

What Works For Title Agents On Social Media

You do not need to go viral.
You need to stay **visible**.
Show up where your
clients are, by following
these guidelines.



People-Focused Content

People connect with people. Not logos.

The highest performing content for most title agents is content that shows real humans and real moments.

- Your Staff
- Closing Day
- Community Events
- Realtor Education
- Celebrations



Prioritize Video Content

Video is one of the best ways to increase reach on modern platforms.

Social media algorithms often prioritize video because it keeps users engaged longer.

- Vertical
- Under 1 Minute
- Keep It Authentic



Consistency Beats Perfection

Consistency beats occasional bursts of activity.

Post regularly to keep your business top of mind and signal that your company is active and trusted.

- Start With Once A Week
- Capture Content At Closing
- Create A Content Calendar

People spend over 2 hours a day on social media. You should be visible where your future clients already spend their time.

Grow With Us: Social Media

WHY THIS MATTERS

Show up where attention already lives.

Your next client, real estate agent or lender may see your social media before they ever call your office.

A strong social media presence builds familiarity, trust and visibility in the markets you serve. You do not need perfect content. You need authentic content shared consistently.

FAMILIARITY, TRUST AND VISIBILITY.



GROW WITH US



OLD REPUBLIC

Contact your Old Republic
Title Agency Account Manager
for practical ways to improve
your social media and grow
your online visibility.