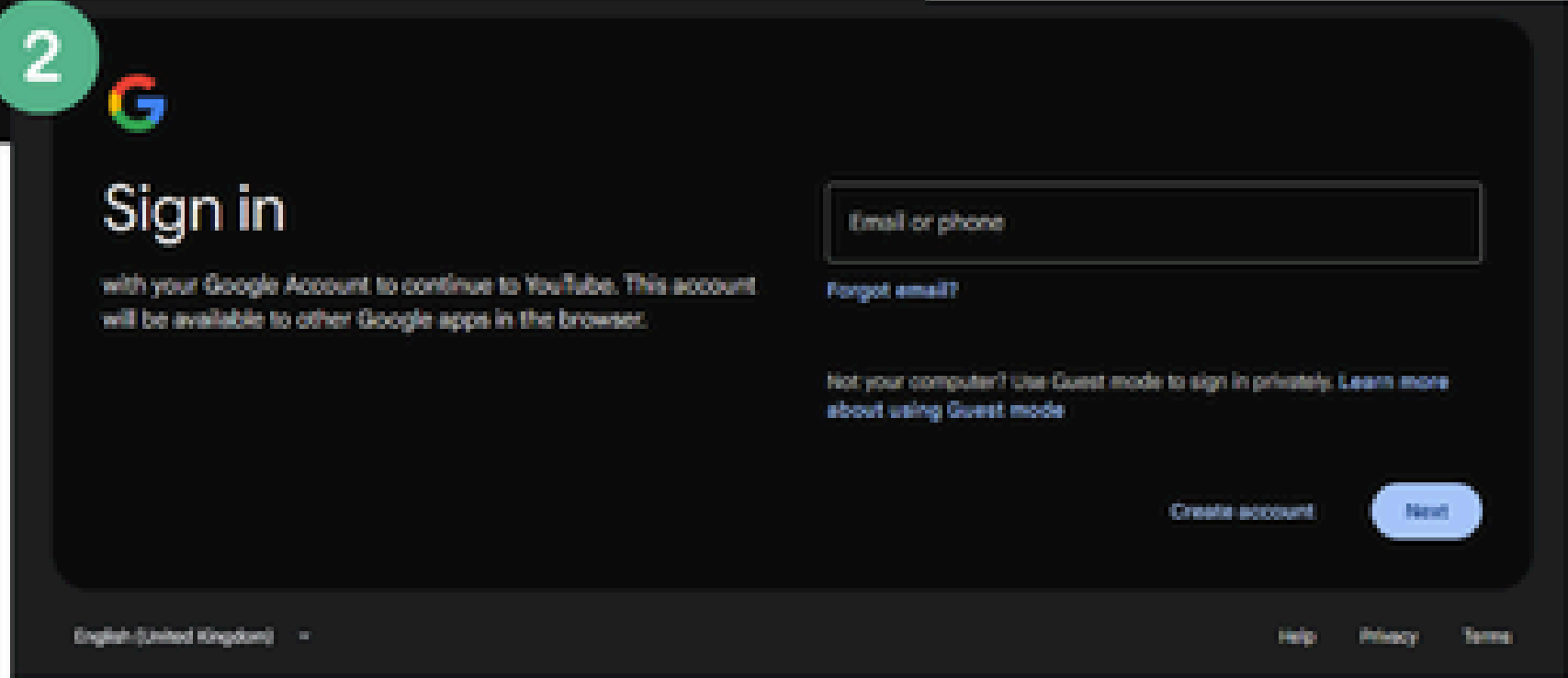
YouTube Channel Setup

Setting up an account

1



2



Go to YouTube.com and click the Sign in button at the top right corner.

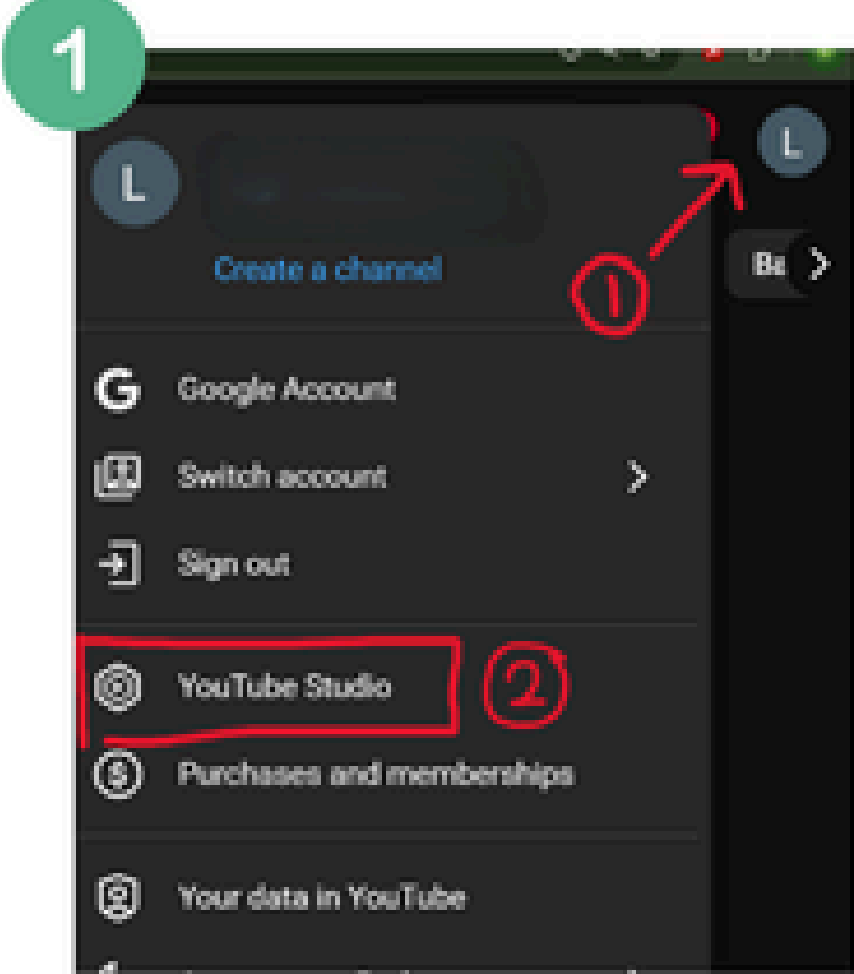
Creating a YouTube account is very easy. All you need is a Google account or email.

- #1** Go to youtube.com and sign in with Google
- Click your profile photo → YouTube Studio → Create a channel. Add picture, name and channel handle.

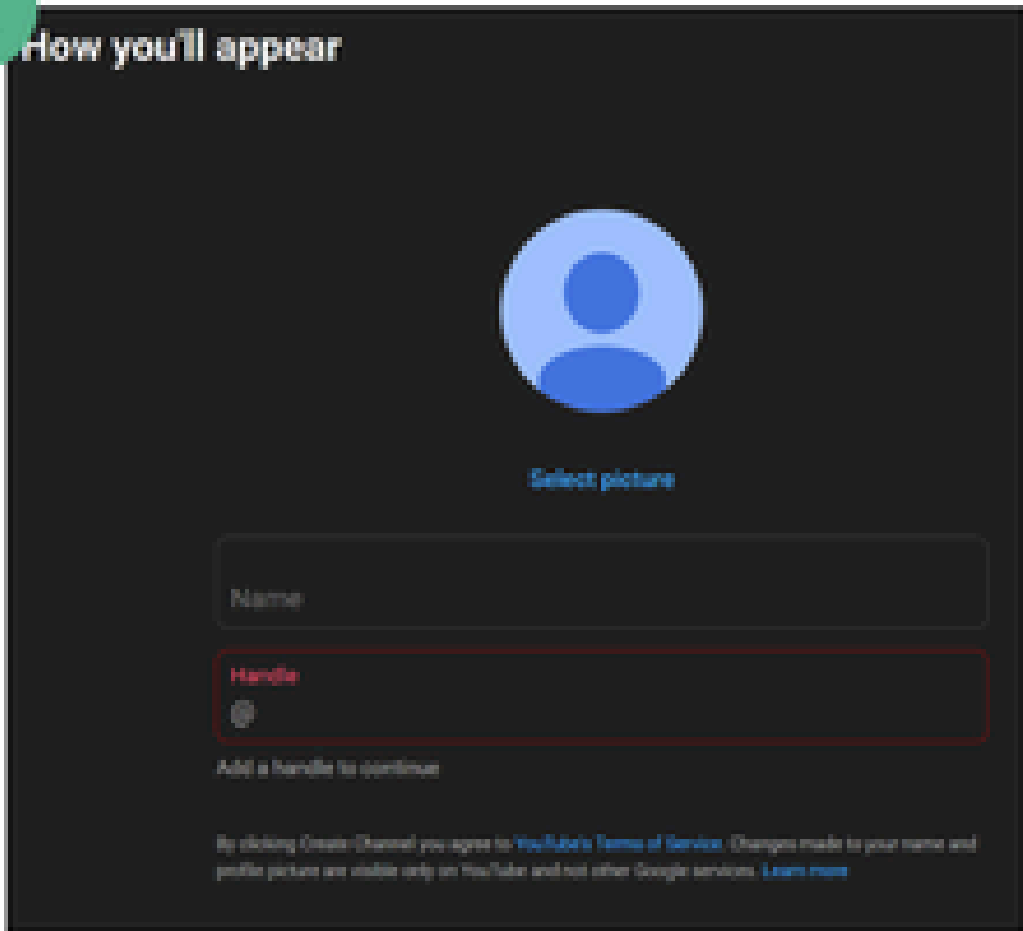
Setting up an account

First time set-up

1



2



After successfully signing in or creating your YouTube account, click on your profile picture at the top right corner of the page.

From the dropdown menu, select YouTube Studio to access your channel dashboard and management tools.

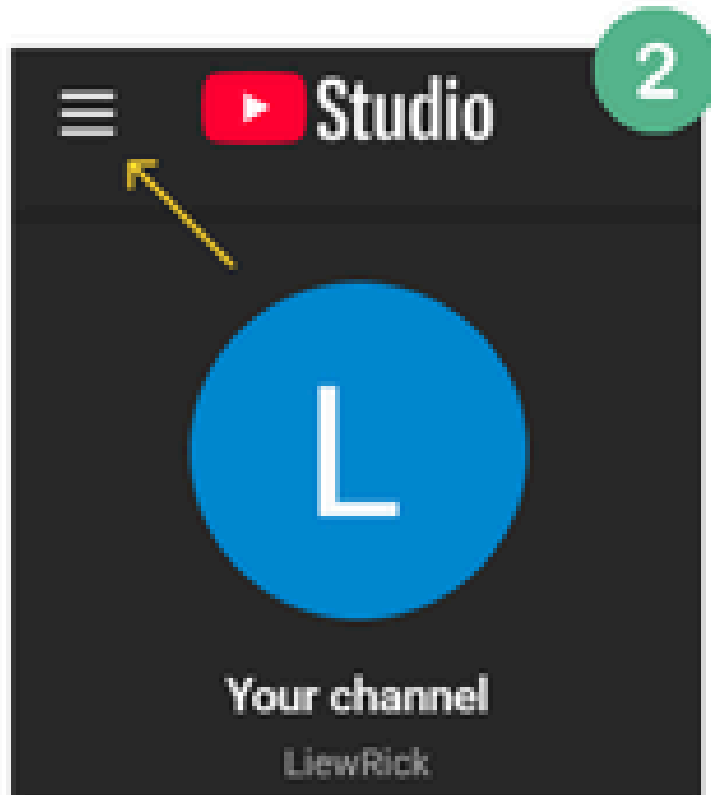
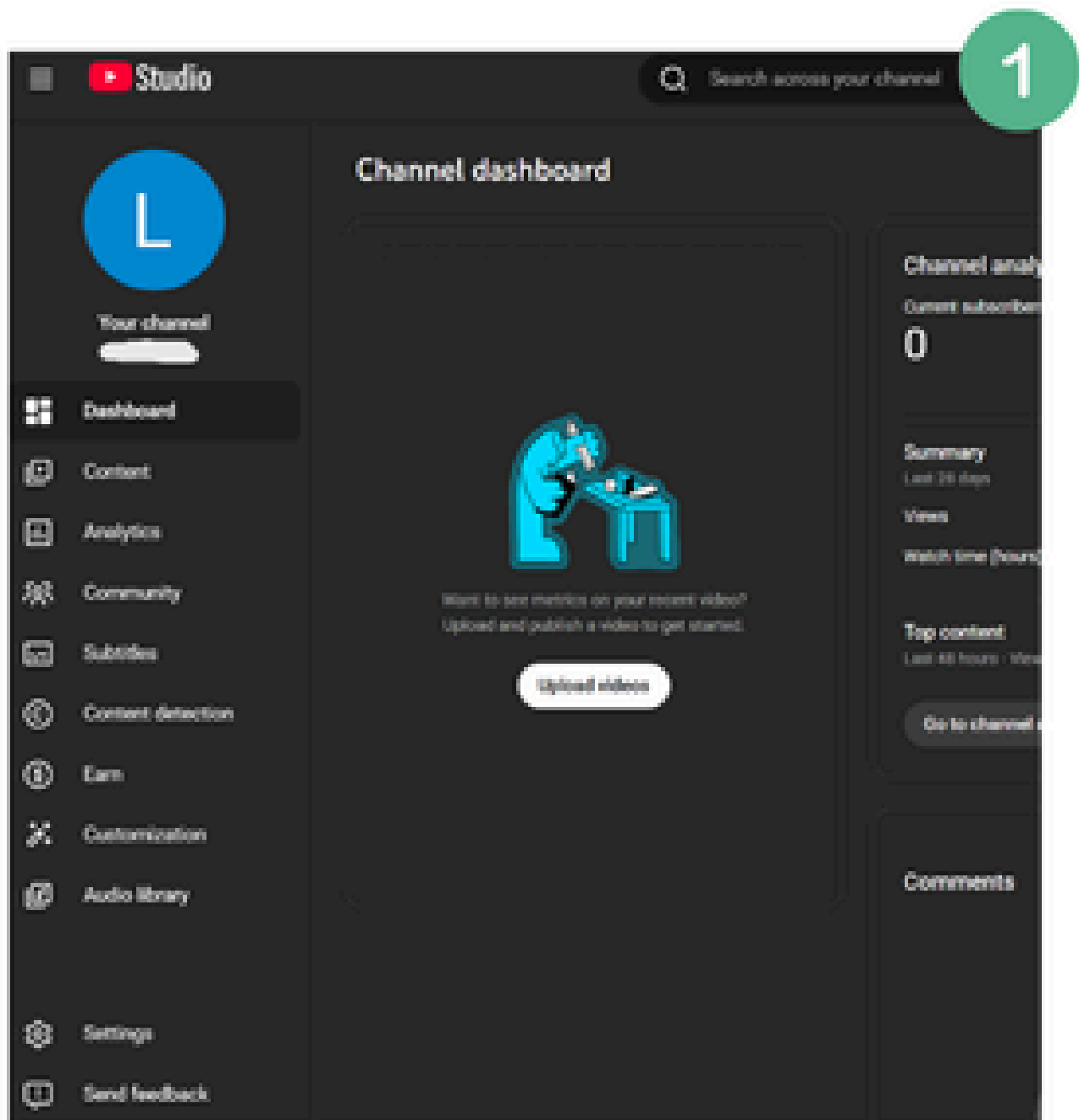
From here, you can upload your profile picture, enter your channel name, and create your channel handle.

Don't worry — you can update these details anytime in the future.



YouTube Channel Setup

Account Dashboard and Customization



To access your channel dashboard, go to the left side of the page.

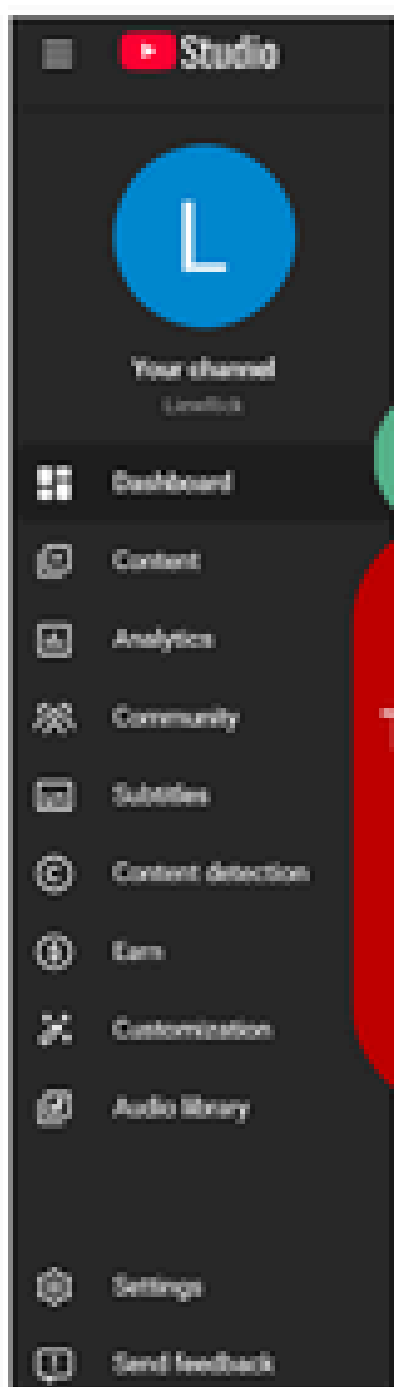
If the menu is not visible, click the **three horizontal lines** shown in **Picture 2**.

#2

Set channel branding assets

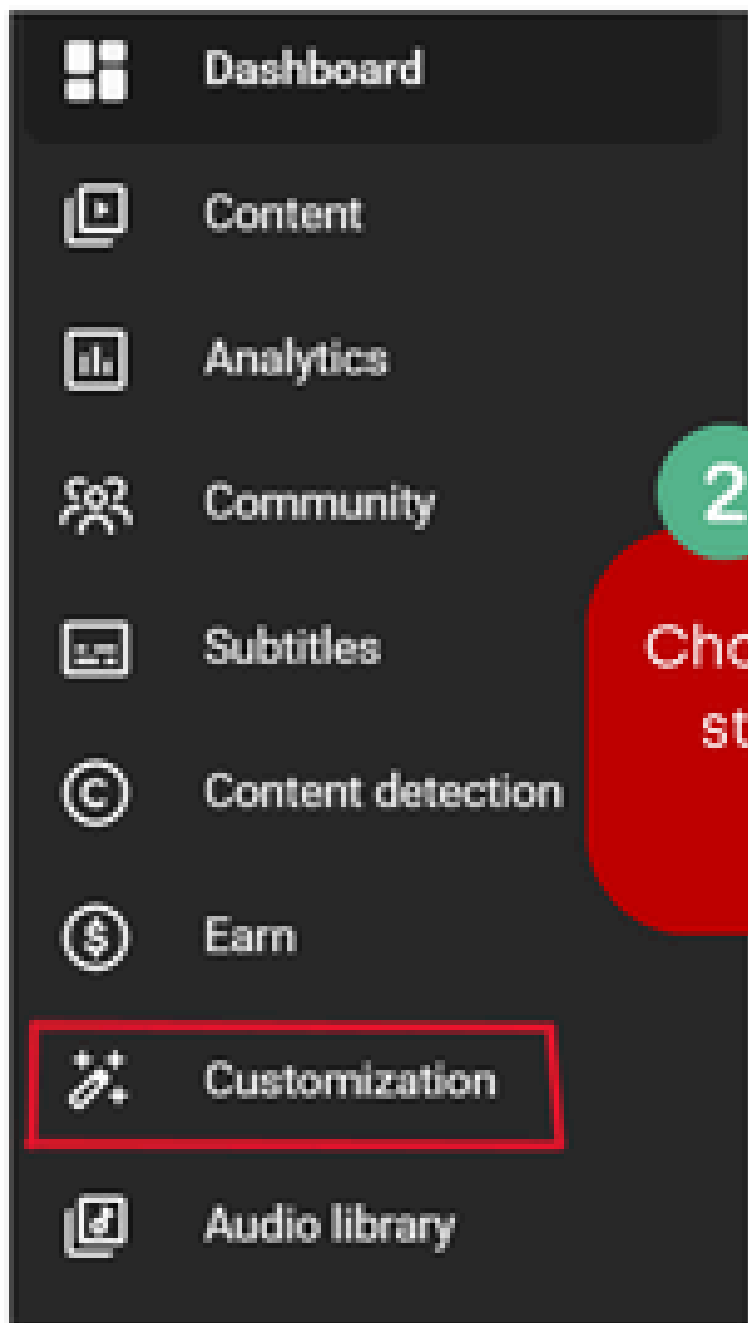
Icon: 98×98px PNG (4MB max). Banner: 2048×1152px (6MB max).
Watermark: 150×150px logo on all videos.

Account Dashboard and Customization



A menu will appear.

This is your main dashboard, where you'll spend most of your time managing your channel, videos, and analytics.



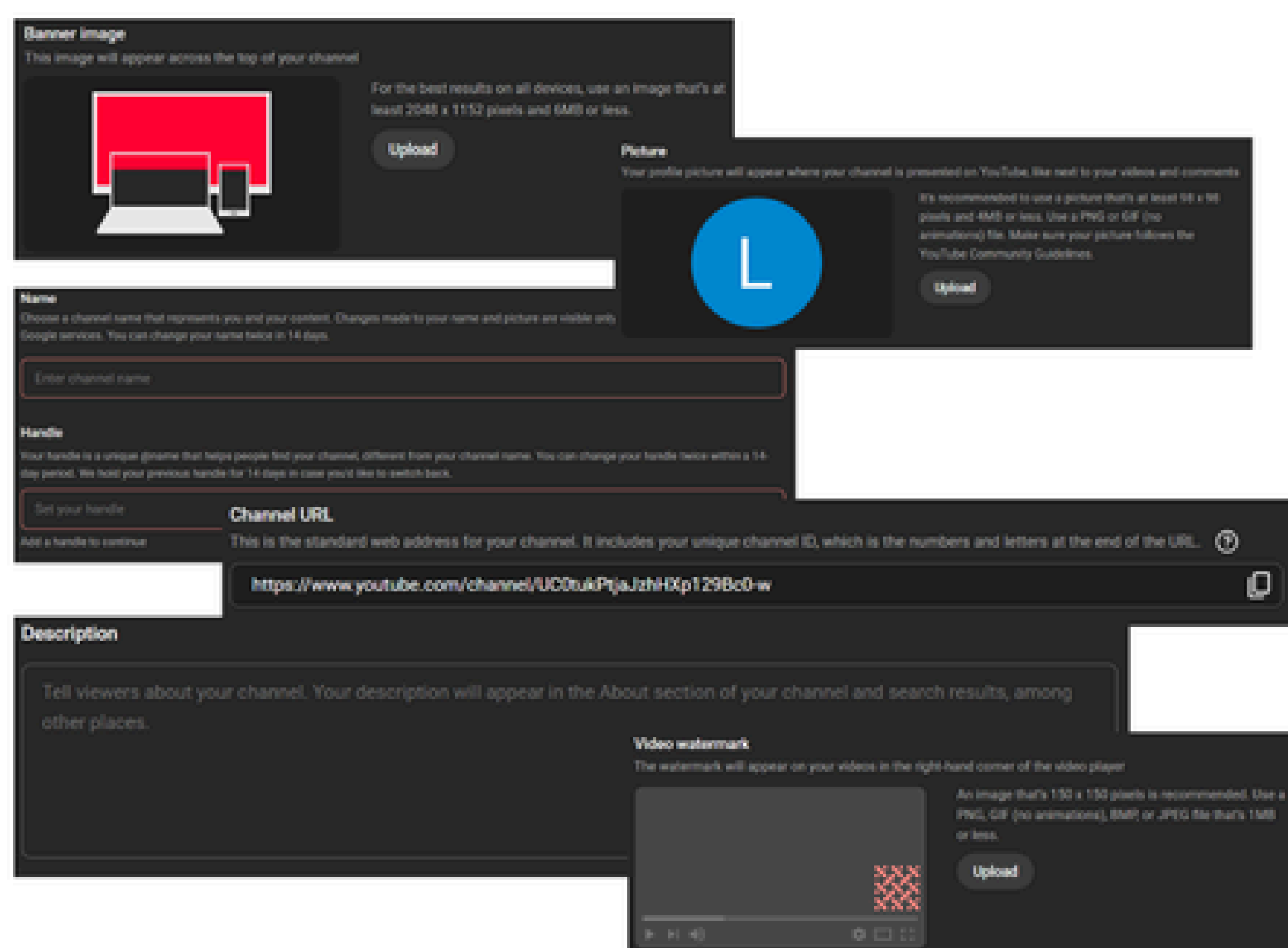
Choose "customization" to start your custom your channel



CHAPTER 25 & 26: CHANNEL SETUP

YouTube Channel Setup

Account Dashboard and Customization



Inside customization page,
What you can do here is :-

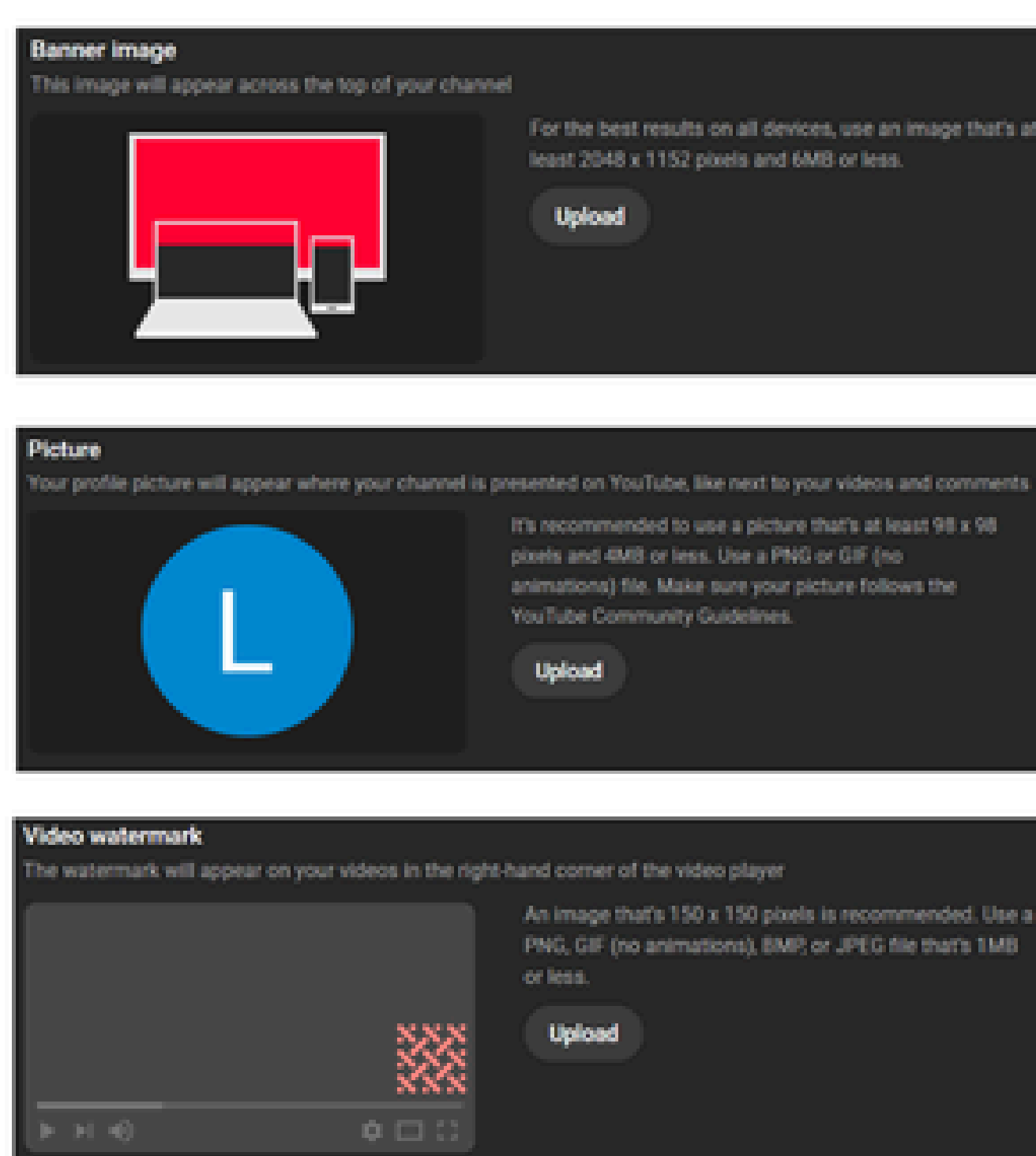
- 1) add/remove channel banner
- 2) add/remove channel picture
- 3) change channel name
- 4) change channel handle
- 5) change channel description
- 6) customize channel URL
- 7) adding contact info
- 8) adding video watermark

Write a keyword-rich description

#3

Tell viewers what your channel is about in the first 2 sentences. Include searchable keywords like 'tutorials', 'how to', 'property guide'.

Account Dashboard and Customization



**THINGS TO TAKE
NOTE OF!!**

Channel banner resolution
2048 x 1152 px and 6MB or less

channel logo resolution
98 x 98 px and 4MB or less

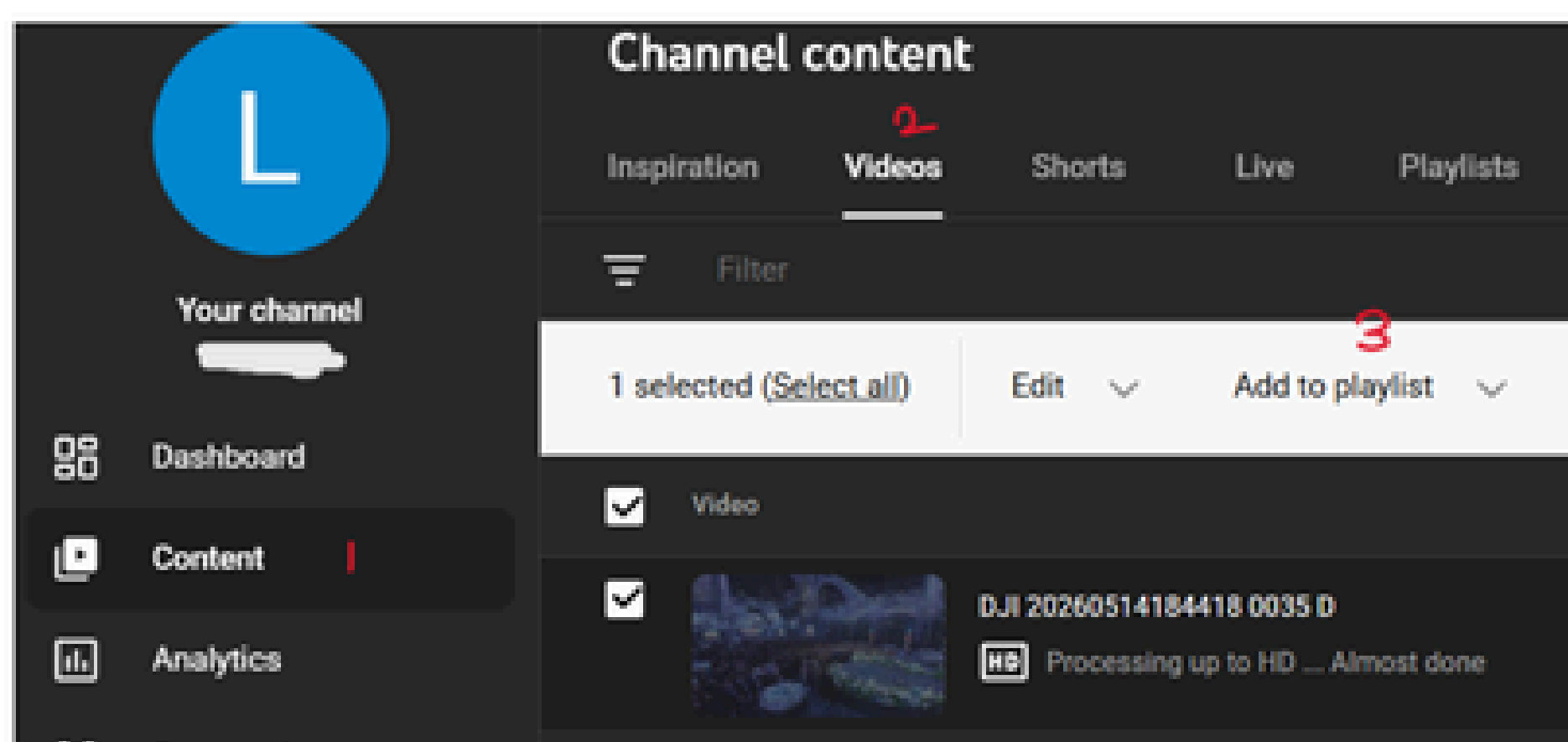
watermark resolution
150 x 150 px and 1MB or less



CHAPTER 25 & 26: CHANNEL SETUP

YouTube Channel Setup

Organise with Sections & Playlists



Step 1 – Choose Content at dashboard

Step 2 – Click on the “Videos” tab

Step 3 – Choose the video you want to put add to playlist

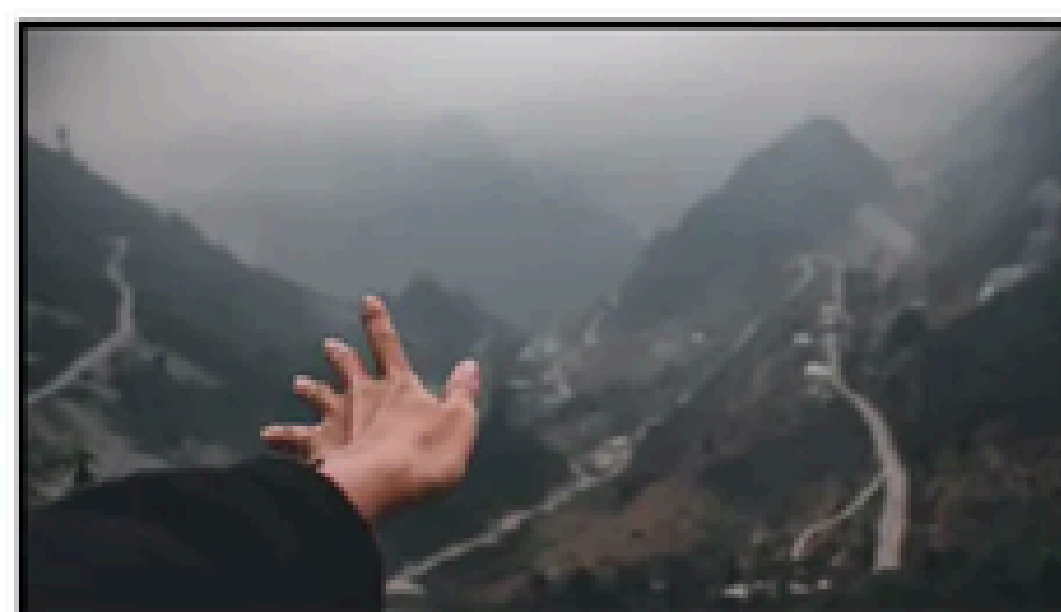
Create playlists by topic

#4

Playlists increase watch time and keep viewers on your channel. Feature them on your homepage via Channel Sections.

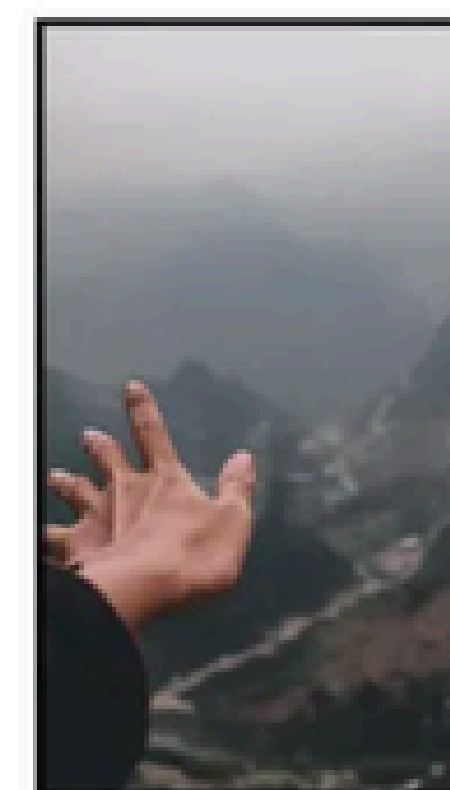
Upload videos : formats

To upload as normal video – needs to be horizontal format (16x9), no time limitation



16:9 Aspect Ratio

Standard format for TV, cinema, streaming platforms



9:16 Aspect Ratio

Social Media Story Video

To upload as Shorts – needs to be vertical format (9x16), not more than 180 seconds (3 minutes)

Can refer to the image below to double check which type of video is being upload to

Video link
<https://youtu.be/wfMOiJekEv0>



Normal video

Video link
<https://youtube.com/shorts/We...>



Youtube shorts

Set up upload defaults

#5

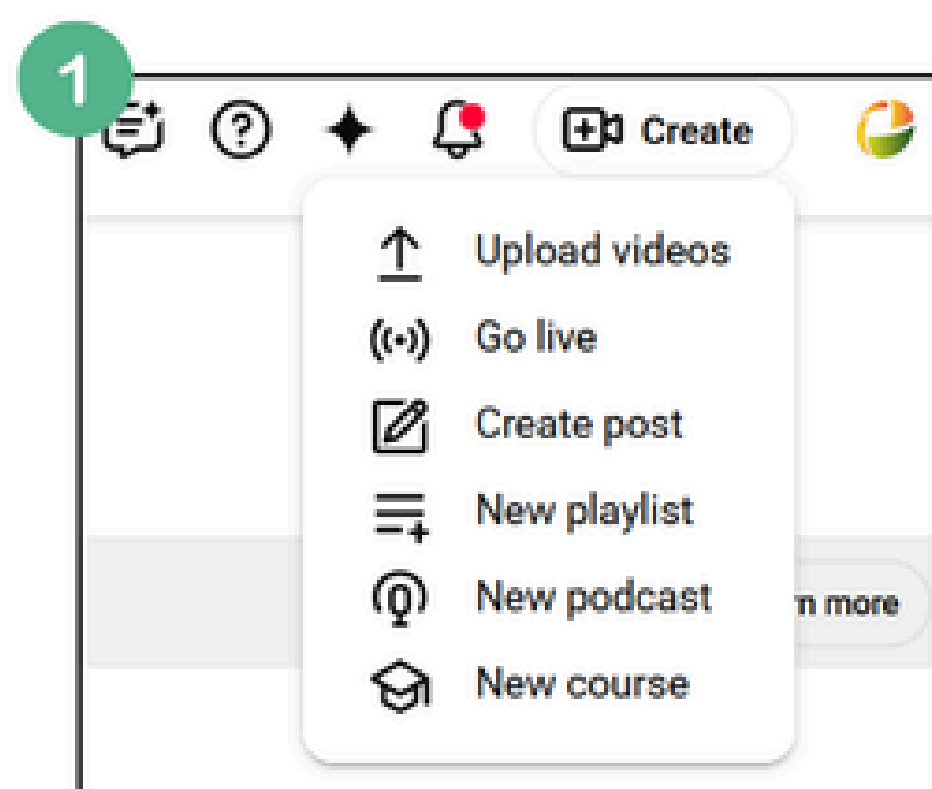
Default title template, description template and category - saves time on every upload.



CHAPTER 25 & 26: CHANNEL SETUP

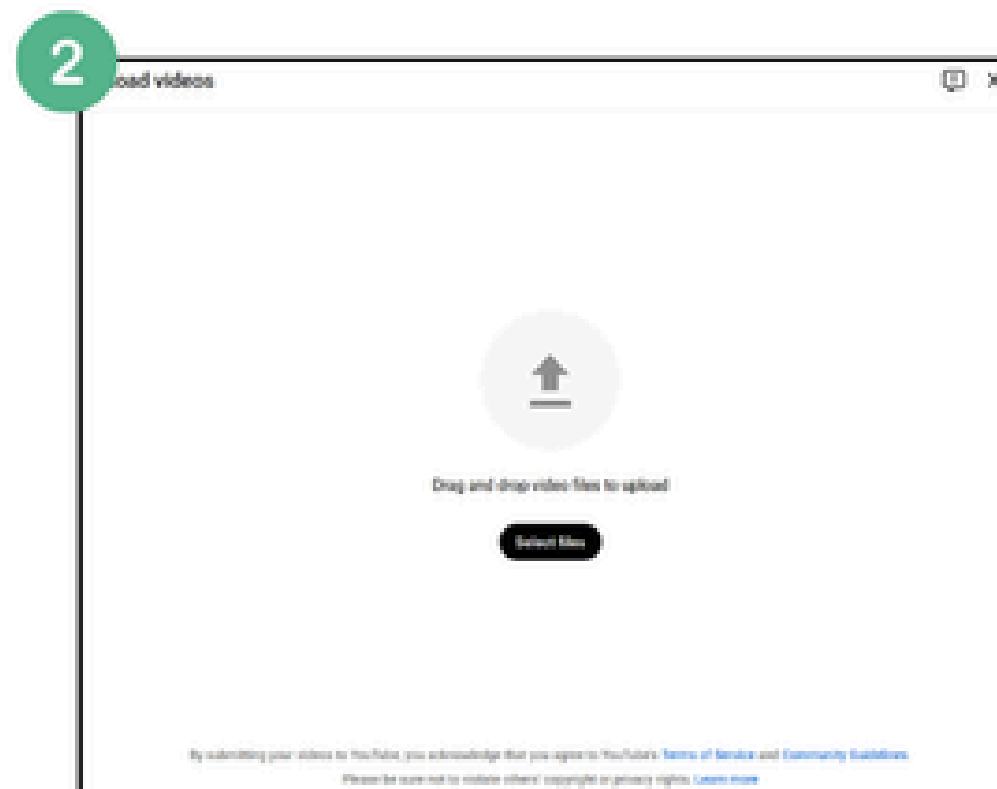
YouTube Channel Setup

Upload videos



Click Create (the video camera icon) at the top right corner, next to your profile picture.

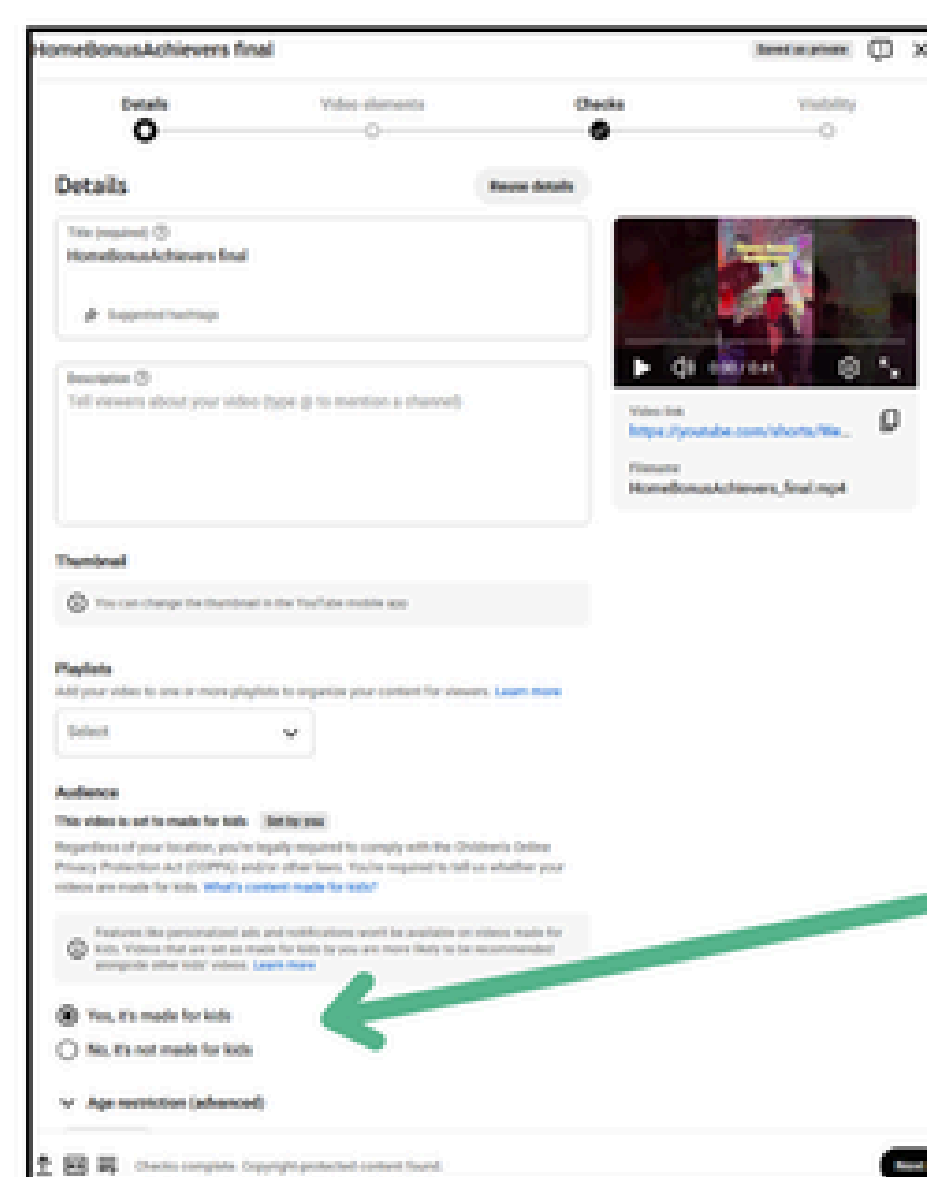
Then, select Upload videos.



Click Create (the video camera icon) at the top right corner, next to your profile picture.

Then, choose Upload videos.

Upload videos



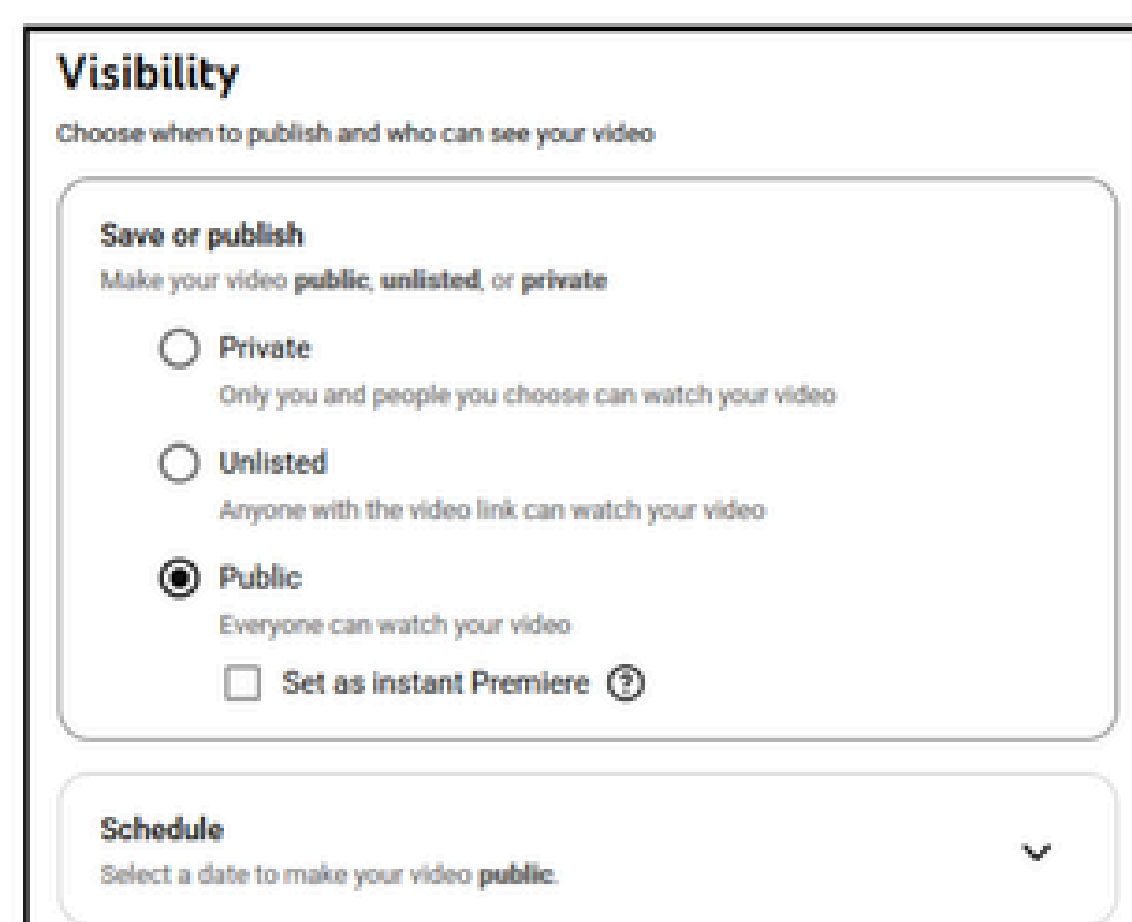
After your video is uploaded, this page will appear for you to add and edit your video details.

Here, you can update your video title, description, and thumbnail.

Generally, you don't need to change any of the settings.

Under the Audience section, select "No, it's not made for kids."

Upload videos



Lastly, choose when you want to publish your video and who can view it.

Once that's done, you're all set to publish your video on YouTube! 🎉



CHAPTER 25 & 26: CHANNEL SETUP

YouTube Channel Setup

Upload videos

Visibility

Choose when to publish and who can see your video

Save or publish

Make your video **public**, **unlisted**, or **private**

☐ **Private**
Only you and people you choose can watch your video

☐ **Unlisted**
Anyone with the video link can watch your video

☒ **Public**
Everyone can watch your video

☐ Set as Instant Premiere ?

Schedule

Select a date to make your video **public**.

Lastly, choose when you want to publish your video and who can view it.

Once that's done, you're all set to publish your video on YouTube! 🎉



CHAPTER 26.5 & 27 & 28: UPLOADING, GUIDELINES & SUCCESS FRAMEWORK

Success Elements

Shorts vs Normal Video

Shorts

Vertical 9×16,
max 3 minutes
(180 sec)

Normal

Horizontal 16×9,
no time limit

COMMUNITY GUIDELINES

- No violent extremism, hate speech or cyberbullying
- Use royalty-free music or music provided by Capcut (YouTube auto-detects copyrighted content)
- Avoid controversial topics in first 30 seconds
- Mature content must be self-certified (auto-demonetised)
- Disclose paid partnerships using YouTube's built-in tool

SEO TOOLS

Use TubeBuddy or VidIQ (free tiers) for keyword research and title optimisation before uploading.

3 Elements That Drive YouTube Success

1 Thumbnail

1280×720px - high contrast, bold text, emotional face. This is your advertisement. Thumbnails drive 80% of click decisions.

2 Title

Include primary keyword near the start. Under 60 characters. Spark curiosity without being clickbait.

3 First 30 Seconds

Hook immediately. State what the viewer will learn. No long intros - drop them cold into value.



CHAPTER 29 & 30: COMMON MISTAKES & INSPIRATION CHANNELS

Mistakes & Inspiration

COMMON MISTAKES

- ❌ Weak thumbnail design - thumbnails drive 80% of the click decision
- ❌ No keywords in title - people can't find what they search
- ❌ Long intros - viewers drop off in first 30 seconds if not hooked
- ❌ Ignoring analytics - watch time, CTR, and audience retention tell you everything
- ❌ Don't start YouTube trying to be perfect - YouTube is a marathon, not a sprint - Start by becoming consistent

INSPIRATION ACCOUNTS

Mr Money TV

youtube.com/@MrMoneyTV

Simple finance and property education. Storytelling, resourceful, how-to, engaging format.



Rey Thean

youtube.com/@realestatemalaysia

Making complex investment topics & property market with practical insights easier for beginners to understand.



最诚实的Mark

youtube.com/@marklaidontlie

Great example of personal branding through authentic storytelling, and consistent property-focused content.



Ally Ang Properties Ally看楼

youtube.com/@allyangproperties

Combines property tours, area reviews, and buyer-focused into engaging and informative property video content.





PART 5

Summary

To grow on YouTube, focus on strong thumbnails, searchable titles and a clear hook in the first 30 seconds.

Use Shorts for quick reach and longer videos for deeper value.

Keep videos simple, useful and consistent.

Review analytics to improve watch time, clicks and retention.

Avoid weak thumbnails, long intros, missing keywords or waiting for perfect content before starting.

小红书

PART 6

RedNote 小红书

小红书拥有超过3亿月活跃用户包括庞大的马来西亚用户群。小红书不仅是内容或社交平台，更是一个类似结合 Instagram + Google 般强大的搜索引擎和消费决策平台。

庞大的华语用户群体

3亿月活跃用户，包括庞大的马来西亚用户群

高意向用户聚集

用户带着需求主动搜索解决方案，因此转化意愿普遍较高，更容易获得精准客户

打造个人IP的最佳平台之一

适合房产、美妆、时尚、美食、旅游、教育、自媒体运营及企业家IP等领域

搜索流量持续累积

一篇优质笔记不仅能获得即时曝光，还能在发布后的数月甚至数年持续带来流量和询问



CHAPTER 31 & 32: 账号注册与基础设置

账号注册与设置

下载并注册账号

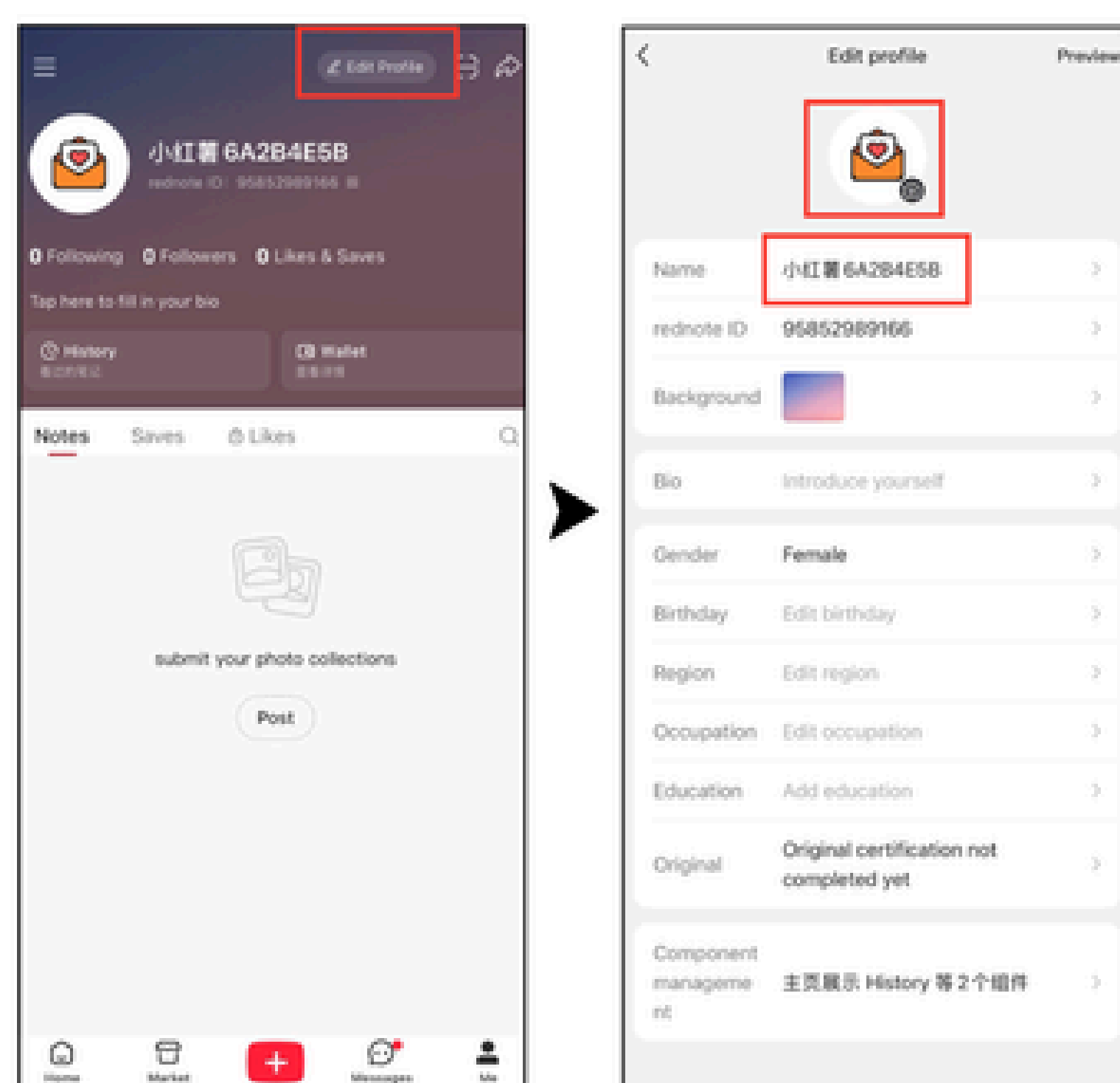


#1

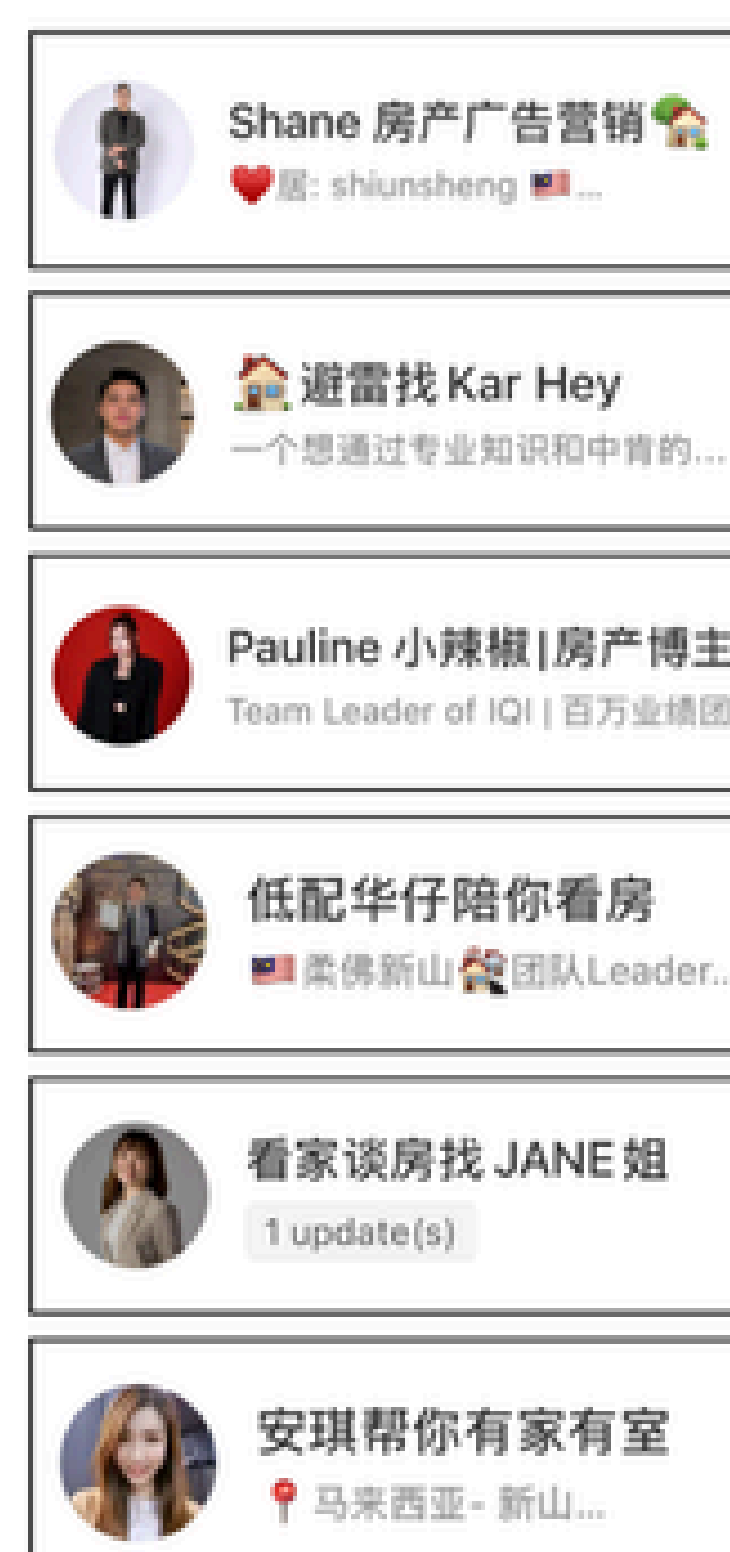
通过 Apple App Store、Google Play 下载小红书APP

使用手机号注册（支持海外手机号），完成短信验证。

完善账号资料



头像和昵称参考图



设置账号昵称（注意：只能每 30 天可以修改一次昵称） & 上传头像

#2

你的名字 + 城市/区域 + 领域/行业（例：小K带你看房、Edwin的房产日常、Yvonne带你精选新山房产）有助于搜索曝光。建议真人头像、品牌Logo（需清晰、专业、有辨识度）。

账号注册与设置

简介参考图



完善简介内容

#3

回答三个问题：你是谁？帮助谁？提供什么价值？（例：帮助首次购房者避开买房陷阱，分享海外房产与投资经验。）符合小红书IP定位逻辑。

小红书 内容运营方法

小红书核心原则

· 小红书鼓励真实分享：

- ✓ 真实体验
- ✓ 真实案例
- ✓ 真实测评

而非硬性营销宣传广告。

· 禁止：

- ✗ 虚假宣传
- ✗ 夸大收益
- ✗ 非法产品推广
- ✗ 政治敏感内容
- ✗ 搬运他人原创内容

· 内容原创要求：

不要直接搬运TikTok、抖音等平台带水印的内容。建议重新制作并符合小红书内容风格。

最佳发布时间

18:00-23:00 (6pm-11pm)
最强黄金时段
用户下班放松时间。

小红书最佳的经营 Tips

1

选题 + 关键词最重要

红书本质上是搜索平台，建议标题必须包含关键词（限20字内）

先做选题，搜索框关键词：根据用户真实搜索需求来做内容。

2

封面决定点击率

封面需做到，第一眼就看懂你的重点，可突出数字，数字更容易吸引点击率（例：3个新手常犯错误、5个实用技巧分享）

3

3秒抓住用户注意力

3秒抓住用户注意力：内容结构以用户痛点开始 - 讲案例 / 讲经历 - 给出解决方案 - Call to action引导讨论。

4

积极互动并回复每一个评论

小红书非常重视互动质量。小红书会根据评论、分享、收藏与点赞数来进行二次推流。

新手常见错误 优质账号推荐

COMMON MISTAKES

- ❌ 只发自己想写的内容 → 发布用户想搜索的内容
- ❌ 使用敏感词 / 违规词 → 可用AI先查询哪些是敏感词（例：第一、最、100%有效、迷信、侮辱词）
- ❌ 留下网站、微信、联络号码等联系方式 → 可以隐晦地写下IG账号（例：❤️🍊 iqiglobal）
- ❌ 广告感太重 → 用户喜欢真实分享，不喜欢推销
- ❌ 标题没有关键词 → 关键词放在标题、正文首段、图片文字、Hashtag 标签
- ❌ 忽略封面 → 吸睛的封面点击率UP UP UP

温馨提醒

小红书本质上是一个搜索平台，只要有根据用户真实搜索需求来做内容。即使内容发布几个月后，流量依然会持续进来。

优质账号推荐

KiaEatPlay

xhslink.com/m/61aCnK4WYJP

擅长生活方式内容：封面吸睛，选题贴近用户需求，适合学习“生活方式+区域价值”的内容包装。



避雷找Kar Hey

xhslink.com/m/66oeA21zCfV

擅长高痛点内容：聚焦买房误区、贷款禁忌等，标题直接、封面冲击力强。



Wenn有房说OE

xhslink.com/m/3zr4cXIBfmm

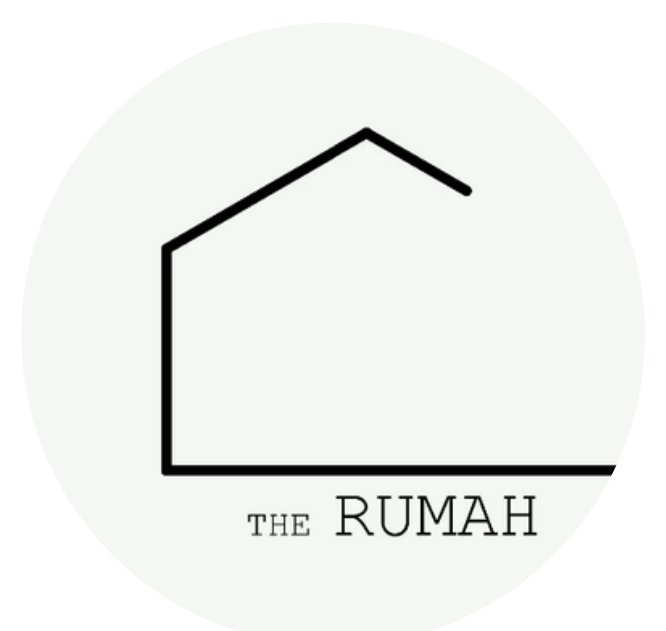
擅长用简单直接的方式分享楼盘资讯、区域卖点和购房知识，封面风格统一且辨识度高。



theRumah

xhslink.com/m/2P87WP9Qwjg

擅长把复杂房产知识包装成“买房人最关心的问题”，结合统一封面和强痛点标题，账号辨识度高。



小红书

PART 6

总结

经营小红书，先把账号定位、昵称、头像和简介做清楚，让用户一眼知道你是谁、帮谁、提供什么价值。

内容要围绕用户真实需求，用搜索关键词、客户问题和高频痛点来设计选题。

笔记要坚持真实分享、真实案例和有用经验，少做硬性广告，多建立信任感。

封面、标题和开头要清晰有吸引力，让用户愿意点进来、看下去、收藏起来。

持续复盘数据，优化点击率、互动率、收藏率和询问率，让优质内容长期带来搜索流量。