

# Social Media tools for Alternative Lending for Mortgage Brokers

Beginners guide to  
social media



**pepper**  
money

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## The purpose of this guide.

This guide is a response to what you told us you wanted to see next in Pepper's Alternative Lending Marketing toolkit: A straightforward introduction to using social media channels to grow your 'alternative lending' customer base. So we're delighted to provide you with all the basics you need to get started.

# Getting started: Choosing your channels and audiences

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There are a lot of social networking sites out there. For this guide and its accompanying tools, we have focused on three key channels for alternative home loan lending: Facebook, LinkedIn and Twitter.

For your audiences, you are either targeting people who might need alternative lending or people who might refer them to you.

Alternative lending audiences are people wanting a mortgage when they are in situations outside the banks usual lending rules, for example: self-employed, people with credit history problems, people with non-standard incomes or people who don't have the right paperwork for traditional lenders.

Your referring audiences are professionals, like accountants, that work with one or all of the alternative lending audiences that you want to let know about your services.

What you need to focus on for your social media content are things these audiences care about or value that your business can help them with.

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# Creating your social presence: Top tips for getting started

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## Step one

Set up your social profile and start getting followers. To create a profile for Facebook, LinkedIn or Twitter, check out the sections below for a quick 'how to' guide that will have you up and running in no time. First here are a few tips that apply to any social channel.

## Your name

Ideally, keep your personal name and your brand name separate - you may not always be in the same business. Aim for the same name across all channels. You want to be consistent. You also want your name to be easily searchable - so use the name you want to be found under.

## Your profile picture

If you are building a business brand use a logo, to build your personal brand use a good (up to date) photo. Whatever you choose to do, keep it consistent across channels.



### Extra Tip:

To be searchable, name your photo file to suit your business before you upload it. So name it: yourname.jpg or yourbusiness.jpg as opposed to uploading something like IMG0153.jpg.

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## Your website link

Make sure your website link is front and centre on your social pages so that people can find it quickly and click through to your site. And of course, make sure linked icons to your social pages are on your website. If you're new to icons - these are the social icons we are referring to:



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## Your bio

If someone asked you to tell them what your business is about, what would you say? Your social profile is the perfect place to put your 'elevator pitch' and include your main keywords (like alternative loans). Frame what you say to include the value you offer clients. For example, not "we offer alternative lending" – but: "We can help customers whether or not they tick all the traditional lending boxes."

## Make sure your profile is 100% complete.

Fill out all the options and add in relevant keywords – like 'alternative home loans' to make finding you easier through search and to make sure your look and tone is consistent.

## Be human

This is one of our values at Pepper Money. It's so important for people who may have been knocked back by the banks. It means you are dealing with people – at a time when they are often pretty vulnerable and need reassurance. A warm, caring brand with a likeable social media personality is something they will respond to. Showing the human side of your business (maybe snapshots of your clients) can help you form a good emotional connection.

## Responses

Being social is a two way street. You need to make sure you give timely replies to comments and thank people for their posts. Sometimes you'll need to respond to posts that are complaining or even venting serious frustrations. See our top 10 tips for optimising social activity that includes strategies to manage negative feedback.



**Visit Broker Portal to download your top 10 optimising social tips.**

## Tactics and timing

This is the ongoing work you need to do on a weekly basis. The tactics are your to-do list; the timing means putting that into your calendar so it is part of your weekly routine. Your to-do list will need to include:

1. Time to search for good articles or ideas to share
2. Regular posting/sharing at set times
3. Daily responding to comments. Remember it is professionally important to keep up with your followers, so cultivate connections by leaving replies and sending messages
4. Reviewing what works

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## Create content people want to see

If you want to stand out, or build your credibility on social media, you can't just serve up the same content everyone else is posting. You either need to create original content or give the repurposed content you are posting (for example from our content starter kit) a voice of your own. Perhaps it's your take on the latest market research about how many people need alternative lending, or a fresh view on the changes in the community, but be original – and be true to your brand. Try to post content that makes your followers stop and think, or even smile. There's a lot of noise out here on social media: make it a goal to break through.



**Visit Broker Portal to download your social media content starter kit.**

# Setting up your Facebook business page



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Anyone with a Facebook account can create a page in minutes. It's free and easy. Just take a few simple steps to create a great page that motivates people to click the 'like' button.

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## Extra Tip:

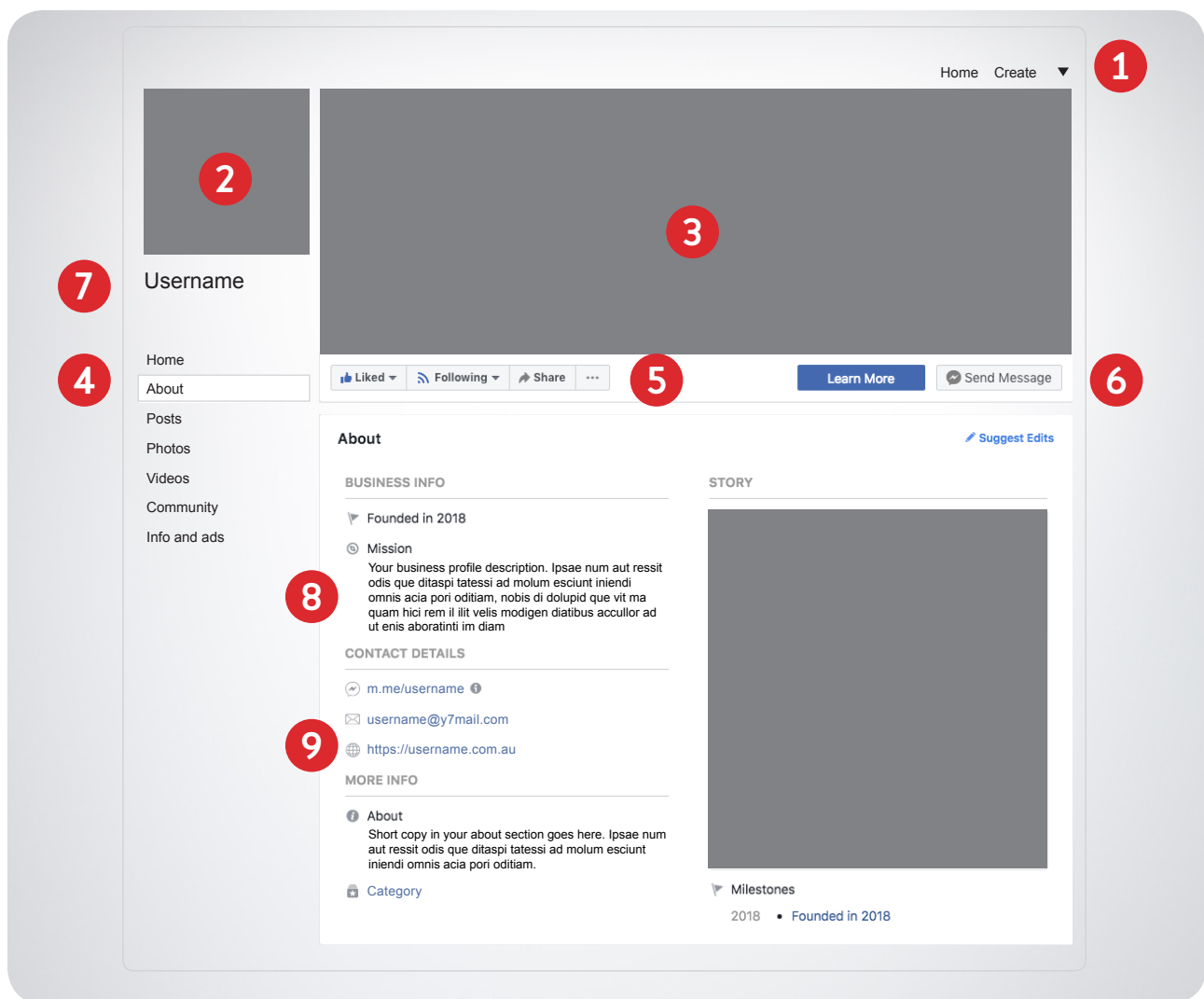
When you create a Facebook Page, the person creating it automatically becomes the page's admin, which means only they can change how the page looks and publish as the page name. Only the admin can assign roles and change others' roles. Multiple people can have roles on a page, but each person will need their own personal Facebook account. If you delegate work for your page then make sure details for your admin and protocols around use are in place. If you are working on this with others then you'll need to agree who can do what – for example, who can post or reply to comments.

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If you don't have a one set up, you will need to [create a business page](#) on Facebook.

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# Tips for a great Facebook page



**Step one:** Create a page name and category for your business.

## 1. Sort your settings

Before you start adding images and writing content, spend a bit of time getting everything right in the 'Settings' tab. You'll see the link in the top right-hand corner of the Facebook page. There are a few things you'll want to set up, like back up contacts, privacy, security and notifications. Now, add your street address to make it easy for people to visit and find you when they have a meeting booked.



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## 2. Sort your logo to use as a profile picture

If you don't have a logo, create a jpeg of your company name. Remember to upload an image that is high quality and at least 851 x 315 pixels (see the extra tip below). Facebook will expand any smaller image and make it blurry. Also note that when you begin to use Facebook ads or engage with your page visitors, this profile image will be reduced down into an even smaller circular image. So if key parts of your logo live on the fringes of the frame, consider repositioning the image so the design elements aren't lost.



### Extra Tip: To check the size of an image

**PC users:** On a PC, right click on the image file, look at Properties, and then view the Summary tab.

**Mac users:** Find the image file in your Finder, right click the image and select Get Info. A pop-up window will open with the dimensions of your image displaying in the More Info section. The dimensions show the pixel height and width of your photo.

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## 3. Choose a powerful cover photo

Your logo is given its own space (see 2) so don't double up. Instead choose an image that is visually appealing and that can create an emotional connection to your brand and your value proposition. You can also change it every few months to keep things fresh or use the space for key activities or promotions.

## 4. Know your page tabs

Your Facebook Business Page tabs sit under the logo for easy navigation.

## 5. Your buttons

Like, Share, and Create Ad/Event/Page are located underneath your cover image, positioned to the left. The 'more' button gives you a quick list of important options you might need to use (click to see them all).

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## 6. Your call to action button

This is a great feature of the page. It is included underneath the cover photo on the right of the page and offers you a variety of options like:

Learn More	Watch Video	Send Email
Call Now	Request Appointment	Send Message

You can link the call to action button to your website or a specific page that you'd like your Facebook visitors to be directed to. You can also change the button throughout the year when you have new promotions you want to highlight. For example, you might choose Call Now if you are letting clients know about a special rate offer in market and then switch back to Request Appointment or Learn More when the offer ends.

## 7. Your user name

Your username, located under your profile picture, will help people find and remember your page. Once created it appears in a customised web address (e.g. facebook.com/yourname) for your page. Your username should match the name of your page as much as possible.

## 8. Your business profile

Create your description – under the About tab in the Our Story section on the main page: Provide a short but really clear (155-word or less) view of what your business does that includes the value you offer clients (what problems are you solving for them?) and relevant 'keywords' (the terms people might use when they search for information) to help potential clients find you.

For example: **We can help with all types of loans. We take the stress out of borrowing whether or not you tick all the traditional lending boxes. Saved a deposit and ready to go? Self employed, or unusual income and needing a fresh approach? Poor credit history or gaps in documentation and looking for help with alternative lending options? Talk to us. We're here to help.**

## 9. Website

As well as your call to action, provide a link to your website so that people can visit your website from your Facebook business page.

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## Next steps: Start posting

Types of posts you can make are:

- **Status Update:** The most basic type of post, containing only text and links
- **Photo/Video:** A post containing visual content, like a photo, photo album, or a video to a post. These posts can still include text and links as well
- **Offer:** A post including a coupon that you're offering for your business and that users can claim directly from the post itself. Like a free financial health check. Or a free mortgage review to see if there are better options
- **Event:** A post featuring an event that your company is attending or hosting. (A great way to promote and spread word of mouth!)
- **Milestone:** A special post celebrating a major event in your company's history, such as the opening of a new office location or helping 100 customers with alternative loans
- **Question:** An engaging post that allows you to ask a multiple choice question to your Facebook fans and then view the results
- **Interesting Articles:** Like the ones in our ready to go content kit.



**Visit Broker Portal to download your social media content kit.**

### Your posting ratios

Make sure you keep a healthy mix with the three-to-one ratio described in our 10 tips to optimise your social media channel guide. That means posting three different 'engagement' posts (advice, tips, light content) for every one 'business promoting' post.

### Schedule your posts

Facebook lets you schedule ahead. It's a user-friendly option that allows you to set up posts in advance, although it is not as comprehensive as using a third-party scheduling platform (for more on those check out the automating your posts tool in the toolkit).

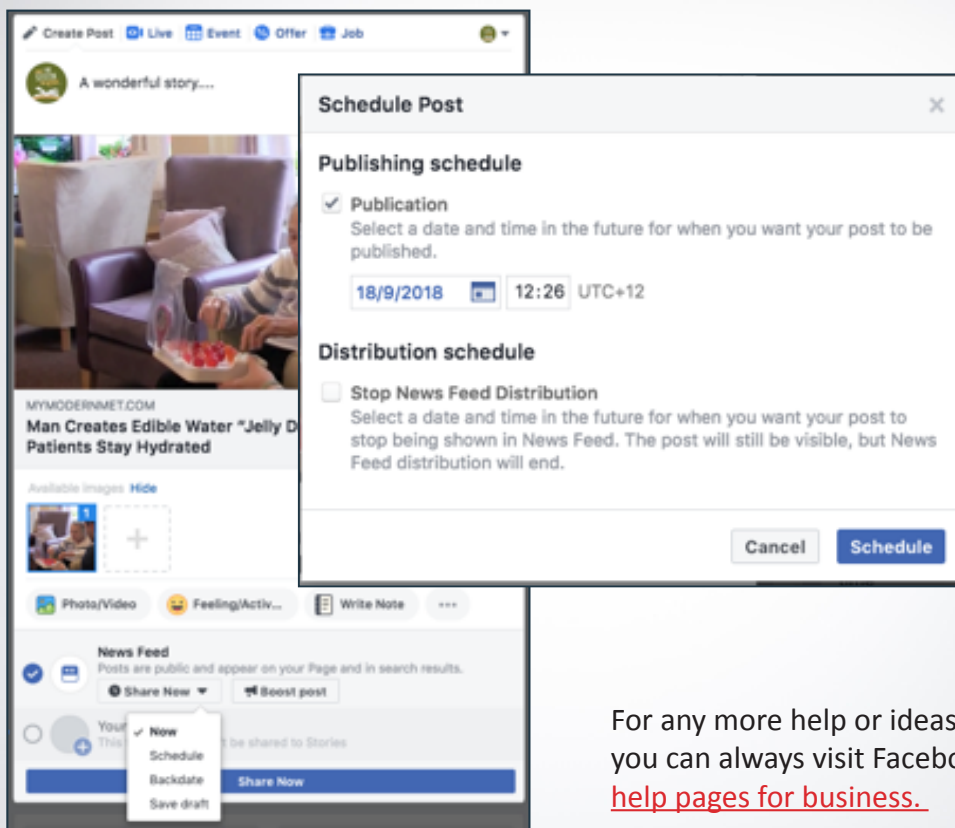


**Visit Broker Portal to download your quick guide for automating your media posts.**

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## To Schedule a Facebook post

Write your post in the Status Update box (remember you need to have admin status to post). Click the downward arrow to the right of the 'Publish' button in the Status Update box and select 'Schedule'. Select the year, month, date, and time that you'd like the content to post. Easy.



For any more help or ideas you can always visit Facebook's [help pages for business.](#)



# Tips for a great LinkedIn page

A LinkedIn Company Page is a good way to help people learn more about your business, brand, products and services – and any job opportunities. It's also a great way to establish connections and educate your B2B referral partners, like accountants, about your alternative lending solutions. To set one up you need to have your own LinkedIn profile with your real first and last name. So this tool is split into two parts: your own profile and your company profile.

## Setting up your LinkedIn profile

To create your profile you first need to sign up to [LinkedIn](#), then you can access the LinkedIn set up guide.

Making sure you have a great LinkedIn profile

The image shows a LinkedIn profile page with several elements highlighted by numbered callouts:

- 1**: Profile picture placeholder
- 2**: Username, Headline, and Location fields
- 3**: Summary text area
- 4**: A specific word in the summary text
- 5**: Website links (https://website1.com.au, https://website2.com.au, https://website3.com.au)
- 6**: Recommendations section, including 'Received (4)' and 'Given (5)' counts, and a link to 'Ask for a recommendation'
- 7**: Activity section, showing '888 followers' and two shared posts: 'Bad credit rating making it hard to get a home loan?' (270 Likes) and '6 steps to build that home loan deposit when you're your own boss.' (310 Likes)

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## 1. Start with your photo

If you don't have a professional headshot, add that to your to-do list, and meanwhile, go with the cleanest, most professional looking shot you have. Smile: That photo is your first impression. Don't use avatars, shots of you and your partner or of you in a non-work situation (lack of professionalism).

## 2. Make your headline stand out

LinkedIn automatically populates your headline with your job title and current company, but you can update it. Consider highlighting your specialty and speaking directly to your audience. If you want your profile to be searchable, include important keywords. Try to keep your headline to about 10 words.

For example: **Whatever your situation, I'll make the home loan process easy.**

## 3. Fill out the 'summary' field with 5-6 of your biggest achievements

Use bullets to make it easy to read. Relate what you've achieved to what your readers value. You can also add media files, including videos, so if you have experience as a speaker or presenter in your industry, a video clip can be a good addition, or link to case studies.

## 4. Fill out as much of the profile as possible

But: Only list what's relevant to your current situation and goals.

## 5. URLs

Make use of the three URLs you are allowed on your profile and a link to your website, and other professional profiles you have.

## 6. Ask for recommendations

Endorsements are great, but recommendations are the high value currency of LinkedIn.

## 7. Use status updates to share industry-relevant content

This can show visitors to your profile that you are focused and in-the-know in your industry.

## Creating a great business page

Find out how to [set up your company page](#).

### Tips for your company page

**1**

**2**

**3** About us  
Summary. Ipsae num aut ressit odis que ditaspi tatessi ad molum esciunt iniendi omnis acia pori oditiam, nobis di que vit ma quam hici rem il iilit velis modigen diatibus accullor ad ut enis aboratinti im diam.

**4**

**5** Company details  
**Website**  
<https://website1.com.au>  
**Headquarters**  
Location  
**Company size**  
11-50 employees  
1 Office location

**Main**  
1234 Sample street, Sydney, Australia  
[Get directions](#)

**6** Recent updates

Your company name

Bad credit rating making it hard to get a home loan?

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**Step one:** Set up your company name and public URL.

## 1. Branding/banner

People like to see logos and branding that they can recognise, so make sure the banner on your page is high quality, links in with your branding and colour scheme elsewhere. Make it different to your Facebook cover photo or Twitter banner image – this is your professional business face – not direct client communications.

## 2. Logos and links

If incorrect logos are uploaded, or they are not high enough quality it will ruin the effect of the page and put off possible customers or employees – make sure everything is correct, branded in the same way, and high quality. Additionally, make sure that all links to your company website are correct and working – otherwise people can get lost and be put off.



### Extra Tip:

Help on all the things you need to know about social media sizes will be in the help section of the social site – or you can use [Adjelly](#), which covers all sites.

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## 3. Wording your About us section for searchability

As a business, you want your LinkedIn page to be one of the first results when future clients or professional colleagues search certain terms or words. Don't use standard terms [like home loans] that every company will use. This can be a good place to highlight the range of loans you can help with.

For example: **We offer a comprehensive approach to home loans, including alternative loan solutions if you've been turned down by the banks, taking the stress out of borrowing.** Keep it simple and value related.

## 4. Video

People arriving at your page may not have too much time to spend reading lots of text – you can include a quick video. If you do, make sure it's professional, engaging and short. A quick clip that summarises your business and the value you offer other professionals in 30 seconds that is tailored for your LinkedIn Page.

## 5. Details and information

LinkedIn give options for you to fill in information that is found elsewhere – such as your web address and office address, but you can also fill in company type, size, industry and status.

## 6. Keep it updated

The final and most important point to a great LinkedIn Company Page is to keep it all updated.



# Adding video on LinkedIn

1. Click the edit button

2. This will bring up a screen of editing options - including video uploads.

The image shows a LinkedIn profile editing interface. At the top, there is a profile picture placeholder and a LinkedIn logo with an edit icon circled in red. Below this is another profile picture placeholder and a dropdown menu with the LinkedIn logo. The form contains several fields: 'First Name \*' and 'Last Name \*' (text boxes), 'Headline\*' (text box), 'Current Position\*' (dropdown), 'Education\*' (dropdown), a checked checkbox for 'Show above education in my intro', 'Country/Region\*' (dropdown) and 'ZIP code' (text box), 'Locations within this area' (dropdown), 'Industry\*' (dropdown), 'Contact info' section with 'Profile URL, WEbsites, Email, Twitter, WEChat ID' and an edit icon, and a 'Summary' text box. At the bottom, the 'Media' section is highlighted with a red border. It contains the text 'Media' and 'Add or link to external documents, photos, sites, videos and presentations.' Below this are 'Upload' and 'Link' buttons, followed by three placeholder boxes for media items, each with an edit icon. A 'Save' button is located at the bottom right of the form.

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## Next steps:

**Tell your peers:** Once you've created a Company Page, share it. Also – an important note – add another company admin to the page, to cover changes in the future. LinkedIn does not provide Company Page admin information to members or replace or remove admins. You, or someone you work with will need to do that sort of update.

**Publish and share content:** Posting regular company updates is the most effective way to attract followers to your LinkedIn Company Page. Share company news, industry articles, or thought leadership pieces, or ask followers to weigh in on hot topics. Posts will appear on your Company Page and in the news feed on the homepage of each of your followers across all devices and platforms. See our ready to go content you can upload.



**Visit Broker Portal to download your ready to go social media content kit.**

As your business grows you can start to think about paid Sponsored Content to help drive leads or interest. This means promoting your best company updates to targeted audiences using LinkedIn's ad format.

You can also use LinkedIn to attract talent and build your brand as an employer with the Career Pages option. Use Career Pages to enhance your Company Page, and highlight your employer brand to potential candidates.

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# Tips for a great Twitter profile

First head to [Twitter](#) to create your online profile.

The screenshot shows a Twitter profile page with the following elements and callouts:

- 1**: Profile picture placeholder
- 2**: Profile header background
- 3**: Company name and handle (@name)
- 4**: Bio: Ipsae num aut ressit odis que ditaspi tatessi ad molum esciunt iniendi omnis.
- 5**: Website and joined date (September 2018)

Profile statistics:

Tweets	Following	Followers	Likes	Lists	Moments
422	513	87	147	0	0

Recent tweets:

- Company name**: Bad credit rating making it hard to get a home loan? (253 replies, 10K retweets, 22K likes)
- Company name**: 6 steps to build that home loan deposit when you're your own boss. (253 replies, 10K retweets, 22K likes)

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## 1. Set up your profile photo

Your profile picture is displayed every time you post a tweet so you want to differentiate your tweets from everybody else's. Choose a photo that visually represents your business or brand and that fits well in a small space. This image isn't just on your profile page; it's the icon in every Tweet you post. The recommended size for your profile pic is 400x400 pixels (see the how to tip above on page 8). The image will be resized to fit. If you are the business you can use a photo of you so that people can connect with you on a personal level.

## 2. Upload your header image

Consider this your business billboard. You can use event photos, feature products, use a graphic with text, or highlight your work and team. Swap out this image periodically to spotlight promotions, events, product news, or just keep things fresh. The recommended size for a Twitter header image is 1500x500 pixels (see the tip on how to know your pixel count above). Note that on mobile it'll be 'cropped' – cut down – to a 2:1 ratio.

## 3. Choose your Twitter @name

Your @name is your unique identifier on Twitter. It can contain up to 15 characters and should help people easily find your business. Your name (which you can change as you please) appears above your @name (which is permanent).

## 4. Write your bio

You only have 160 characters to let people know what makes your Twitter account special, and why people should follow you. Include useful information, like what you tend to Tweet about, your location or business hours, and a link to your website.

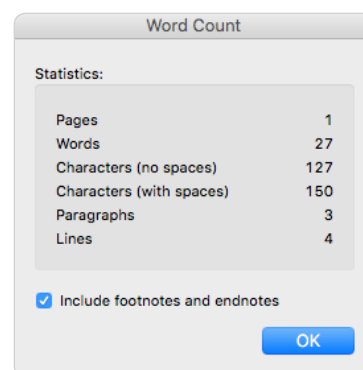


### Extra Tip:

'Characters' refers to the letters and spaces – you can check yours on your computer in your tools section, under word count:

Here's an example of 150 characters:

**We can help with all home loans, from everyday to alternative lending. We take the stress out of borrowing whether or not you tick the traditional boxes.**



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## 5. Add your website address

There's a space to add your website on your profile. Use this even if you don't have a website. Instead, you could link it to your blog, LinkedIn profile, Facebook page, or anywhere online so people can find out more about you. And yes, they do click on it so you'll want to have something there.

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## Next steps

Follow some other businesses or people and build your network. Ideally you want to follow profiles that can help your business – that’s why you’re there. Examples like trade news, or relevant industry groups like MFAA. Don’t follow too many profiles to start with because you’ll get overwhelmed.

### Get tweeting

The best way to learn is to get involved. Watch the experienced users, ask questions and join in some conversations. Be polite. Check out our ready to go [content kit](#) to help get started.



**Visit Broker Portal to download your ready to go social media content kit.**

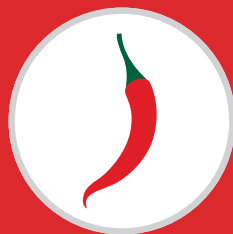
Check your mentions regularly. Set your account to receive email notifications when your page/name is mentioned to keep up. This is important. You want to keep an eye on who’s talking to you – and about you. Conversation is key on Twitter – if you’re not talking to people, replying and responding you may as well not use it because you won’t get results.

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## Ready to get social?

Once you have your accounts set up you are ready to check out all the great [social media tools](#) we have created for you to use on Pepper’s broker portal.

1. [Ready-To-Post Alternative Lending Content](#)
2. [10 tips to optimise your success with social](#)
3. [How to automate your posts](#)



Pepper Money  
Real Life Loans for the  
**real lives people live.**



Home loans



Car loans



Personal loans