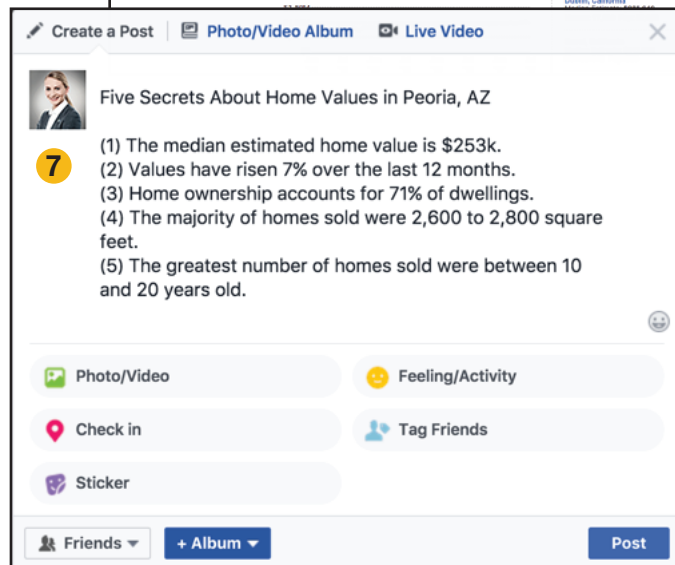
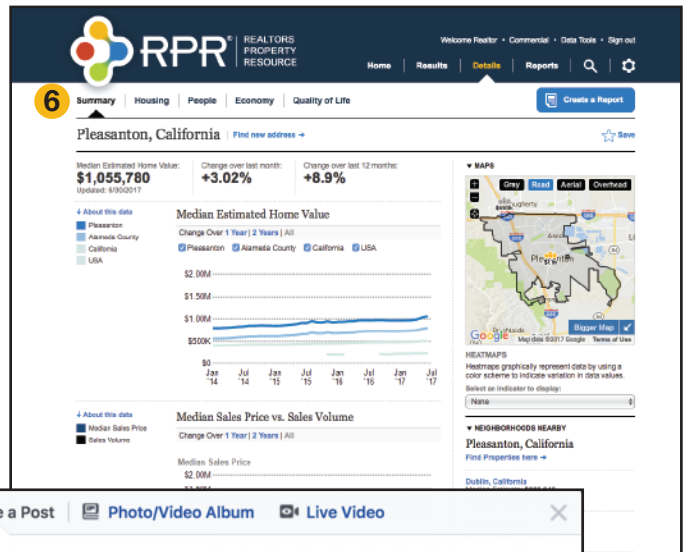
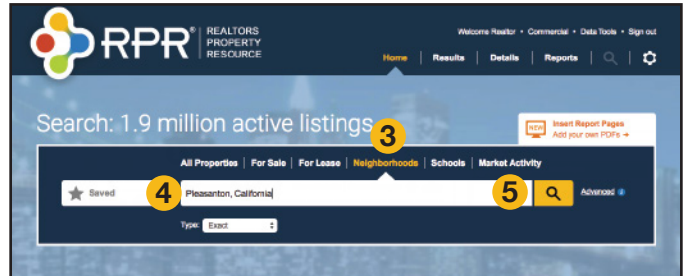


# How to share RPR market trend data in a social media campaign


Create your own “Five Things About My Marketplace” campaign. Here are a few simple steps to get started.

- 1 Using Word or your preferred document editor, copy/paste one of the three social media examples from *Social Media Marketing Made Easy With RPR*.
- 2 Sign onto RPR at [narrpr.com](http://narrpr.com).
- 3 From within the navigation above the search bar, choose *Neighborhoods*.
- 4 Type in the area you wish to promote (by ZIP, city or county).
- 5 Select *Enter*.
- 6 From the *Summary* page, identify the data fields that match your social media template (see back), much like filling in the popular Mad Libs game from the 1970s.
- 7 Copy/paste the appropriate data sets into your document.
- 8 Copy/paste into a Facebook post.
- 9 Make sure to end with a strong Call to Action ([see examples in the article](#)).



# Example #1: Five Secrets About Home Values in [TOWN], [STATE]

1                      median estimated home value is                      .  
[TOWN'S] [FILL IN BLANK]

  
Plug in your  
market's data from RPR

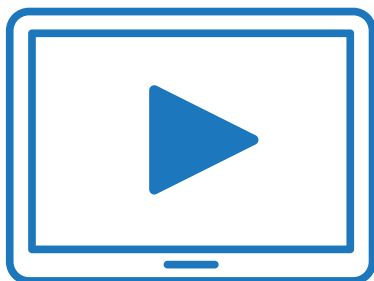
2 The median list price in                      was                      — a                       
over the prior year. [YEAR] [FILL IN BLANK] [PERCENT DIFFERENCE]

3 Home values have                                           over the last 12 months.  
[INCREASED/DECREASED] [PERCENT]

4 The median home age is                      .  
[NUMBER]

5 The greatest number of homes sold were between                      and                      years old.  
[AGE] [AGE]

  
Mad Libs style social  
media marketing



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Social Media Marketing and RPR.



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