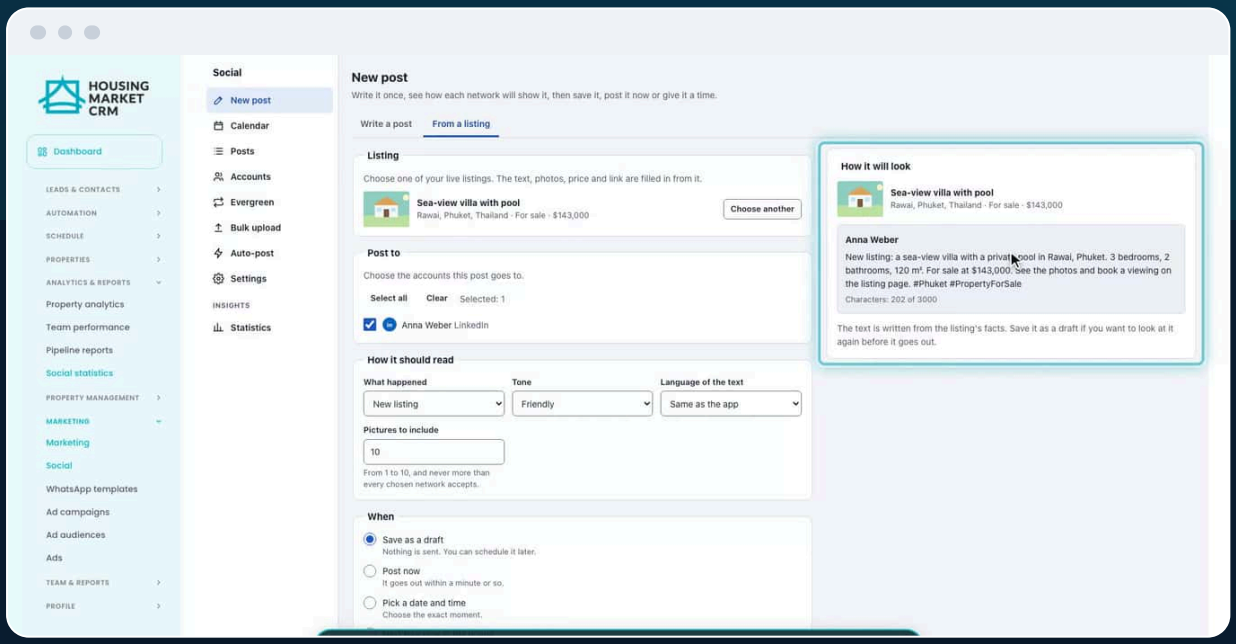
HOUSING MARKET GROUP

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Housing Market Social Handbook

For agents

Edition November 2026



A Housing Market Group product · housingmarketcrm.com

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Contents

Housing Market Social Handbook · Edition November 2026

PART 1	**Getting started**	**3**
1	Start the free trial and subscribe Paid add-on	4
2	Connect LinkedIn Paid add-on	13
PART 2	**Write and schedule posts**	**21**
3	Share a listing as a post Paid add-on	22
4	Write a post with AI captions Paid add-on	29
5	Manage posts and queues Paid add-on	38
6	Make evergreen post lists Paid add-on	45
7	Bulk schedule posts from a CSV Paid add-on	54
PART 3	**Results and settings**	**60**
8	Social statistics and tracked links Paid add-on	61
9	Social settings Paid add-on	70

WHAT WORKS TODAY

LinkedIn is the only network you can connect today. The others below are coming soon, and Accounts shows them without a Connect button until they open.

Help Center: Which social networks can I connect to Housing Market Social?

PART 1

Getting started

1 Start the free trial and subscribe

2 Connect LinkedIn

1 CHAPTER 1

Start the free trial and subscribe

Paid add-on | For agents | Watch the video

OVERVIEW

A social media tool for your listings: 19 USD per month for one person, with or without a CRM plan.

Housing Market Social is a separate product for estate agents. You connect your social media accounts, turn your listings into posts, plan them on a calendar and see the clicks and enquiries each post brings. Enquiries that come from a post reach your CRM as leads, with the network they came from. You can connect LinkedIn now. More networks are coming soon.

One subscription works in two places: on your portal account, under Social in your dashboard, and inside Housing Market CRM, under Marketing and then Social. Whichever you subscribe in, it works in both, and you are never charged twice.

It is bought by one person, not by an office, so each person who wants it subscribes on their own account. It is not part of the Free, Pro or Business plan of the CRM, and a CRM plan does not change what it costs.

From the Help Center: **What is Housing Market Social?**

Write posts once, plan them on a calendar, repeat your best ones and let a rule post for you when a listing changes.

Housing Market Social is where you plan and publish the social media posts for your listings. It has these parts, under Social in your portal dashboard or under Marketing and then Social in Housing Market CRM:

- New post: write a post once, change the text for any one account and see how each network will show it. You can start from one of your live listings, which fills in the text, the photos, the price and the link.
- Calendar: see what is scheduled and what went out by month, week or day, and drag a scheduled post to another day.
- Posts and queues: every post with its state, and queues of regular days and times for an account.
- Evergreen: lists of posts about you, tips or testimonials that repeat on a schedule.
- Bulk upload: schedule many posts at once from a spreadsheet saved as CSV. Every row is checked first, and nothing is made until you say so.
- Auto-post: choose what posts itself when one of your listings goes live, drops in price, is sold or is rented.
- Accounts and Settings: connect your networks, and choose your time zone, the first day of the week and the starting tone for listing posts.

Scheduling and publishing need a subscription. Without one you can still save drafts. Which networks you can connect, and what each one allows, is in "Which social networks can I connect to Housing Market Social?".

From the Help Center: **What can I do with Housing Market Social?**

Subscribe from Social in your portal dashboard or from Marketing and then Social in the CRM. Cancel or change your card from Manage billing on the same page.

Open Social in your portal dashboard, or Marketing and then Social in Housing Market CRM, and choose Subscribe. You pay on a secure payment page, and when you return the page shows Housing Market Social as active. It is the same subscription in both places.

Manage billing opens a secure billing page, where you can see your invoices, change your card and cancel. After you cancel you keep using Social until the end of the period you have paid for.

If a payment does not go through, the page tells you and shows how to update your card. Scheduled posts keep going out for a short grace period; after that publishing pauses, and your drafts and statistics stay available until the payment is fixed.

Housing Market Social is for agent accounts. Home owner and buyer accounts cannot subscribe to it.

From the Help Center: **How do I subscribe to Housing Market Social, and how do I cancel?**

STEP BY STEP

1 Open your **Housing Market CRM** account.

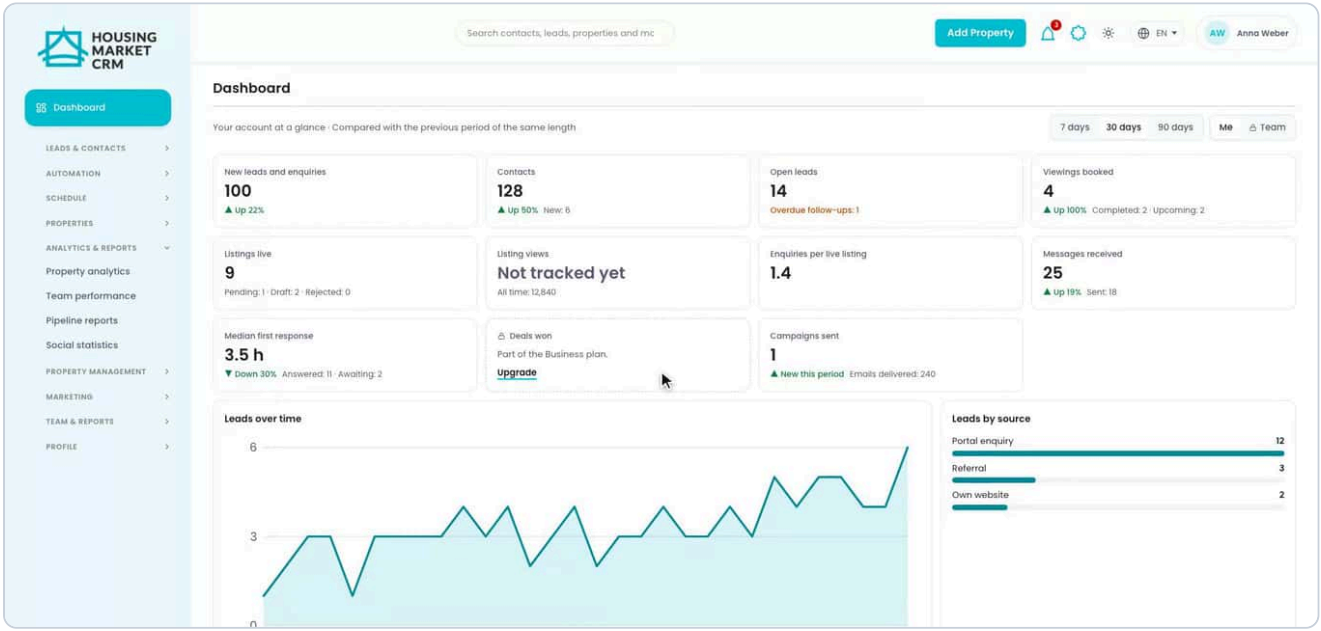


Figure 1.1 · Screen recorded 28 October 2026

2 Open **Marketing** in the left menu.

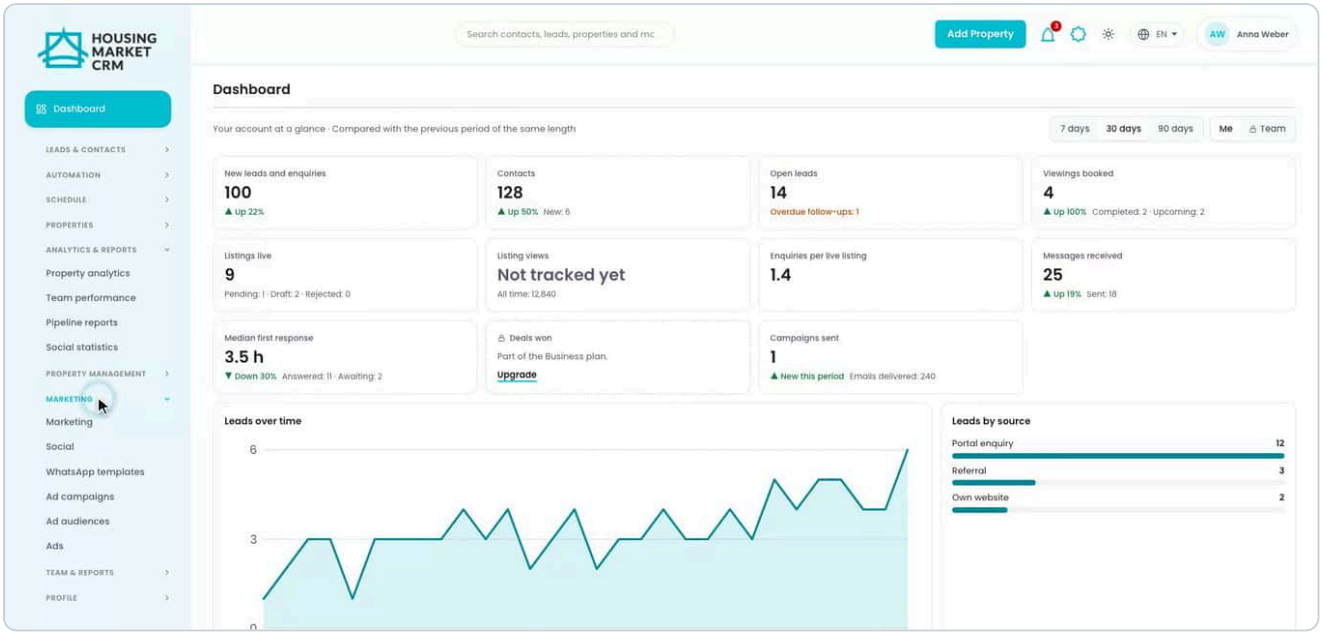


Figure 1.2 · Screen recorded 28 October 2026

3 Click **Social**.

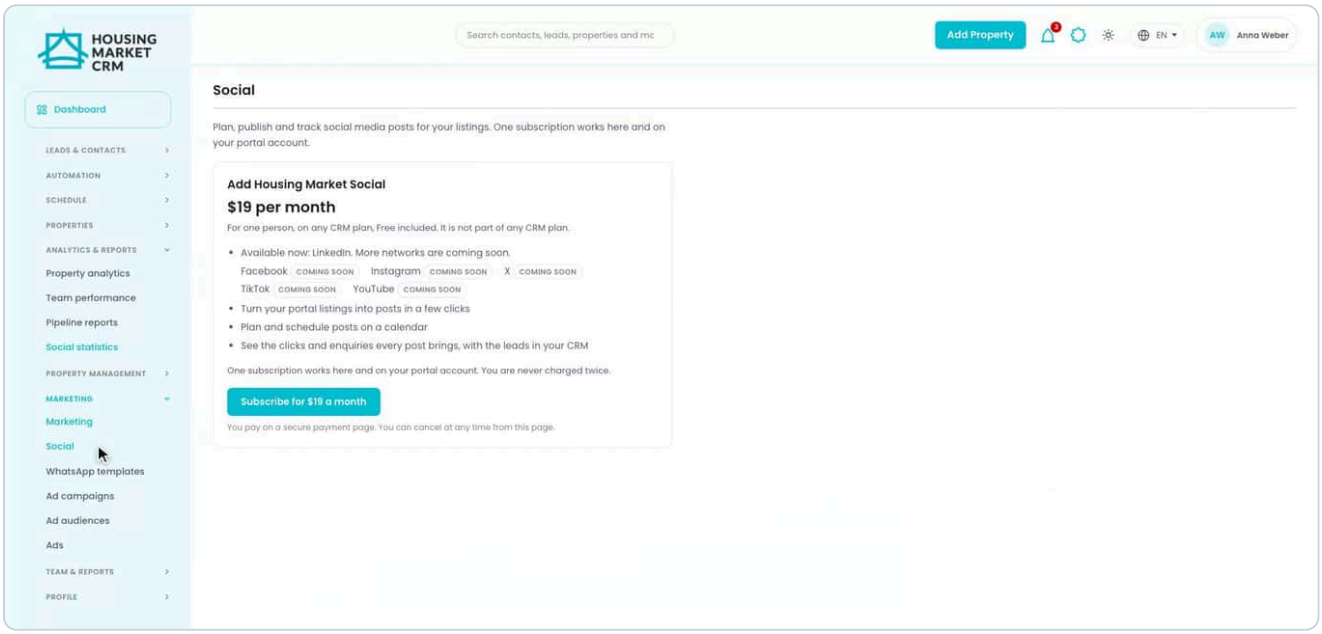


Figure 1.3 · Screen recorded 28 October 2026

4 **Housing Market Social** costs **19 USD a month** for one person, on **any CRM plan**, Free included.

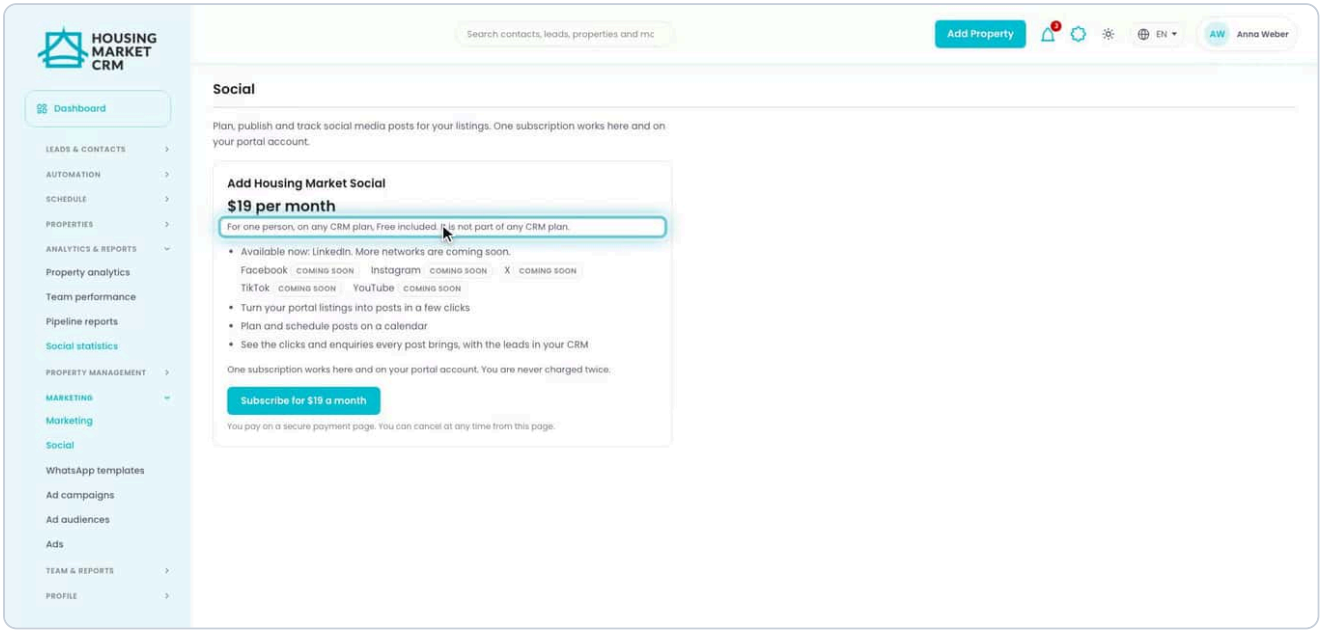


Figure 1.4 · Screen recorded 28 October 2026

5 **LinkedIn** works today. The other networks are **coming soon**.

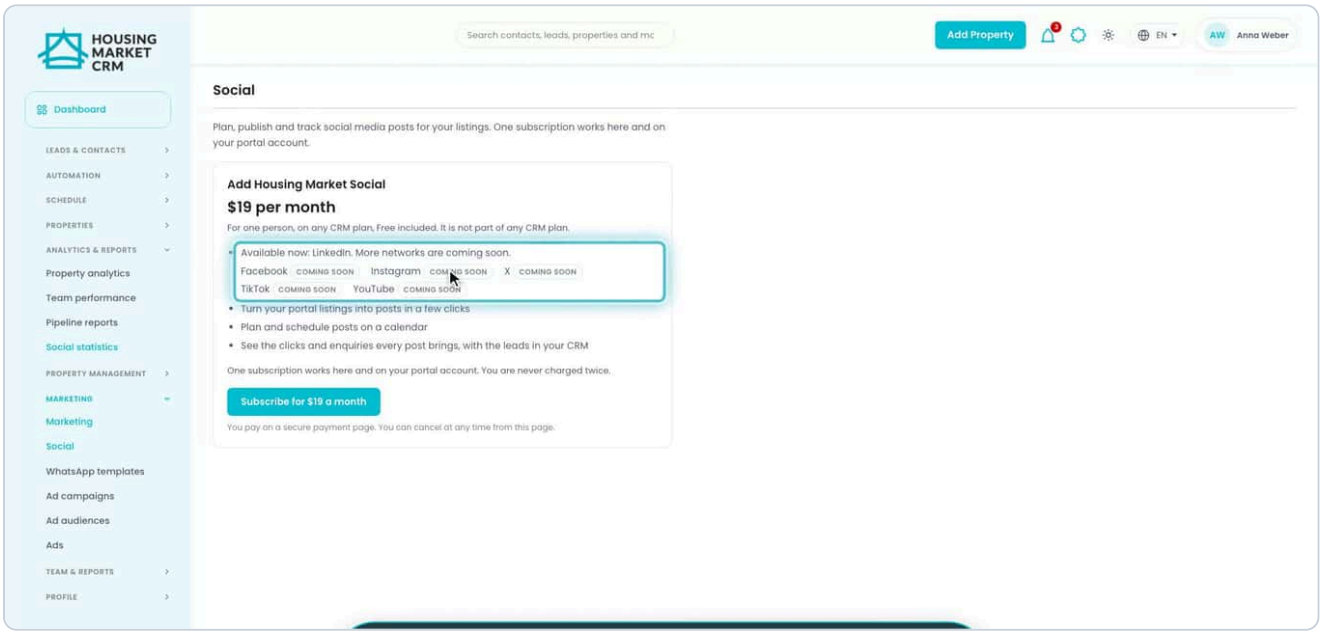


Figure 1.5 · Screen recorded 28 October 2026

6 You also see the **clicks and enquiries** each post brings.

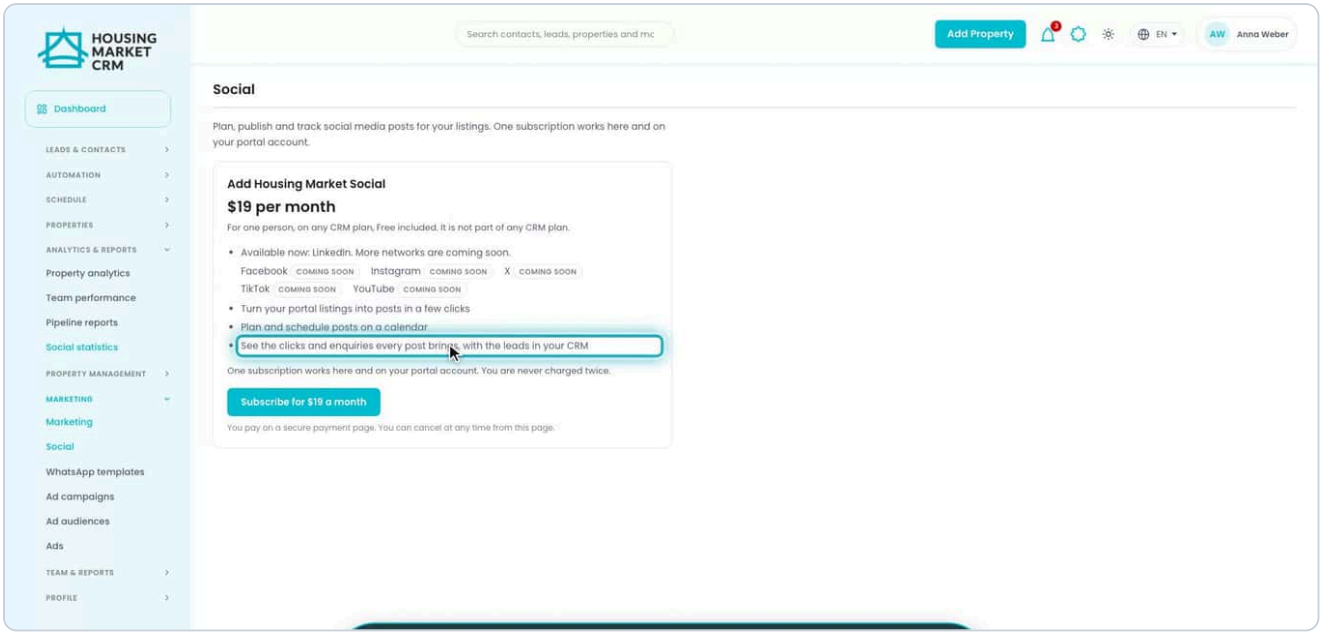


Figure 1.6 · Screen recorded 28 October 2026

7 One subscription works in the CRM **and on your portal**. Never charged twice.

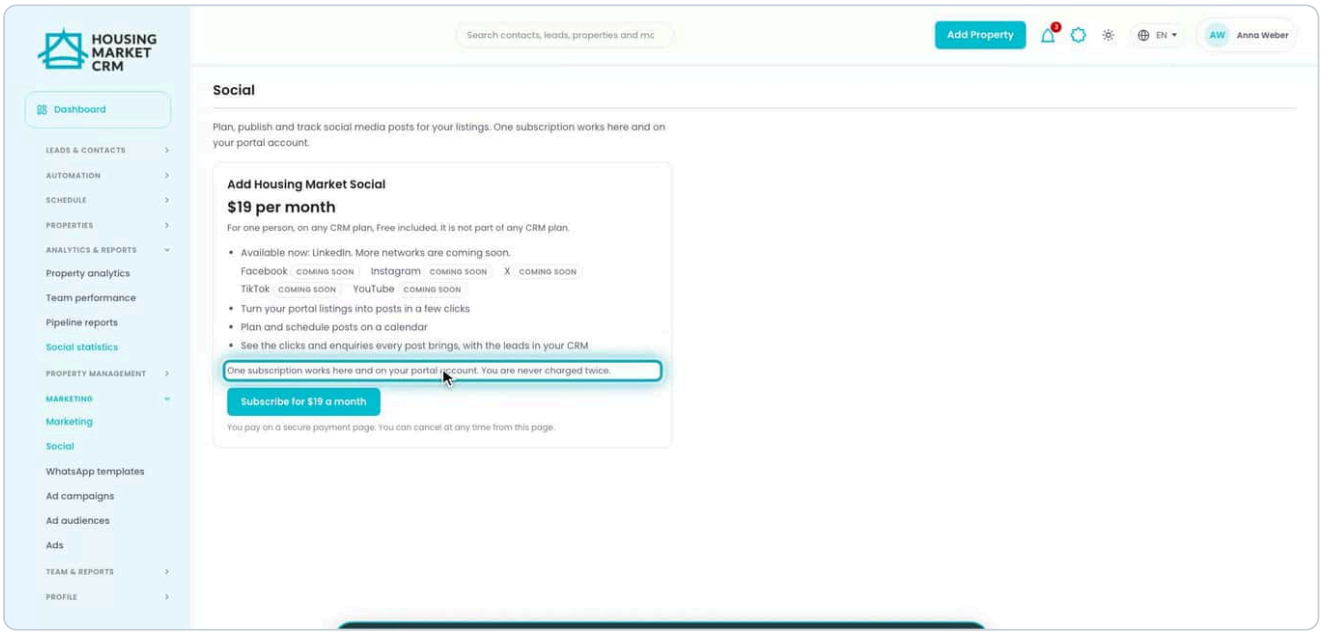


Figure 1.7 · Screen recorded 28 October 2026

8 Click **Subscribe**. You pay on a **secure payment page**.

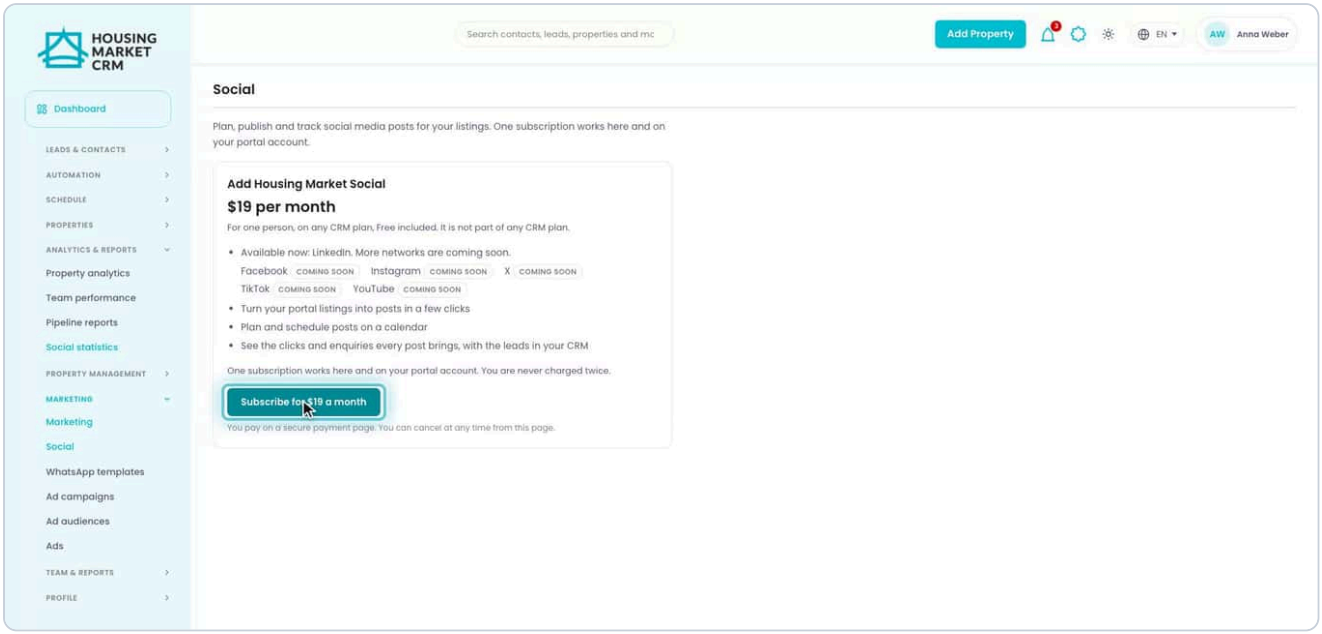


Figure 1.8 · Screen recorded 28 October 2026

9 Your **first 7 days are free**. After that it is 19 USD a month.

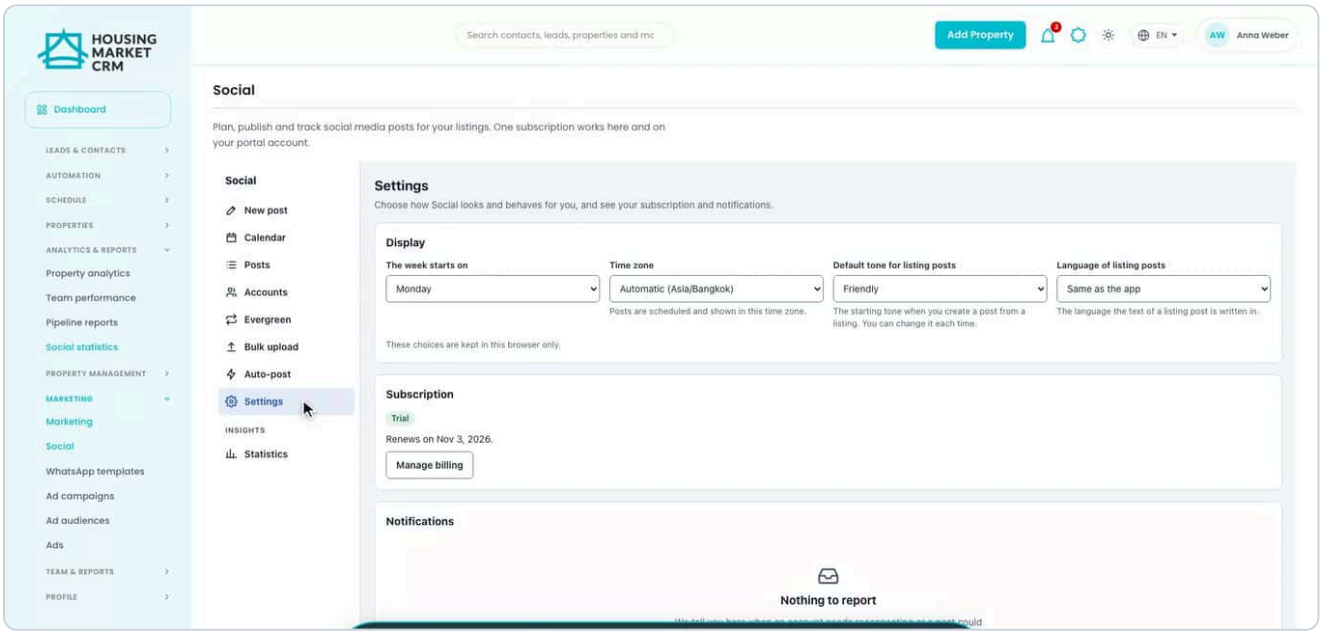


Figure 1.9 · Screen recorded 28 October 2026

10 Once you subscribe, **Social** opens on the same page.

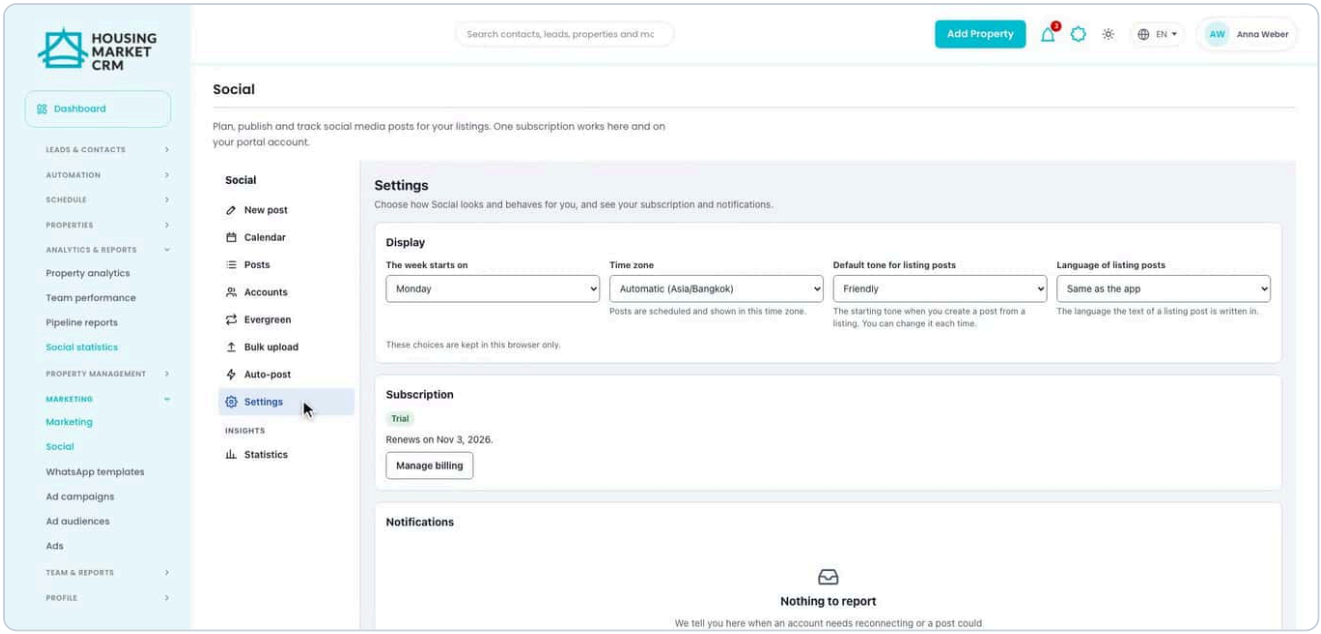


Figure 1.10 · Screen recorded 28 October 2026

11 Under **Settings**, **Subscription** shows your **trial** and when it renews.

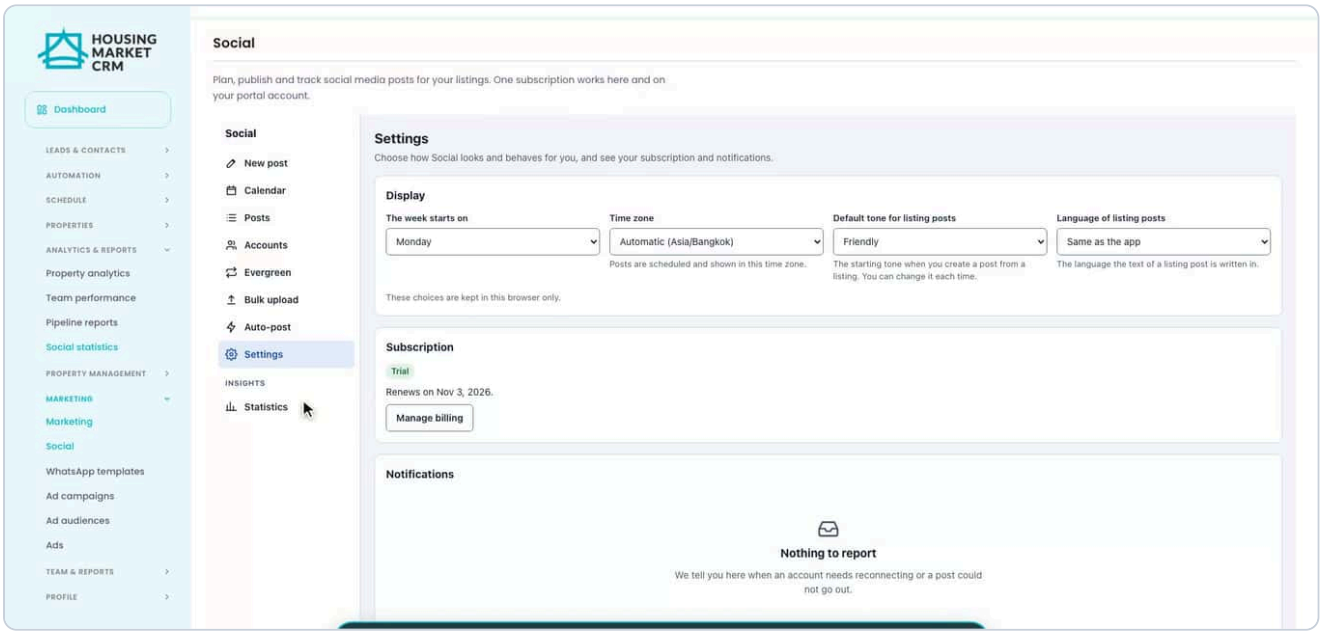


Figure 1.11 · Screen recorded 28 October 2026

12 Use **Manage billing** to change your card or **cancel** at any time.

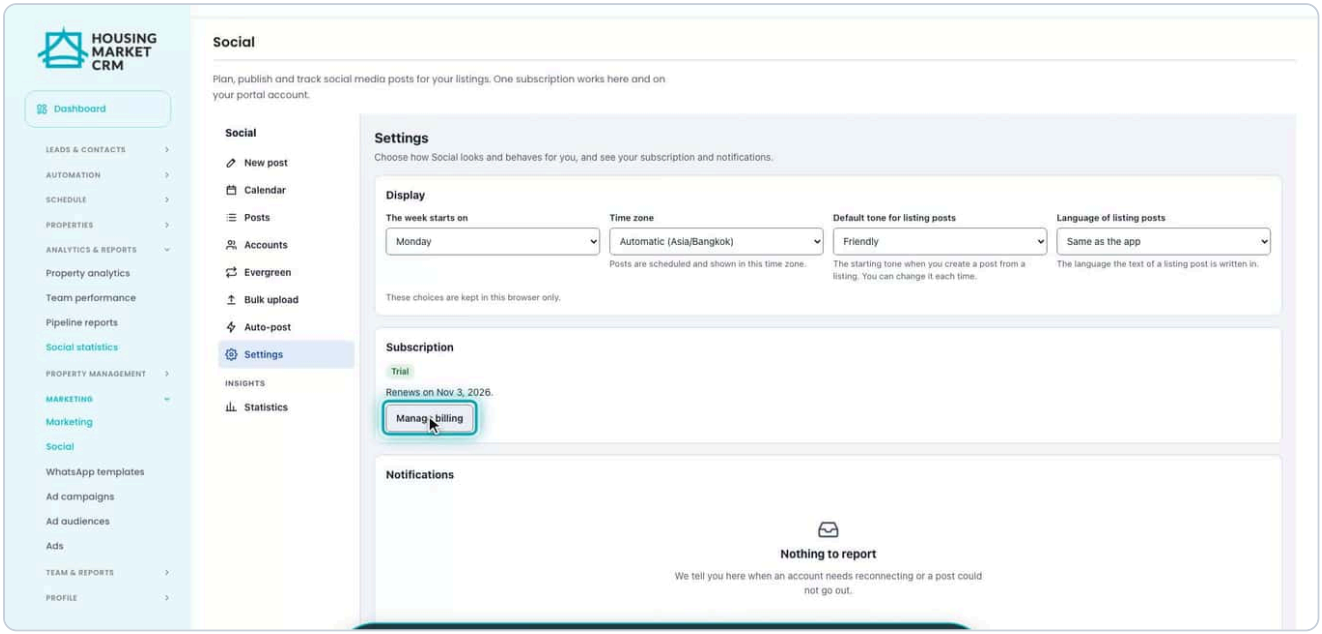


Figure 1.12 · Screen recorded 28 October 2026

13 If you cancel, you keep Social until the end of the period you paid for.

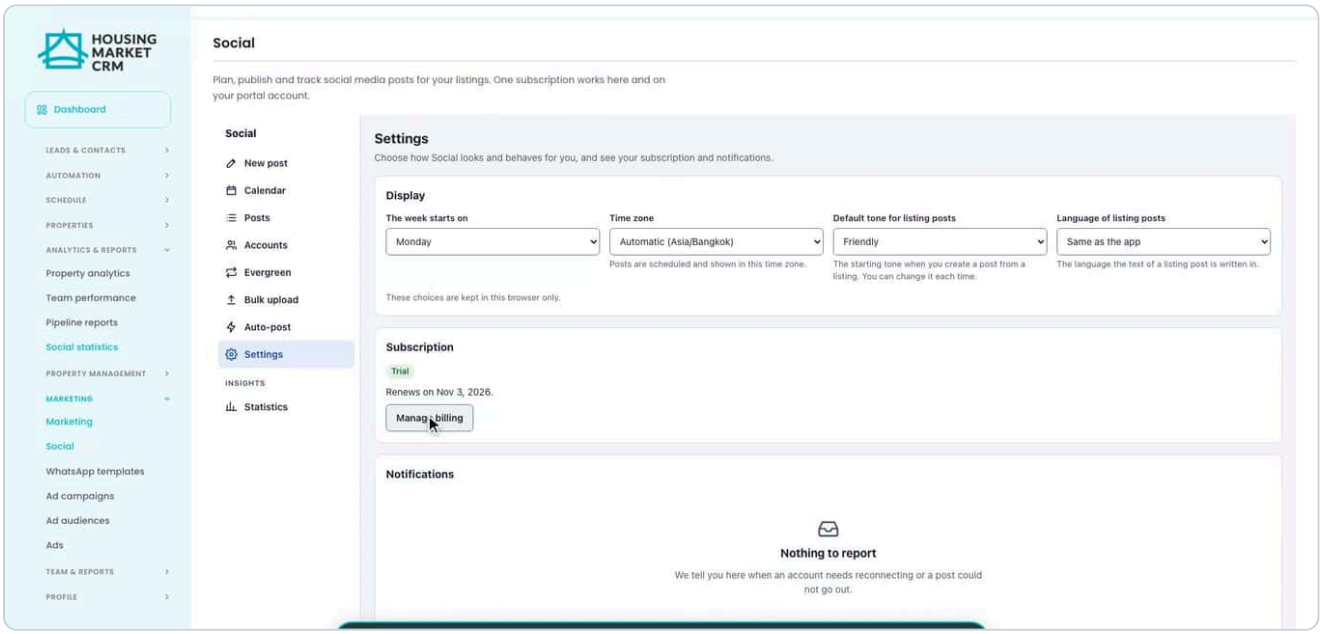


Figure 1.13 · Screen recorded 28 October 2026

GOOD TO KNOW

NOTE

No. It is 19 USD per month on every plan, Free, Pro and Business alike.

Help Center: Is Housing Market Social included in my CRM plan?

TIP

No. Housing Market Social opens inside your CRM or your portal account, and it uses the sign-in you already have.

Help Center: Do I need a separate login for Housing Market Social?

2 CHAPTER 2

Connect LinkedIn

Paid add-on | For agents | Watch the video

OVERVIEW

You can connect LinkedIn now. Facebook Pages, Instagram professional accounts, X and YouTube are coming soon, and so is sending TikTok videos to your drafts. Personal Facebook and Instagram profiles get a reminder instead.

You connect each network once, under Accounts. You go to the network's own page to give permission and then come back, and Housing Market Social never sees your password. You can disconnect an account at any time.

LinkedIn is the only network you can connect today. The others below are coming soon, and Accounts shows them without a Connect button until they open.

- LinkedIn: your personal profile. You can connect it now.
- Facebook: the Pages you manage. Coming soon.
- Instagram: business and creator accounts. Coming soon.
- X: your X account. Coming soon.
- YouTube: your channel. Coming soon.
- TikTok: coming soon. Videos will arrive as drafts in your TikTok inbox, and you will publish them from TikTok. Direct posting to TikTok is not available yet.

Personal Facebook and Instagram profiles and Facebook groups are different: the networks do not let any tool post to them. See "Can I post to my personal Facebook or Instagram profile?".

What the networks decide

Each network sets its own rules and Social follows them. The preview shows the length of your text against the network's limit and anything the network would refuse. X limits posts that contain a link, so an account can reach a monthly limit for them; the post then stops and Social tells you, and posts without a link are not affected.

A connection can also end, for example when a network withdraws permission or a login expires. Where the network gives notice, Social warns you before it ends, and in every case it asks you to reconnect so that scheduled posts keep going out.

From the Help Center: **Which social networks can I connect to Housing Market Social?**

STEP BY STEP

1 In **Marketing > Social**, open **Accounts**.

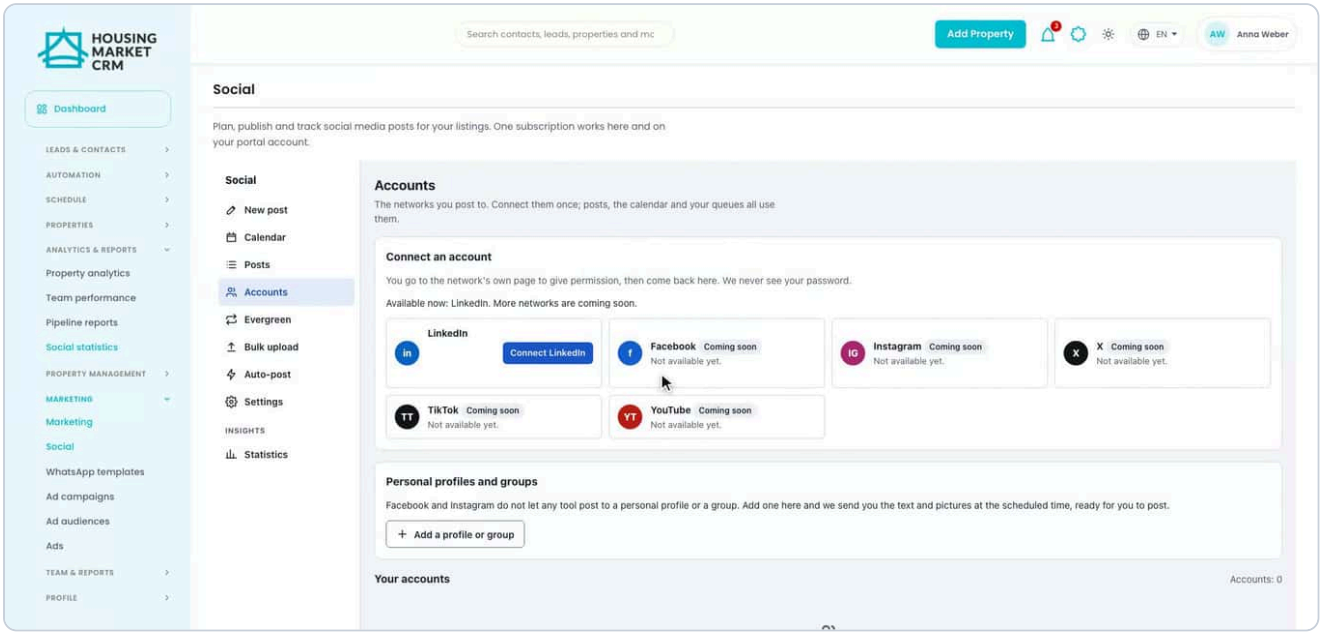


Figure 2.1 · Screen recorded 28 October 2026

2 **LinkedIn** works today, for your **personal profile**.

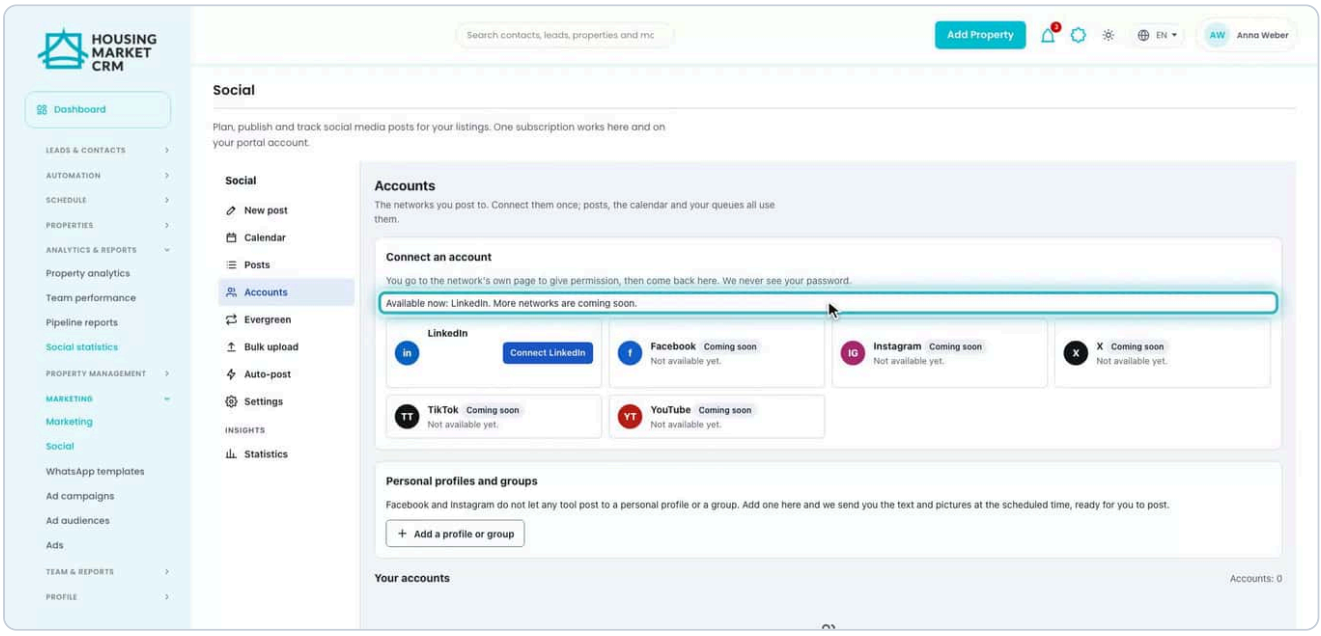


Figure 2.2 · Screen recorded 28 October 2026

3 Facebook, Instagram, X, TikTok and YouTube are **coming soon**.

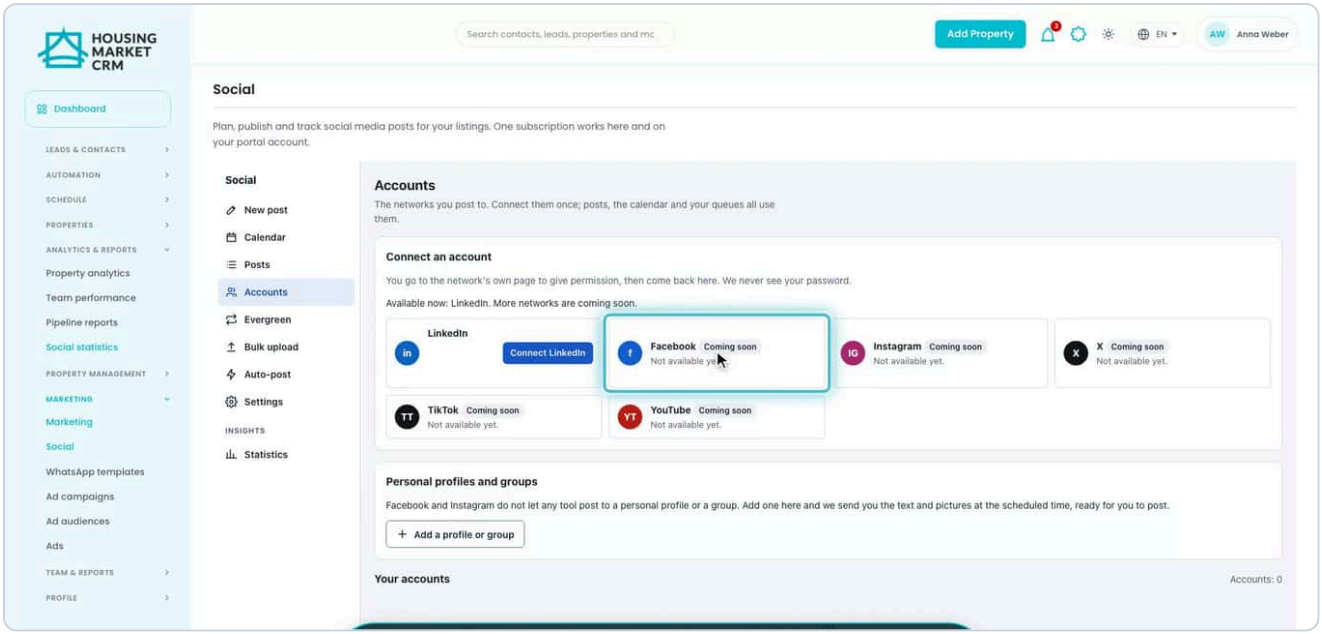


Figure 2.3 · Screen recorded 28 October 2026

4 Click **Connect LinkedIn**.

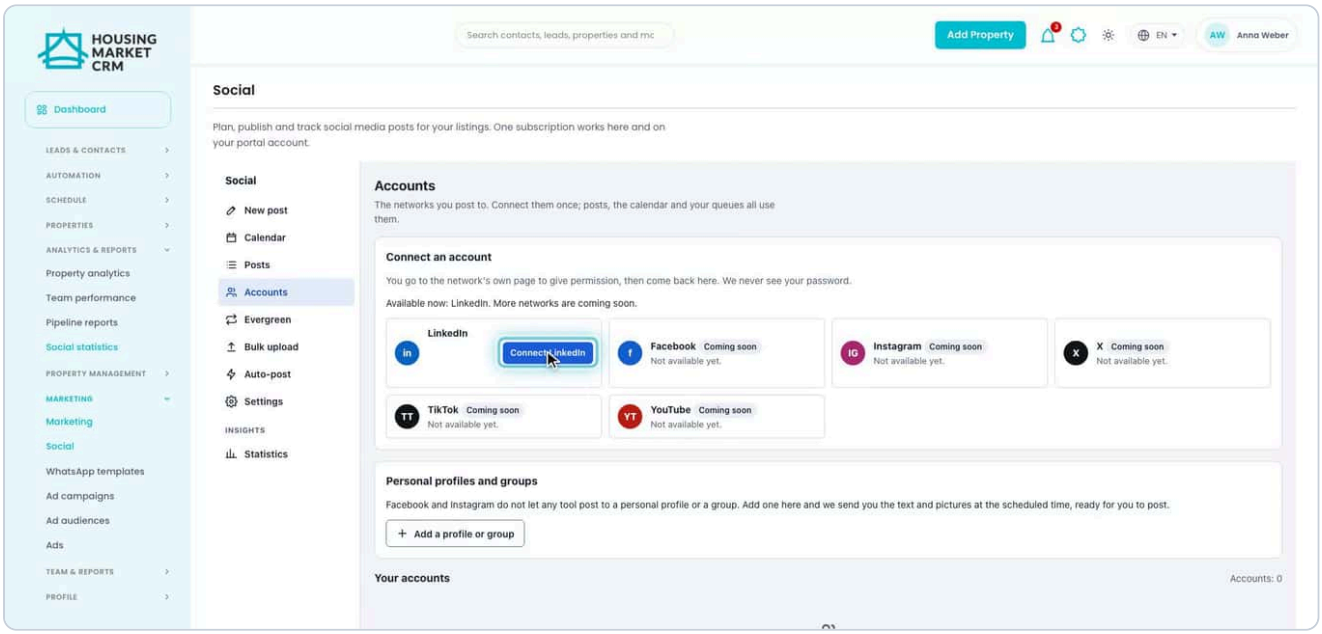


Figure 2.4 · Screen recorded 28 October 2026

5 LinkedIn's own page opens. Sign in there and allow access.

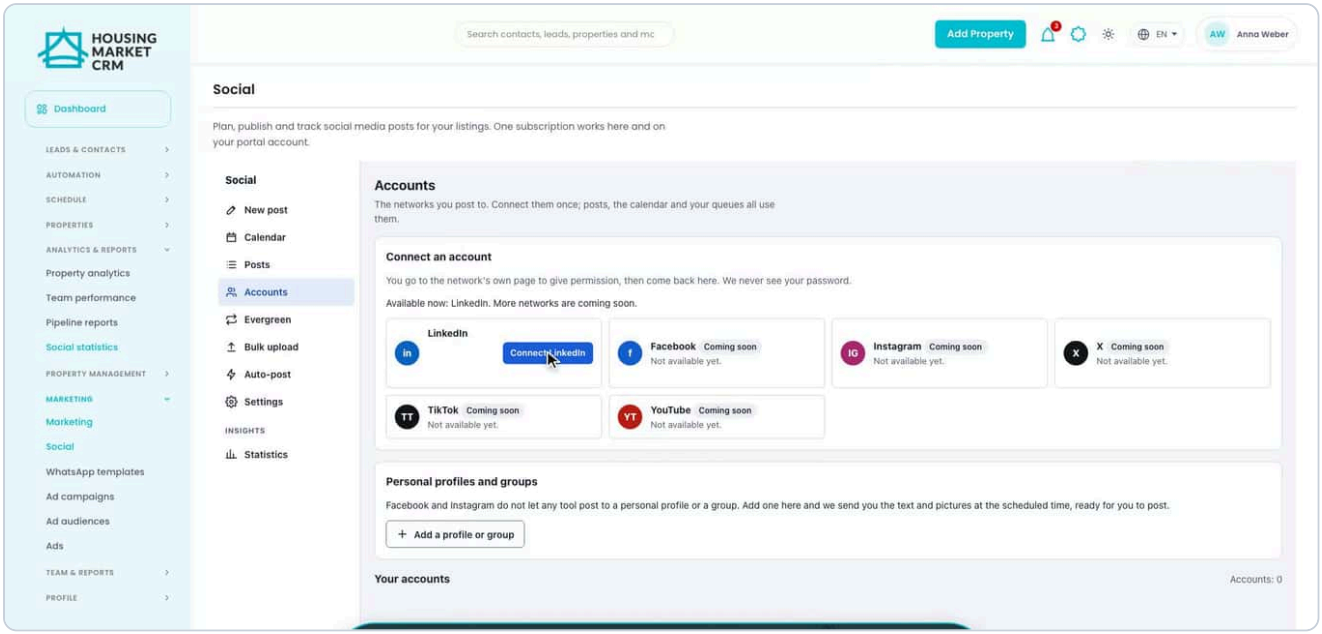


Figure 2.5 · Screen recorded 28 October 2026

6 Housing Market never sees your LinkedIn password.

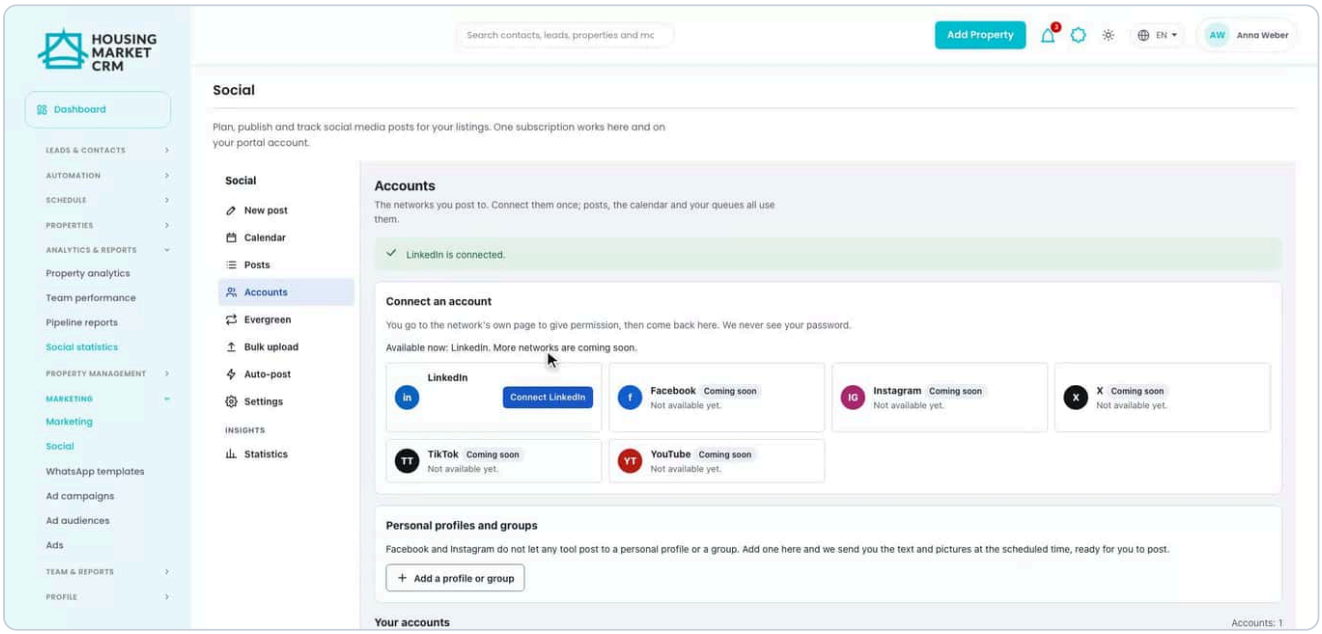


Figure 2.6 · Screen recorded 28 October 2026

7 Back in the CRM, you see **LinkedIn is connected**.

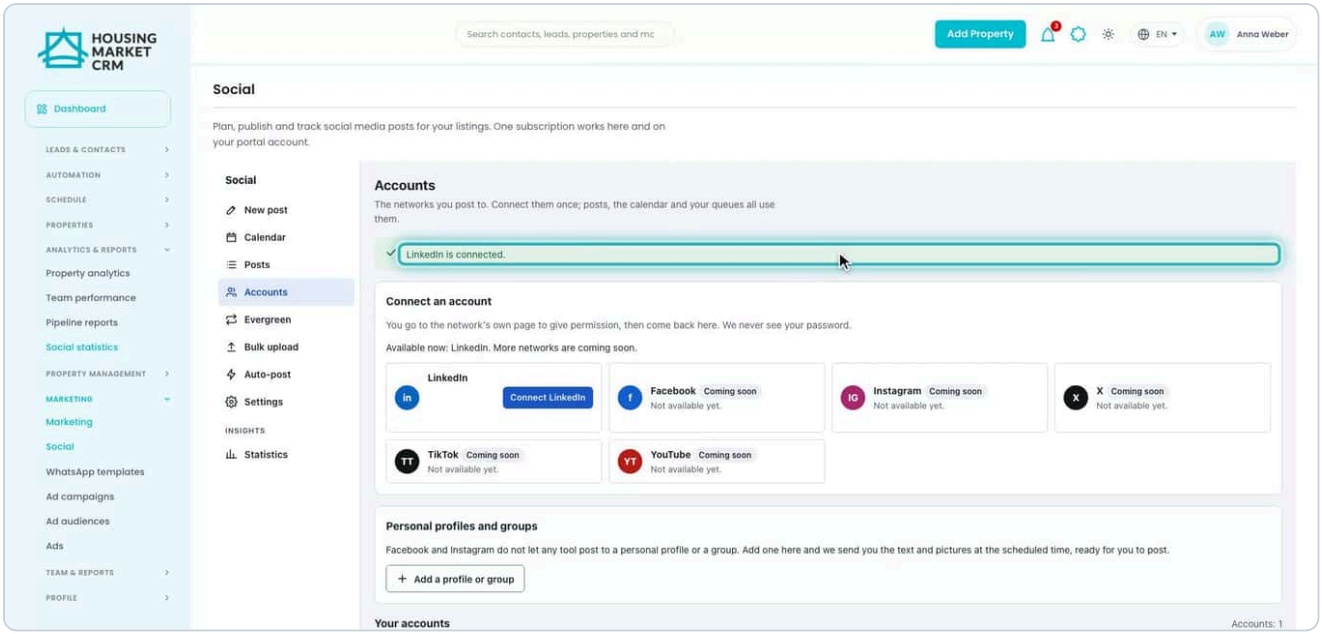


Figure 2.7 · Screen recorded 28 October 2026

8 Your profile appears under **Your accounts**. It **publishes automatically**.

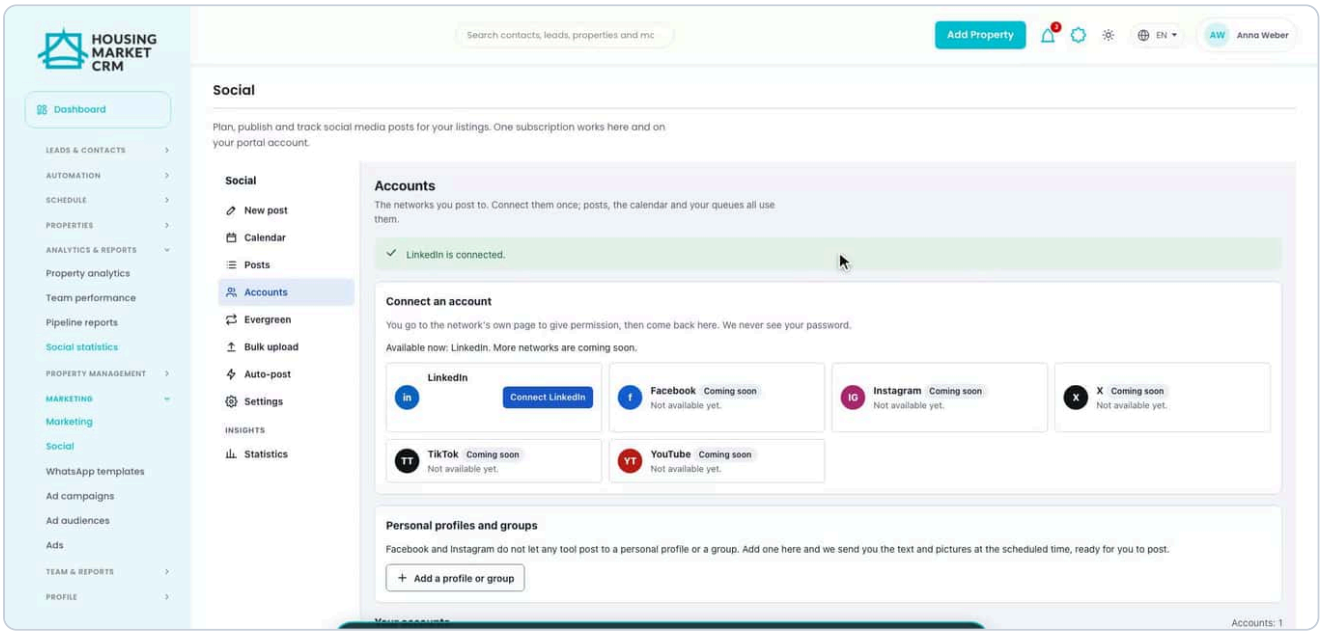


Figure 2.8 · Screen recorded 28 October 2026

9 This date is when the connection ends. **Reconnect** before then.

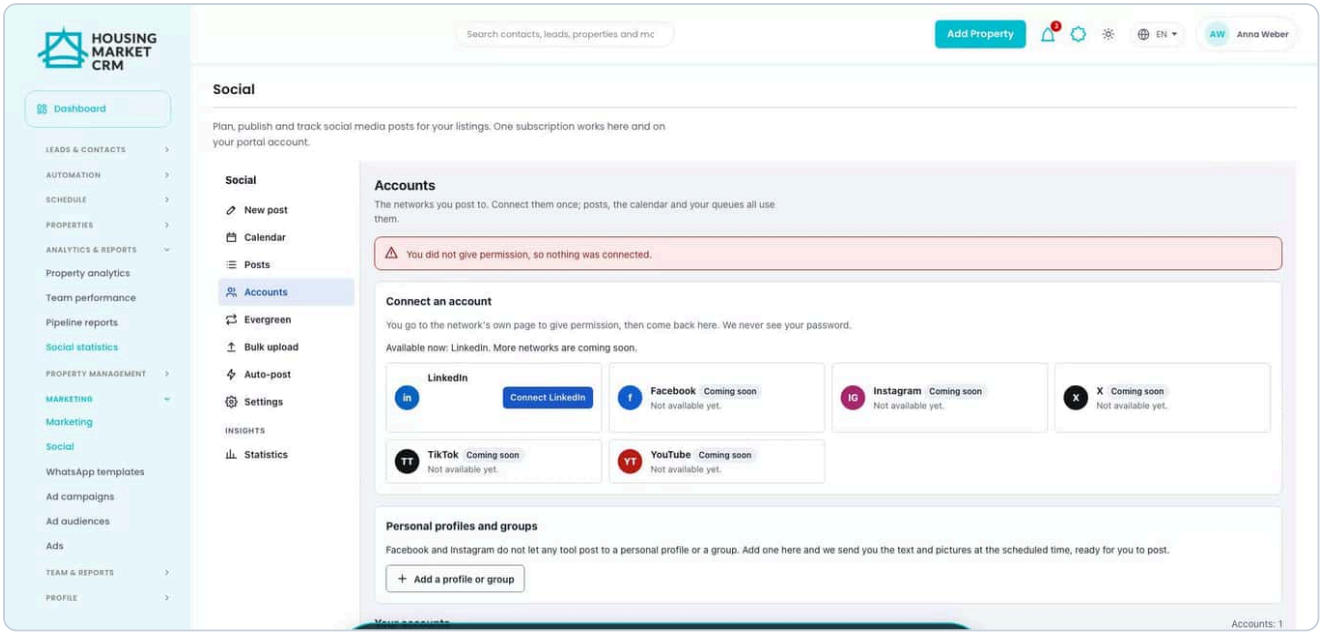


Figure 2.9 · Screen recorded 28 October 2026

10 If you **cancel** on LinkedIn, nothing is connected. Just try again.

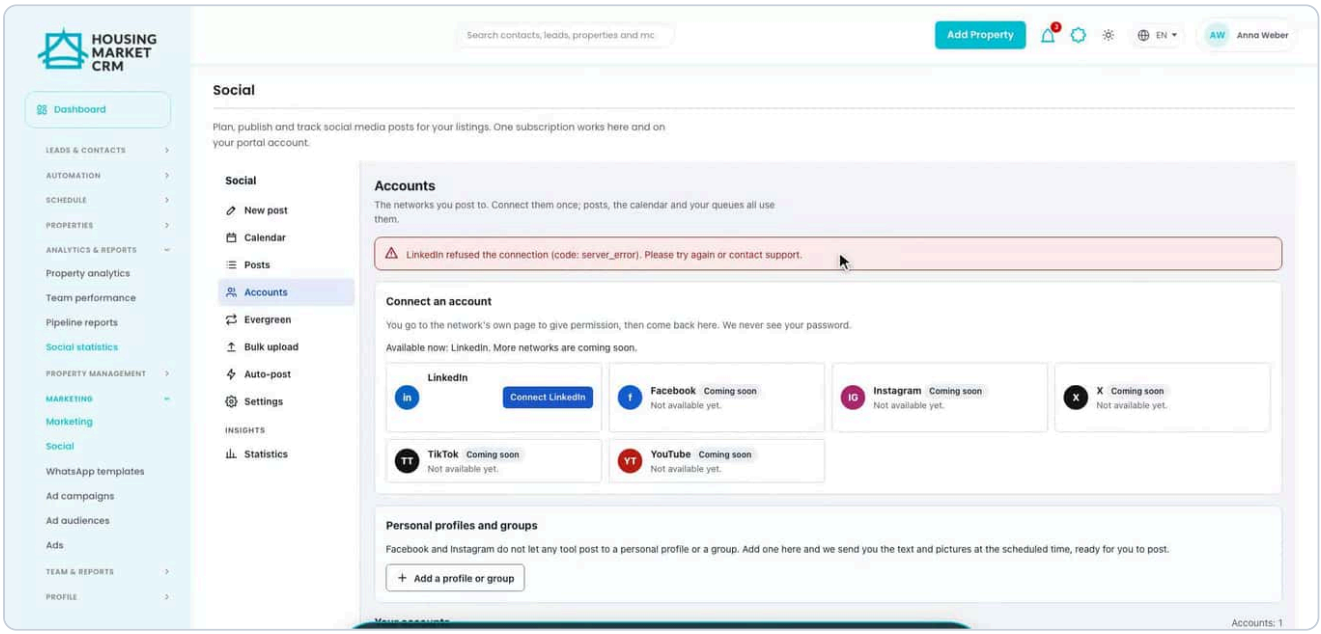


Figure 2.10 · Screen recorded 28 October 2026

11 If **LinkedIn refuses**, you see its code. Try again, or contact support.

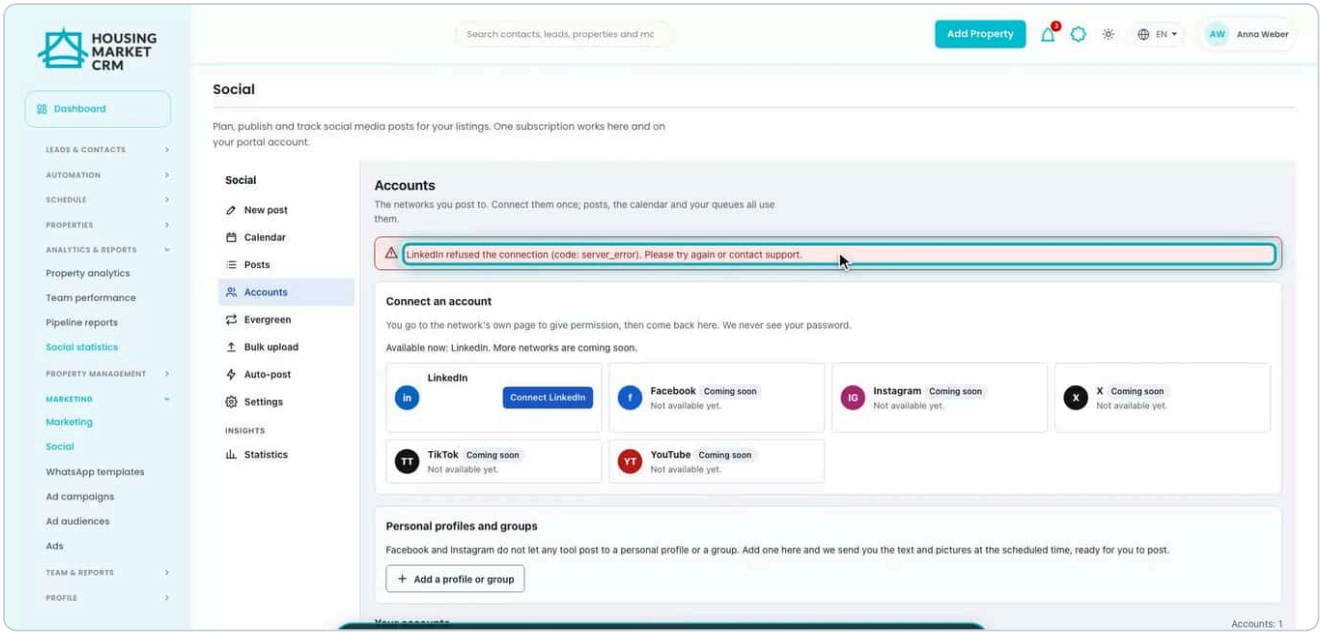


Figure 2.11 · Screen recorded 28 October 2026

12 To stop, click **Disconnect** on the account.

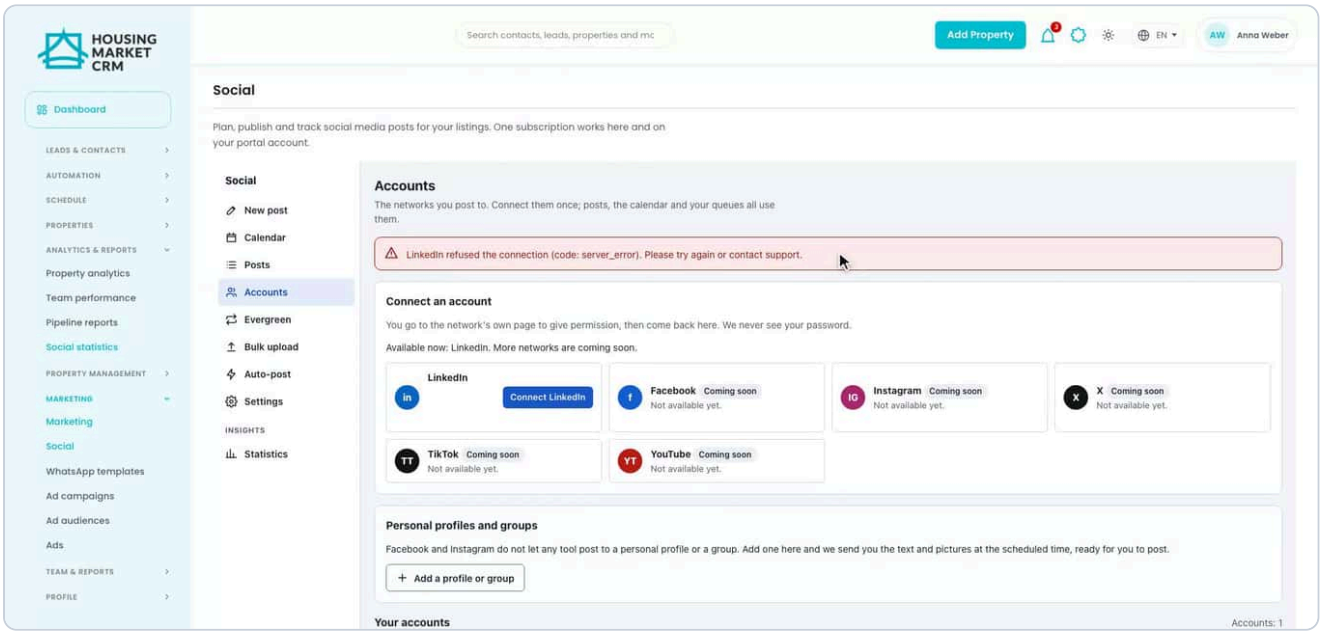


Figure 2.12 · Screen recorded 28 October 2026

13 Posts still waiting for it will not go out. Your history stays.

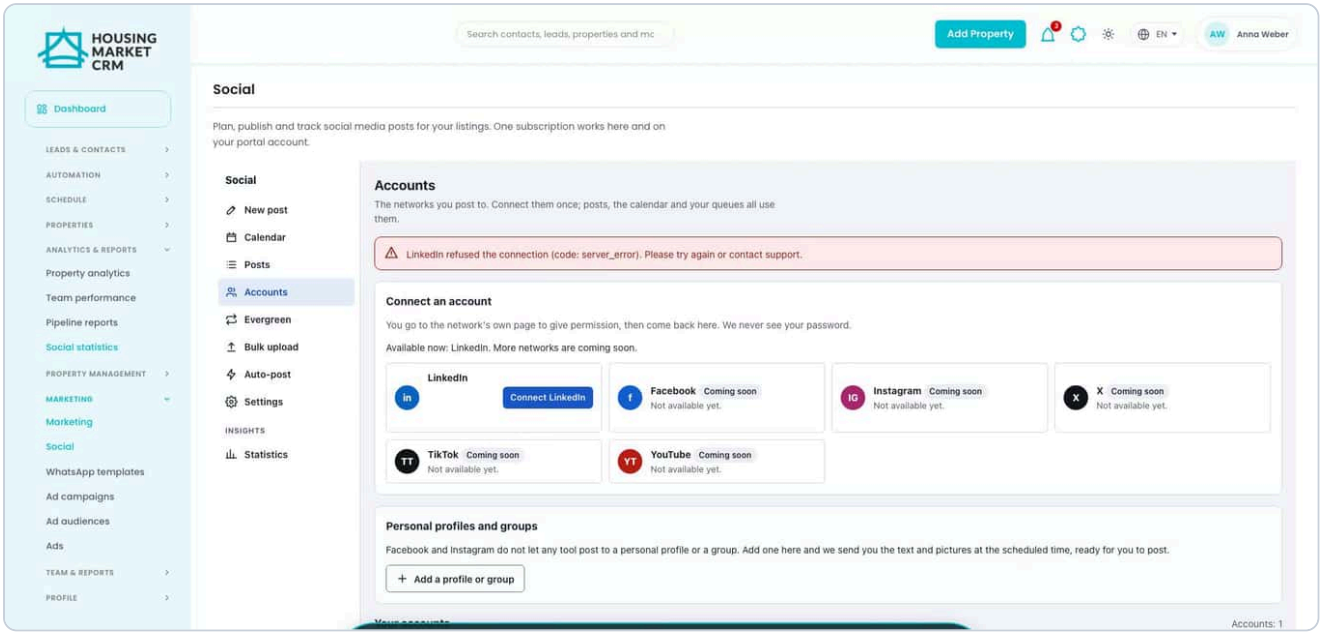


Figure 2.13 · Screen recorded 28 October 2026

GOOD TO KNOW

UPDATING Only LinkedIn connects today. Facebook, Instagram, X, YouTube and TikTok show as coming soon on the Accounts screen and have no Connect button.

UPDATING LinkedIn company pages cannot be connected yet. Only your personal LinkedIn profile connects.

NOTE Not directly. Facebook and Instagram do not let any tool post to a personal profile or a group, so Housing Market Social sends you the text and pictures at the scheduled time and you post them yourself.

Help Center: Can I post to my personal Facebook or Instagram profile?

PART 2

Write and schedule posts

3 Share a listing as a post

4 Write a post with AI captions

5 Manage posts and queues

6 Make evergreen post lists

7 Bulk schedule posts from a CSV

3 CHAPTER 3

Share a listing as a post

Paid add-on | For agents | Watch the video

OVERVIEW

Open New post, write or start from a listing, choose the accounts, then save a draft, post now, pick a time, use an account's queue or take a suggested time.

Choose New post. Write the text once, or start from one of your live listings: the text, the photos, the price and the link are filled in from the listing, and you choose the tone and the language of the text. A post can be words only, one picture, several pictures or videos in one swipeable post, one video, or a link to one of your listings.

Choose the accounts the post goes to. The preview shows how each network will show it, how long the text is against that network's limit, and anything the network would refuse. You can write different text for any one account.

Then choose when:

- Save as a draft: nothing is sent, and you can schedule it later.
- Post now: it goes out within a minute or so.
- Pick a date and time, in your time zone.
- Next free time in the queue: a queue is a set of days and times for one account, made under Posts.
- Best time: Social suggests good times for each account.

Scheduling needs an active subscription; saving a draft does not. The Calendar shows what is scheduled by month, week or day, and you can drag a scheduled post to another day. A post that is more than six hours late is not sent, and Social tells you so that you can choose a new time.

From the Help Center: **How do I schedule posts in Housing Market Social?**

STEP BY STEP

1 Click **New post** and **From a listing**.

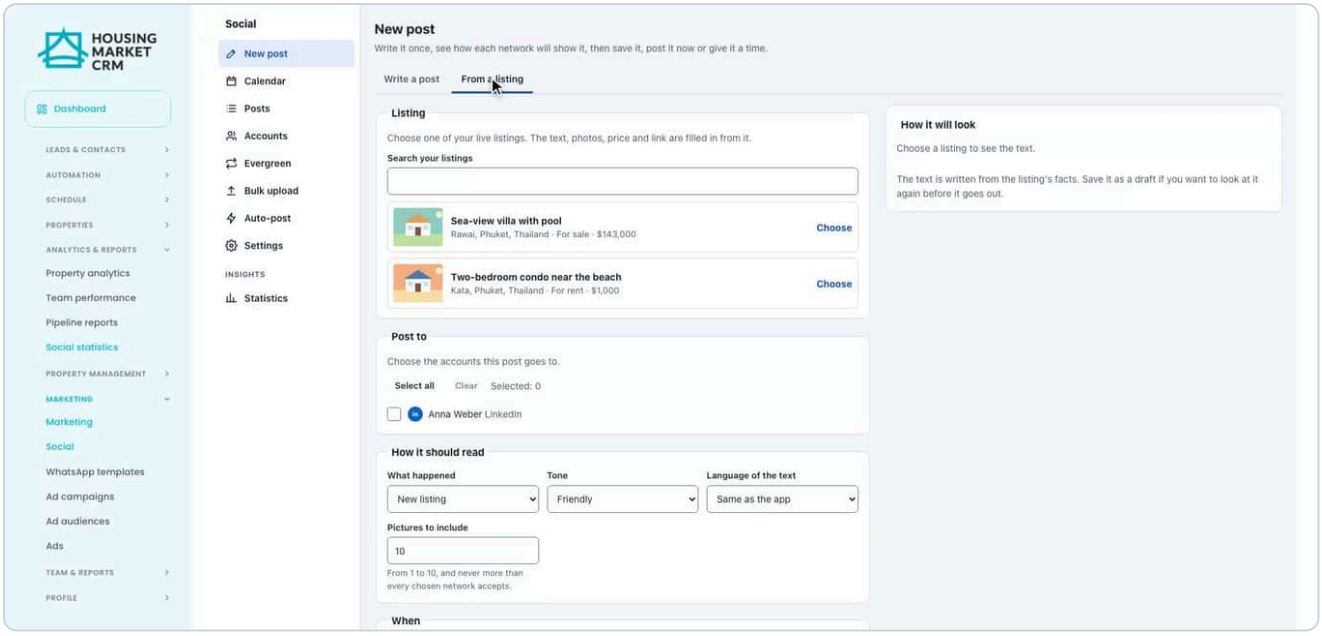


Figure 3.1 · Screen recorded 28 October 2026

2 Choose one of your **live listings**.

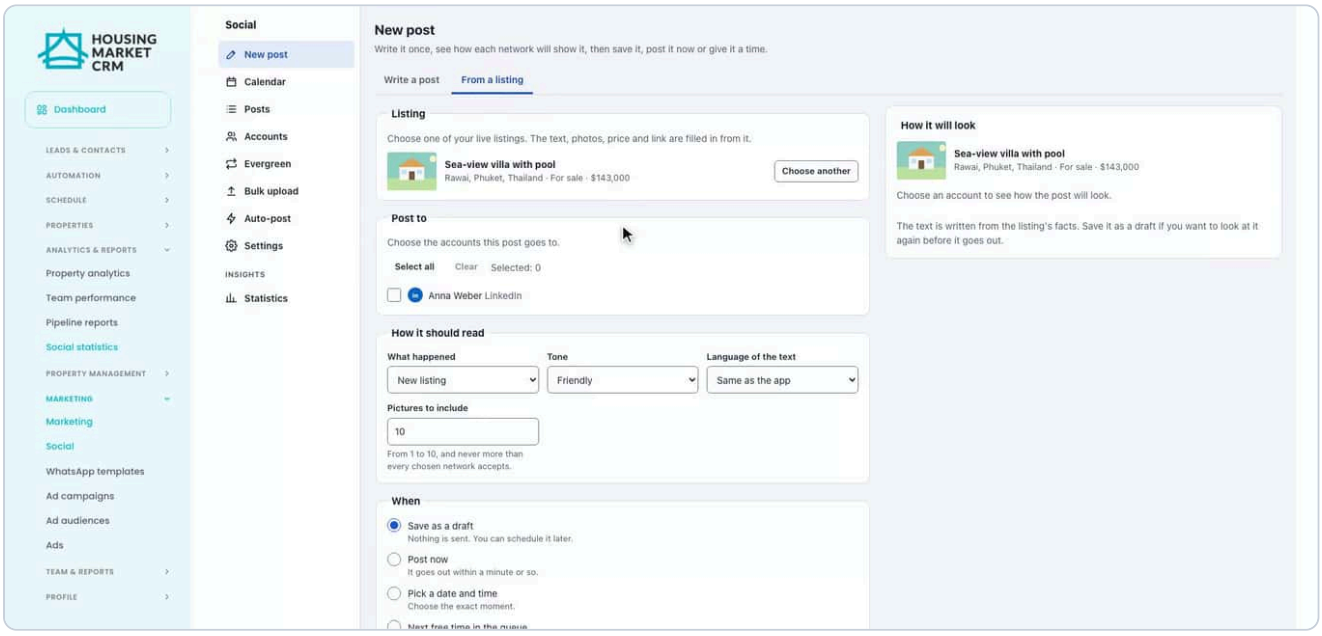


Figure 3.2 · Screen recorded 28 October 2026

3 Tick your **LinkedIn** account.

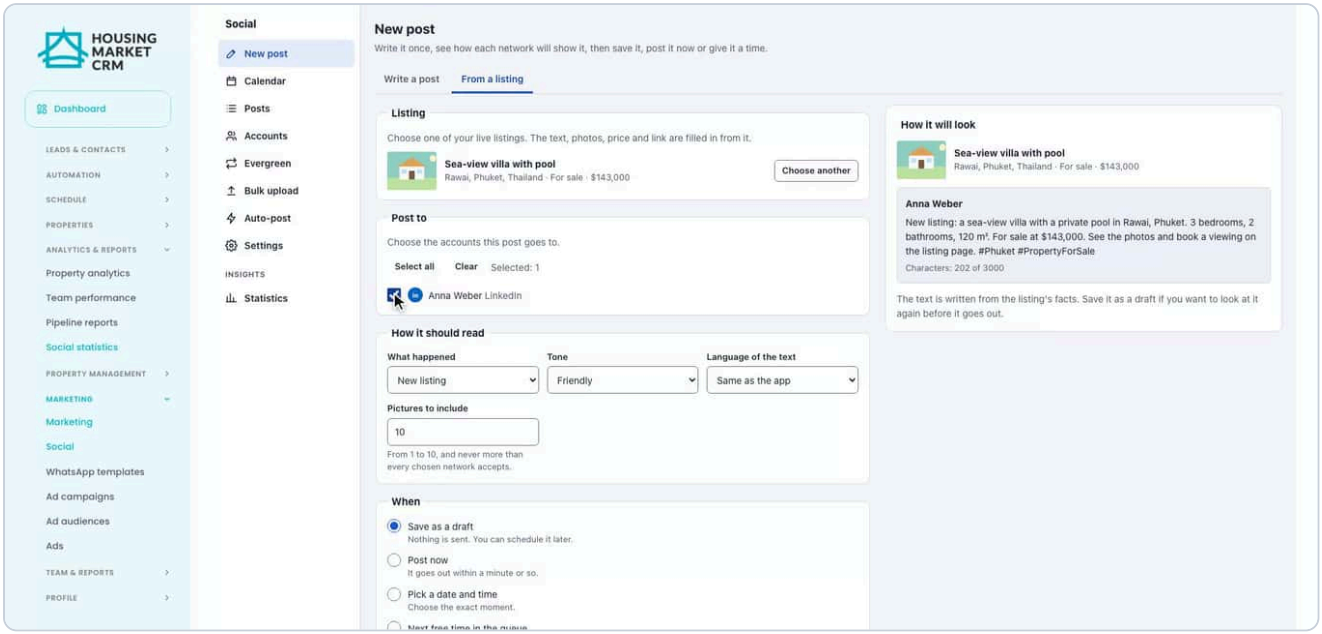


Figure 3.3 · Screen recorded 28 October 2026

4 The text, photos, price and link are **filled in from the listing**. Read the preview.

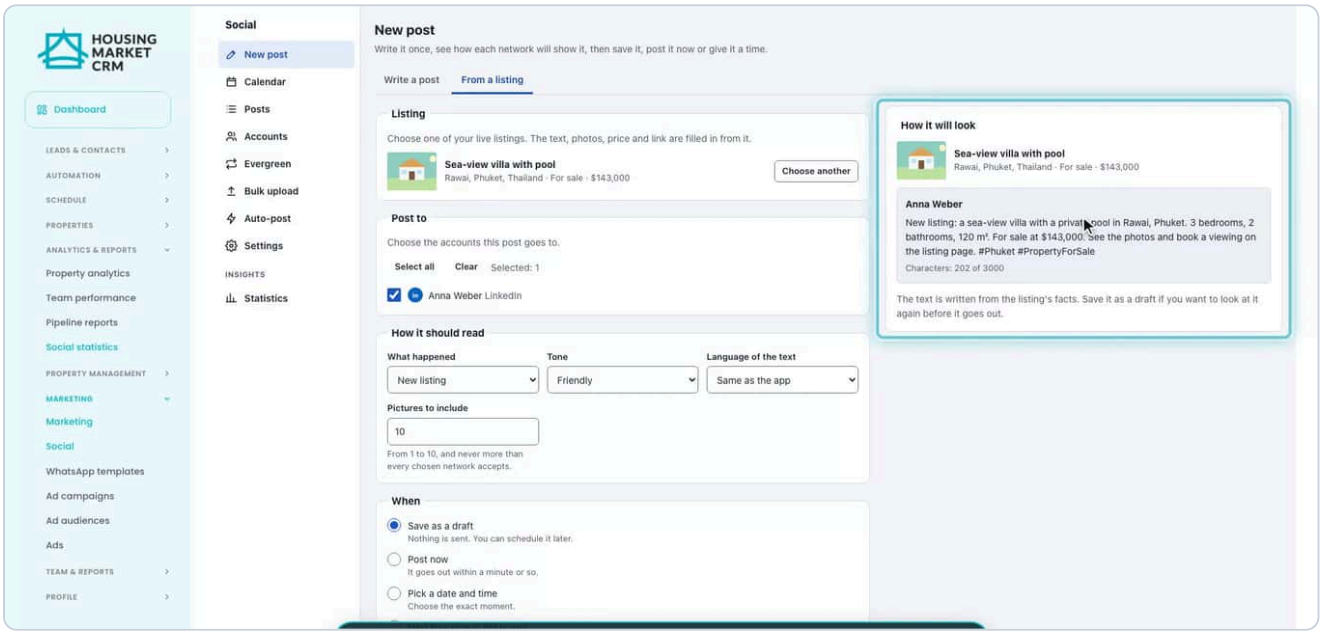


Figure 3.4 · Screen recorded 28 October 2026

5 Choose **what happened** and the **tone**, if you like.

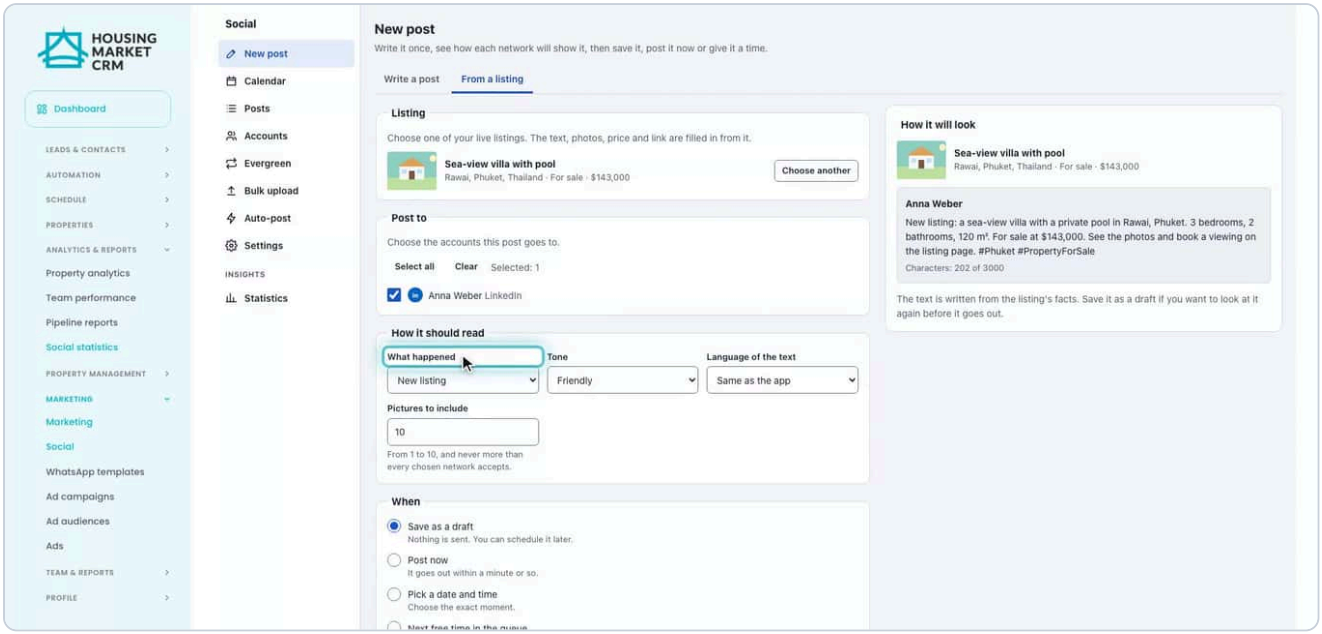


Figure 3.5 · Screen recorded 28 October 2026

6 Under **When**, pick a **date and time**.

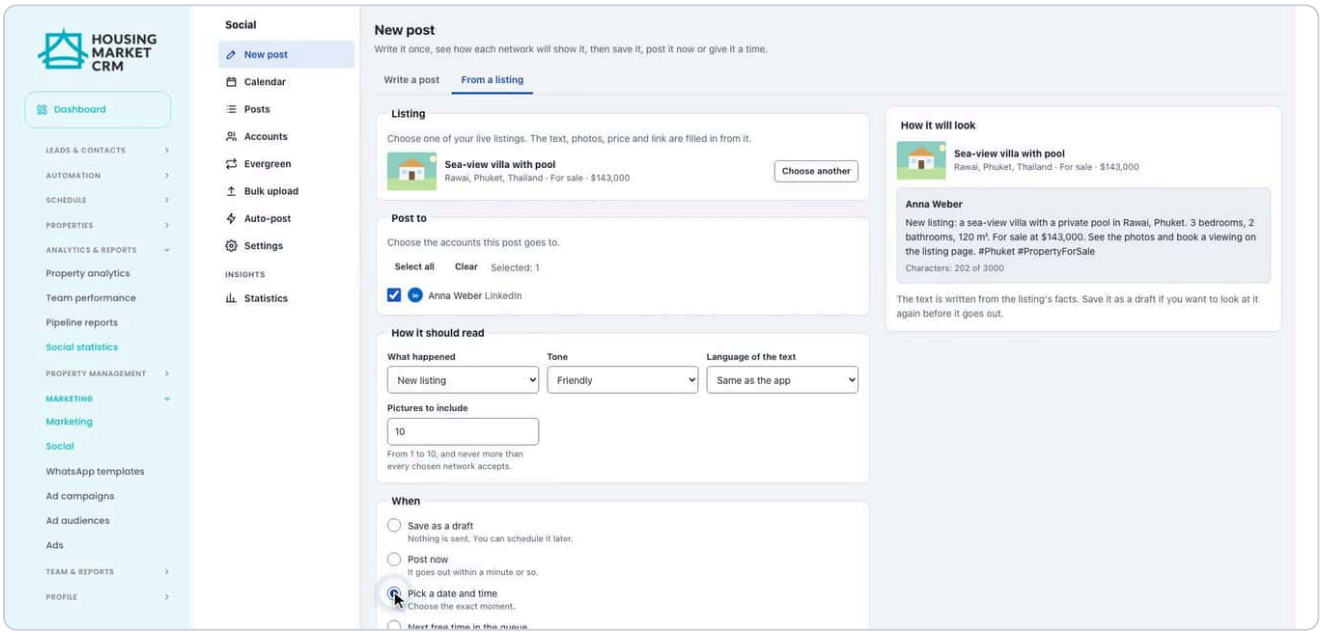


Figure 3.6 · Screen recorded 28 October 2026

7 Here: in two days, at 6 PM.

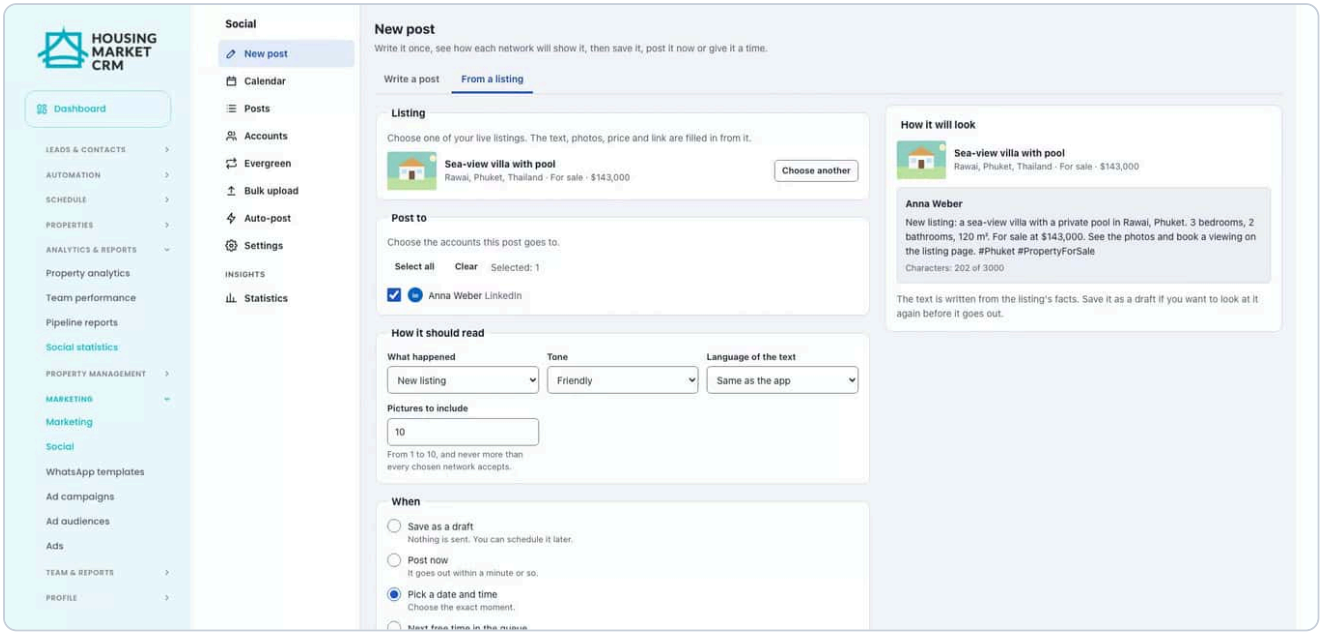


Figure 3.7 · Screen recorded 28 October 2026

8 Click **Schedule post**.

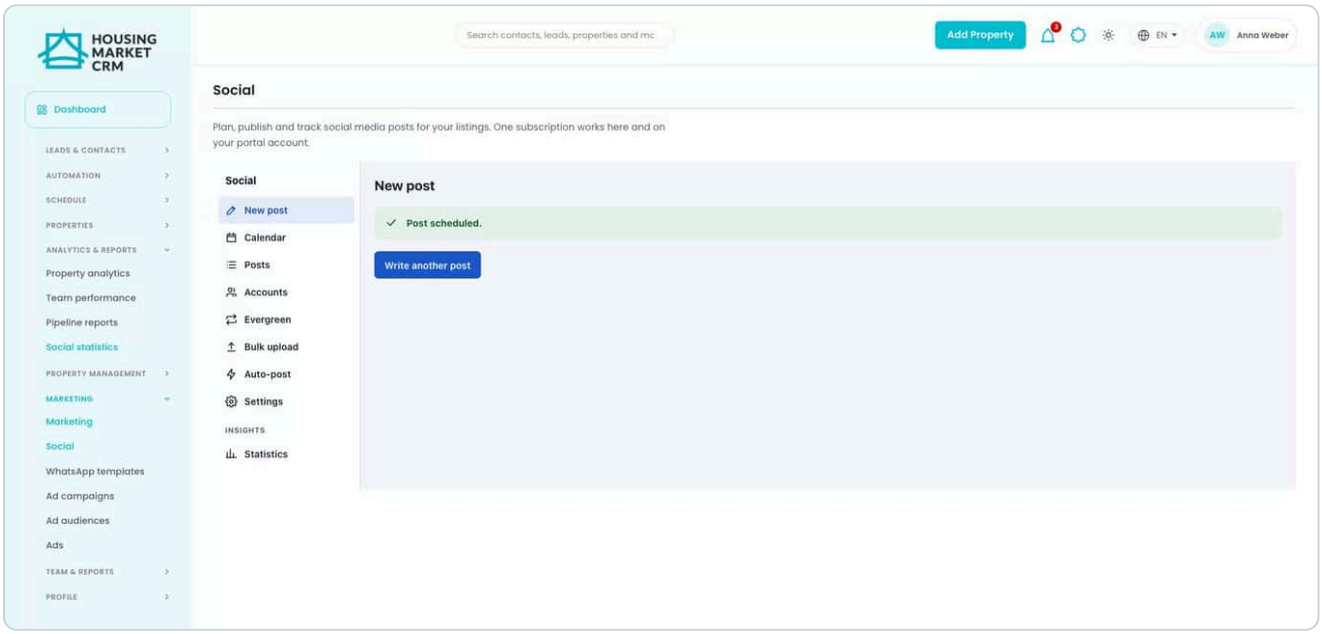


Figure 3.8 · Screen recorded 28 October 2026

9 The post is **scheduled**.

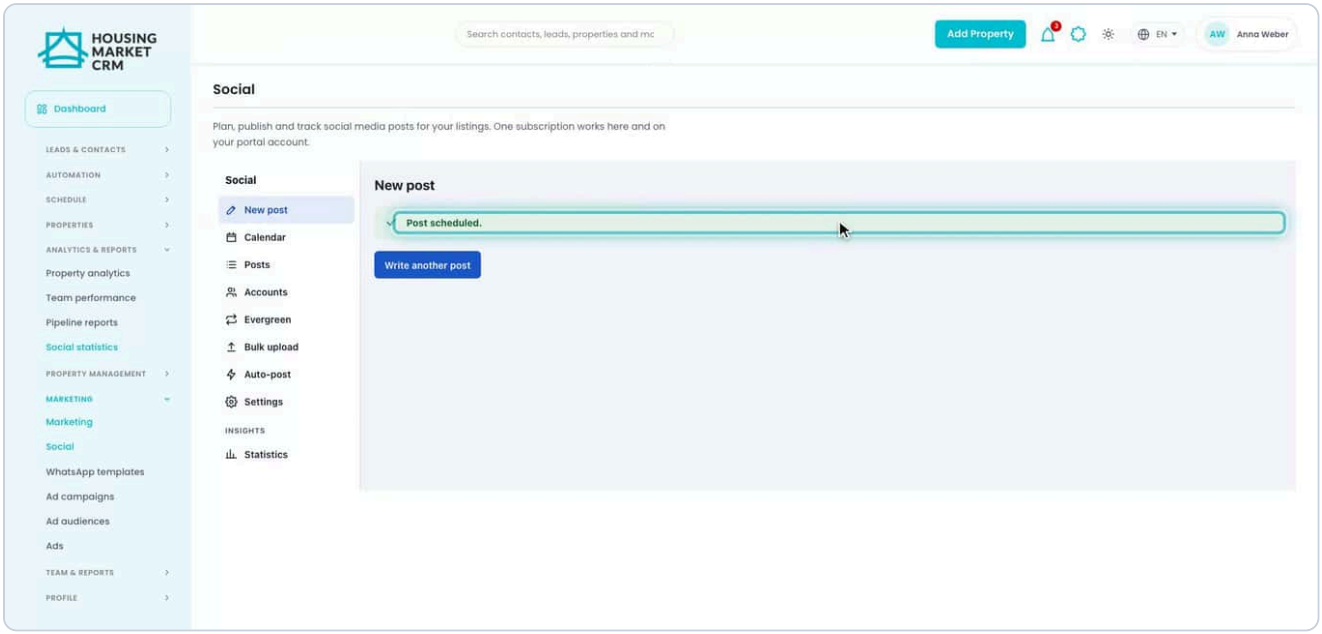


Figure 3.9 · Screen recorded 28 October 2026

10 Open the **Calendar**.

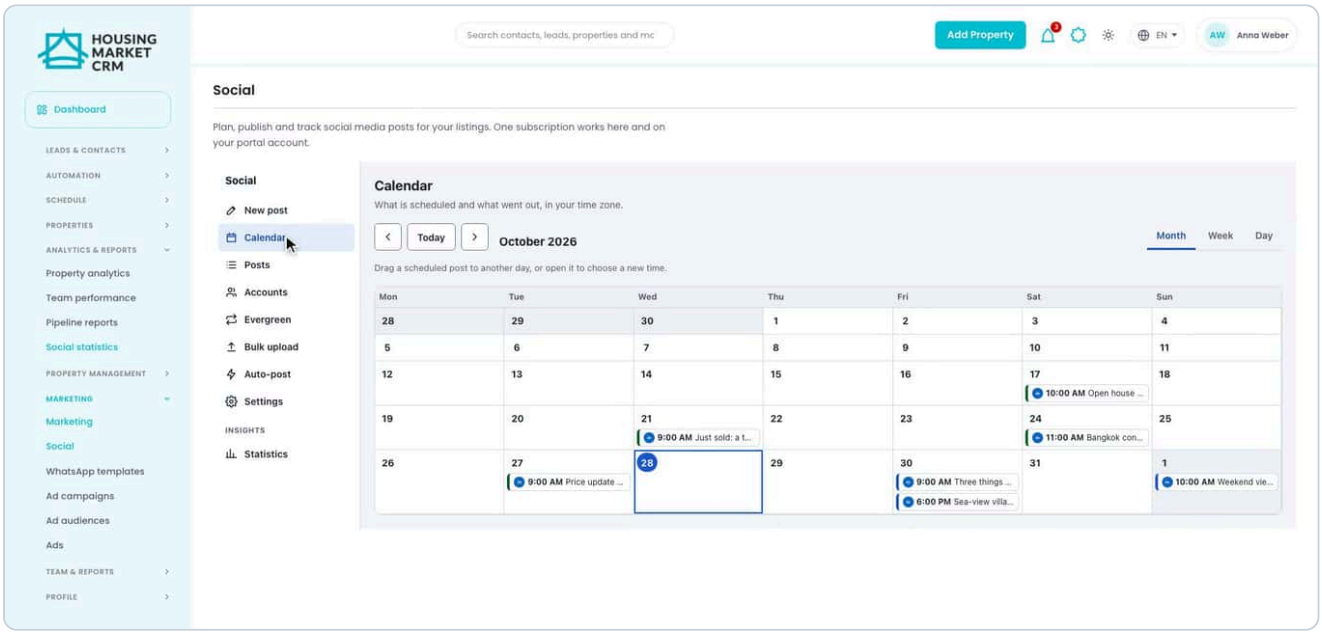


Figure 3.10 · Screen recorded 28 October 2026

11 See what is **scheduled** and what **went out**, in your time zone.

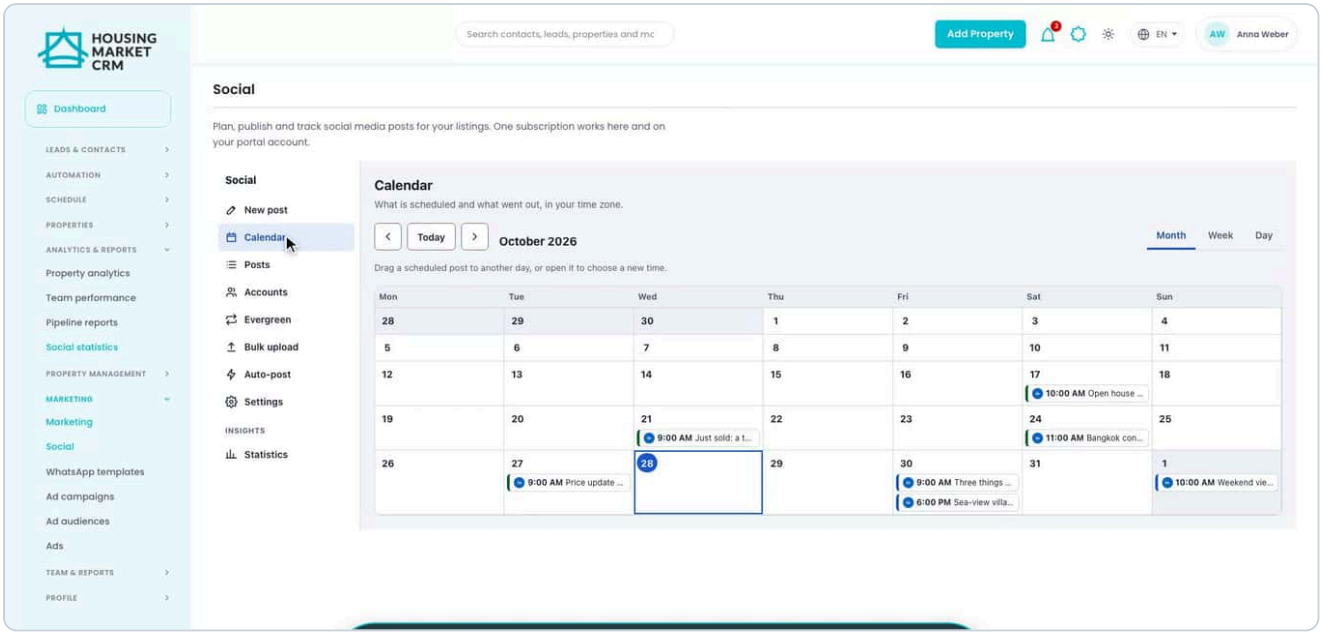


Figure 3.11 · Screen recorded 28 October 2026

12 Drag a scheduled post to another day, or open it to change its time.

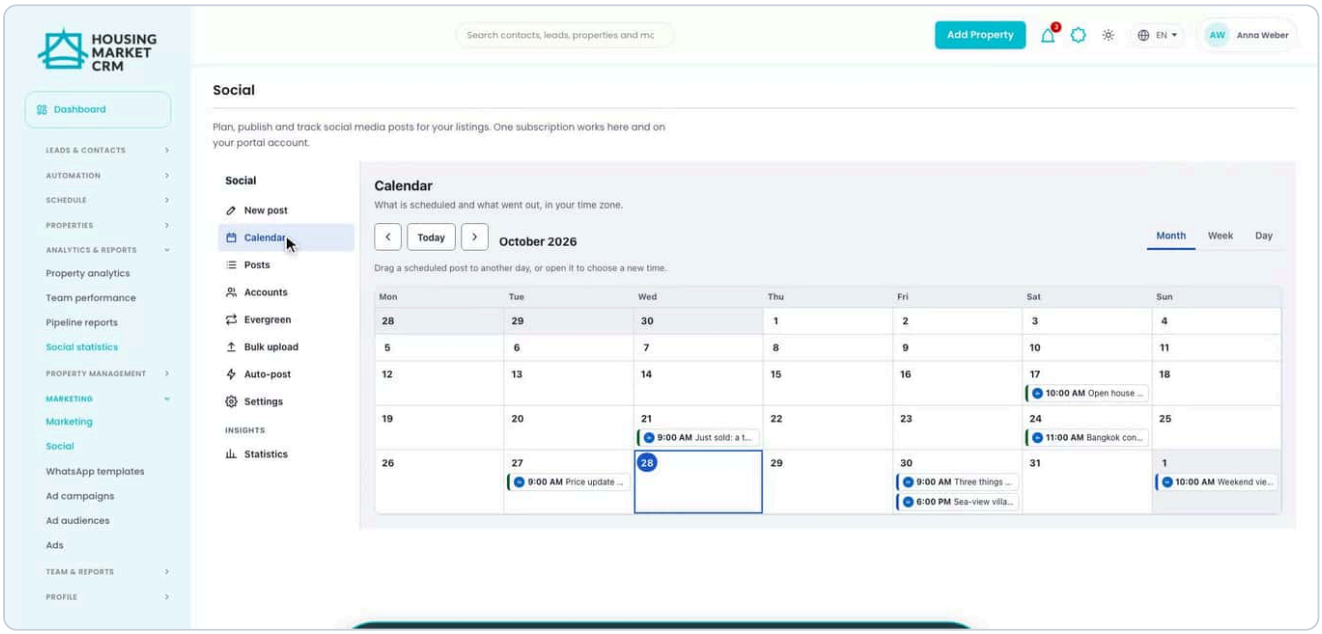


Figure 3.12 · Screen recorded 28 October 2026

RELATED HELP CENTER ARTICLES

What can I do with Housing Market Social?	faq.housingmarketgroup.com/faq/what-can-i-do-with-housing-market-social
How do auto-post rules work in Housing Market Social?	faq.housingmarketgroup.com/faq/how-do-auto-post-rules-work-in-housing-market-social

4 CHAPTER 4

Write a post with AI captions

Paid add-on | For agents | Watch the video

TODO No Help Center article covers this task yet, so this chapter has no explanation. Write the article, then map it in packages/handbooks/src/products/social.ts. The Help Center says AI captions are not built, while the composer and this video show Write it for me: correct the Help Center, then describe the helper here.

STEP BY STEP

1 In **Marketing > Social**, open **New post**.

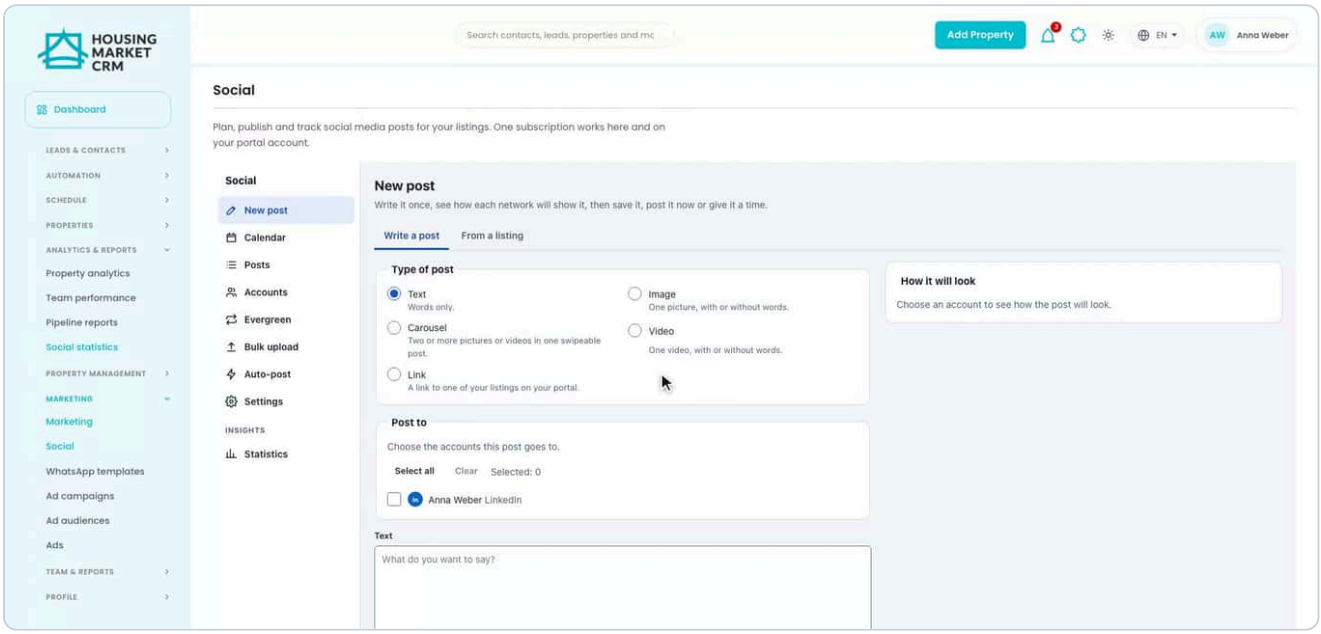


Figure 4.1 · Screen recorded 28 October 2026

2 Choose **Link**: a post that links one of your listings.

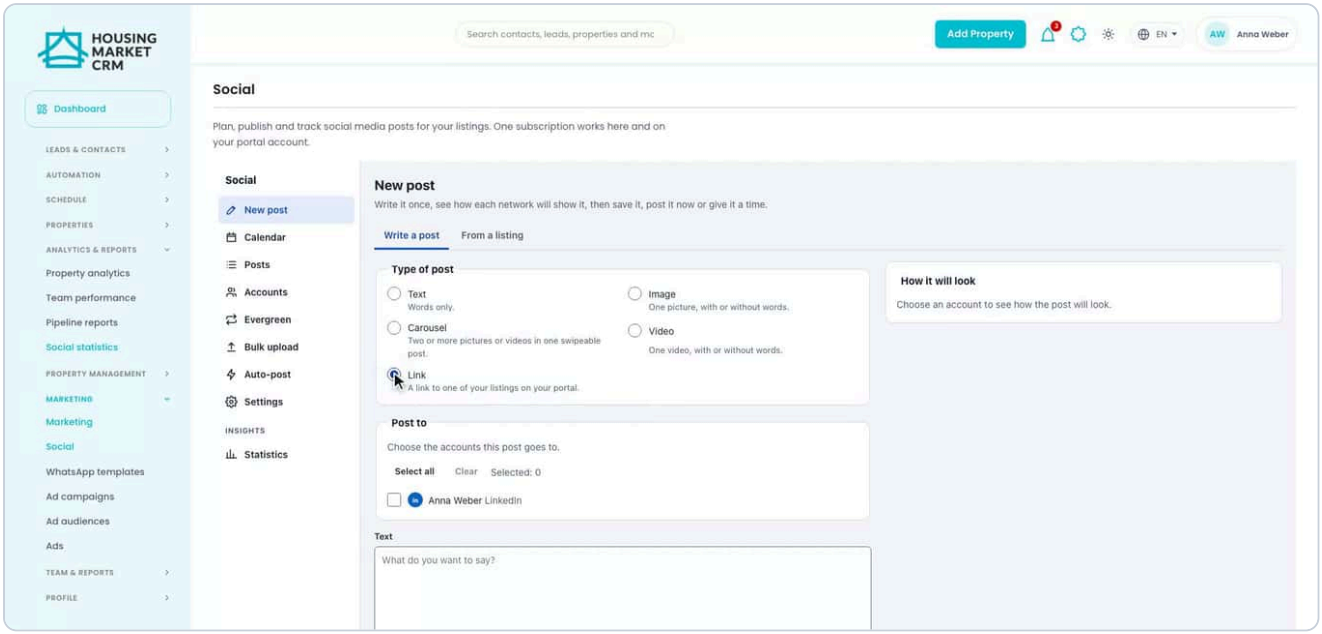


Figure 4.2 · Screen recorded 28 October 2026

3 Tick your **LinkedIn** account.

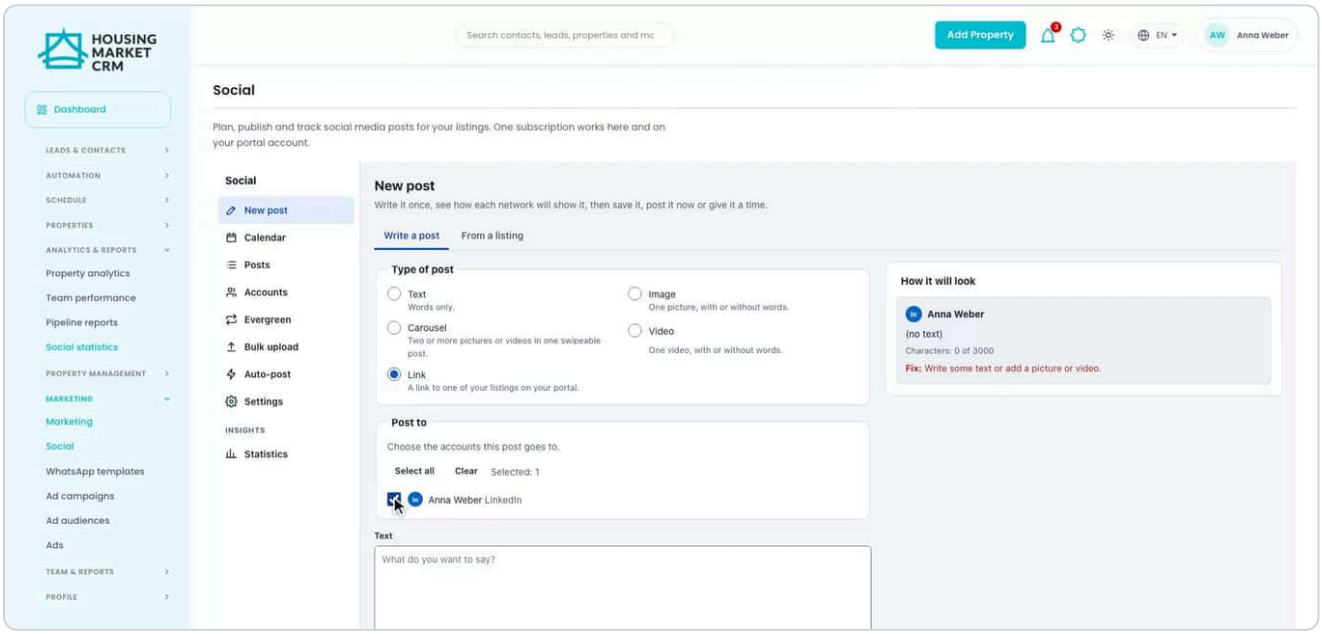


Figure 4.3 · Screen recorded 28 October 2026

4 Under **Listing**, find one of your **live listings** and choose it.

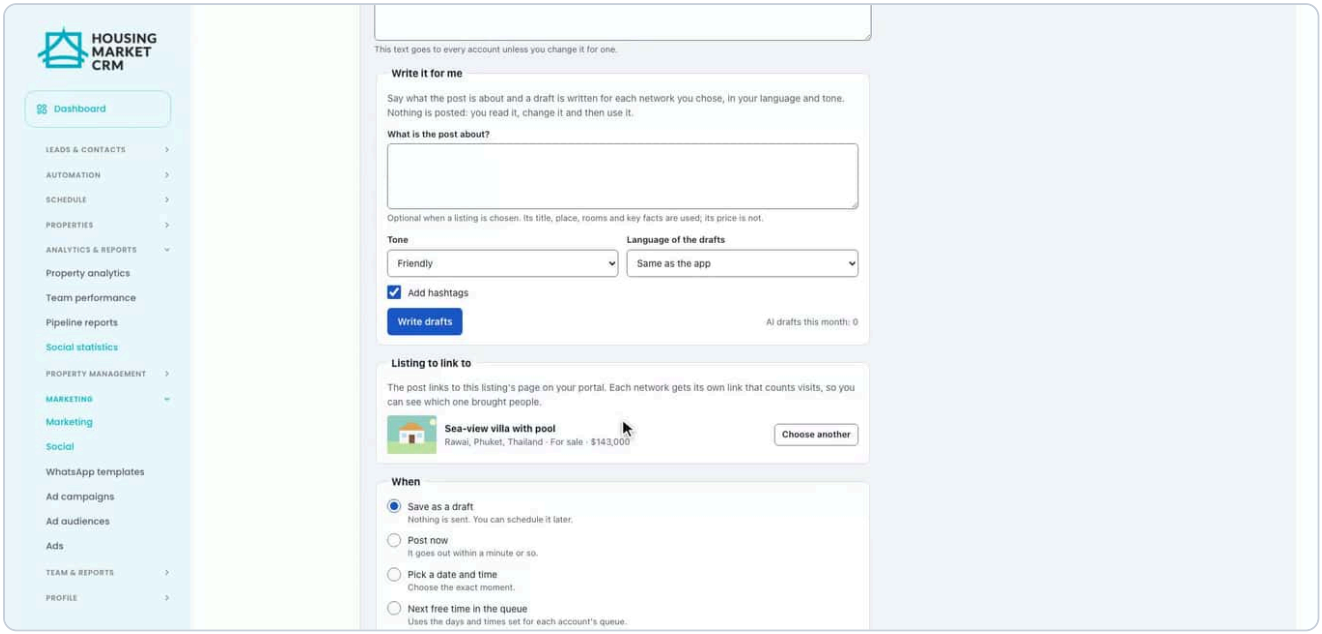


Figure 4.4 · Screen recorded 28 October 2026

5 Now use **Write it for me**.

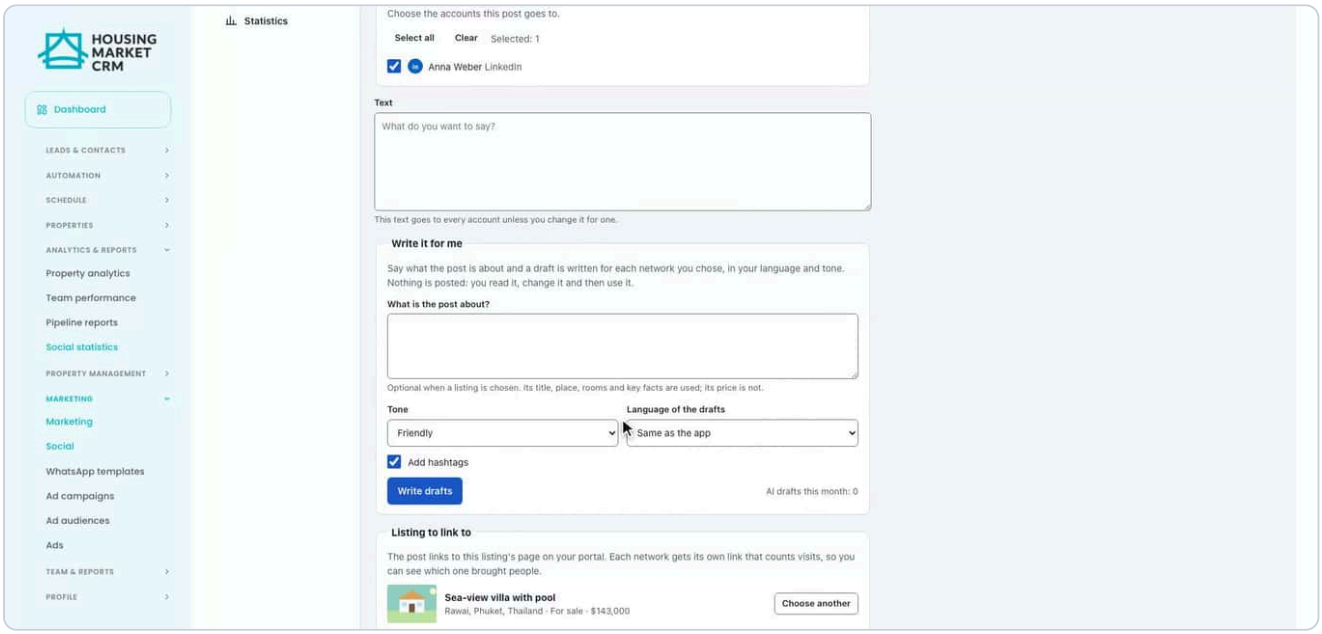


Figure 4.5 · Screen recorded 28 October 2026

6 Say in a few words what the post is about.

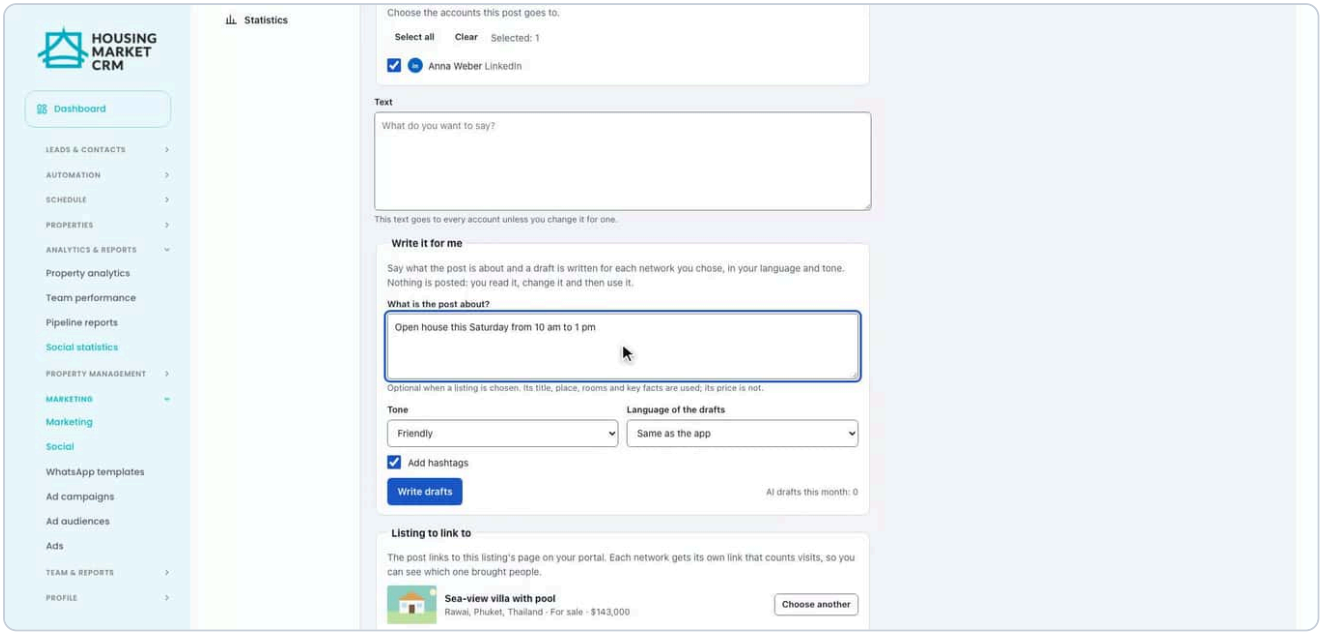


Figure 4.6 · Screen recorded 28 October 2026

7 Pick a **tone** and the **language**. **Add hashtags** is ticked.

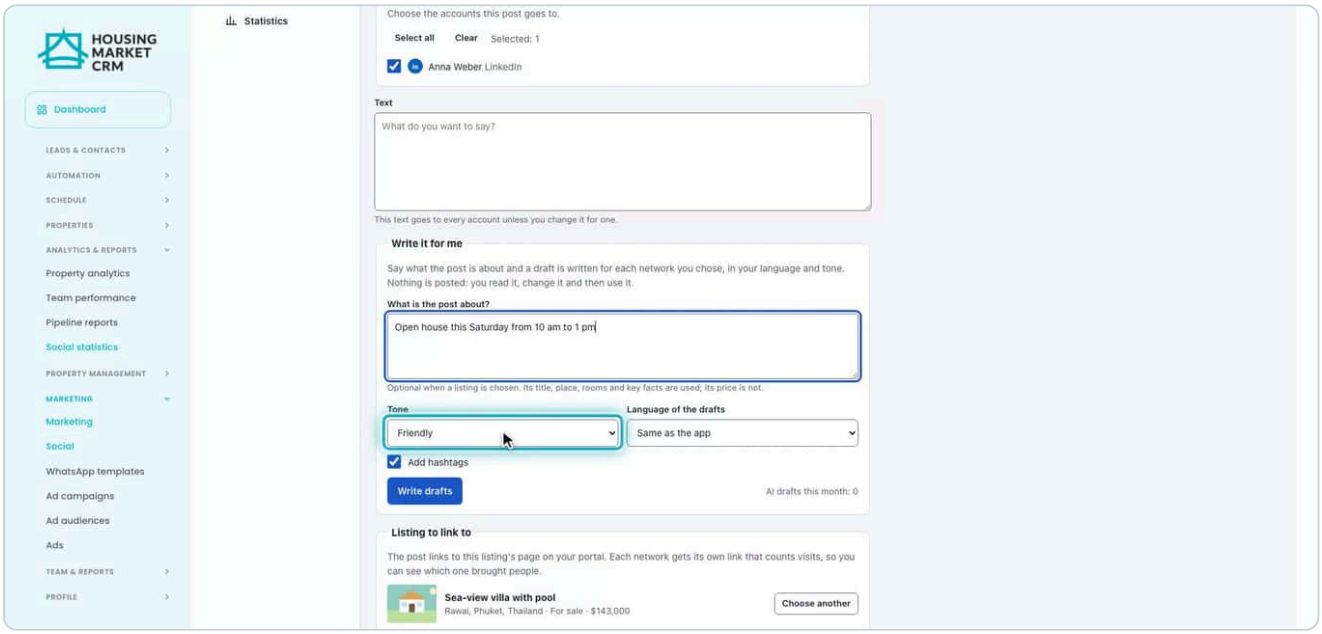


Figure 4.7 · Screen recorded 28 October 2026

8 Click **Write drafts.**

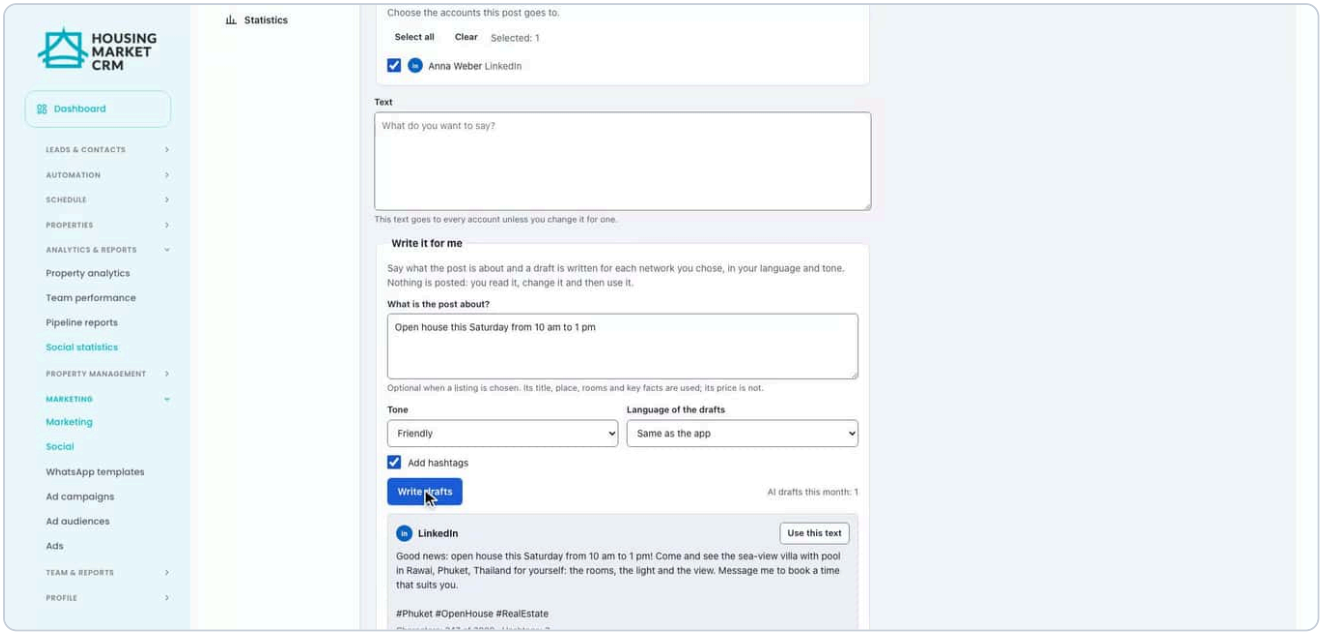


Figure 4.8 · Screen recorded 28 October 2026

9 A **LinkedIn draft** with hashtags. Your listing's **price is never sent.**

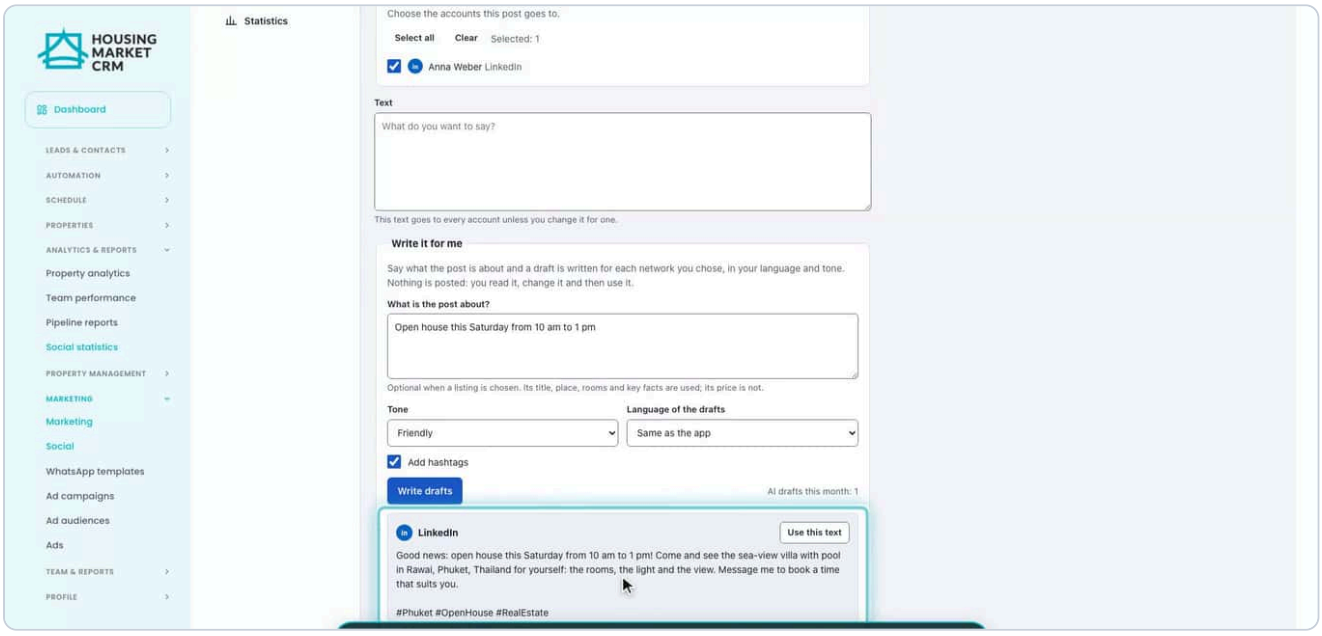


Figure 4.9 · Screen recorded 28 October 2026

10 This counts your **AI drafts this month**.

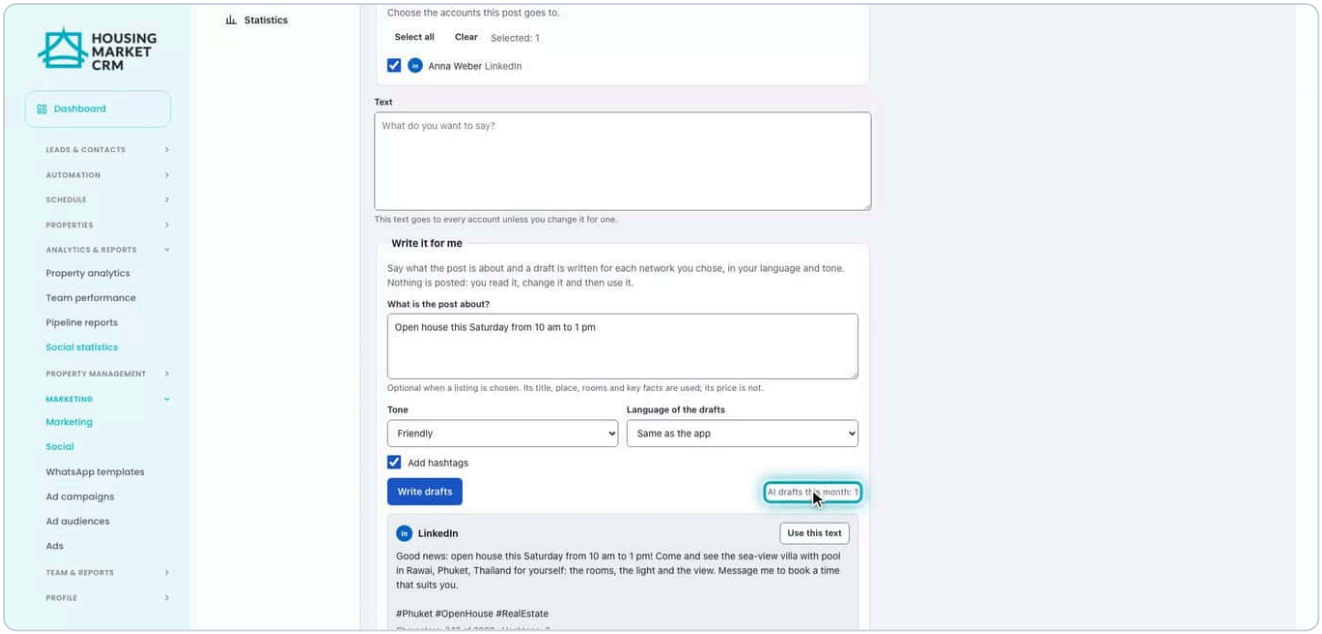


Figure 4.10 · Screen recorded 28 October 2026

11 Click **Use this text**.

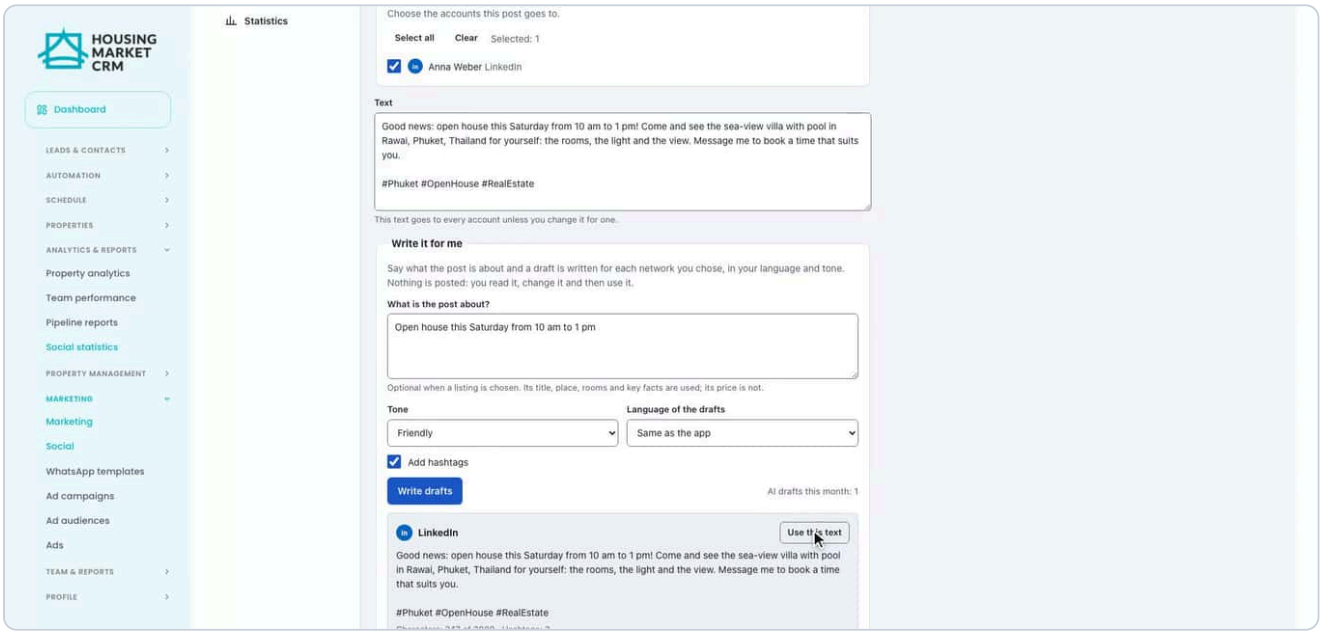


Figure 4.11 · Screen recorded 28 October 2026

12 The draft is in the text box. **Change anything** you like.

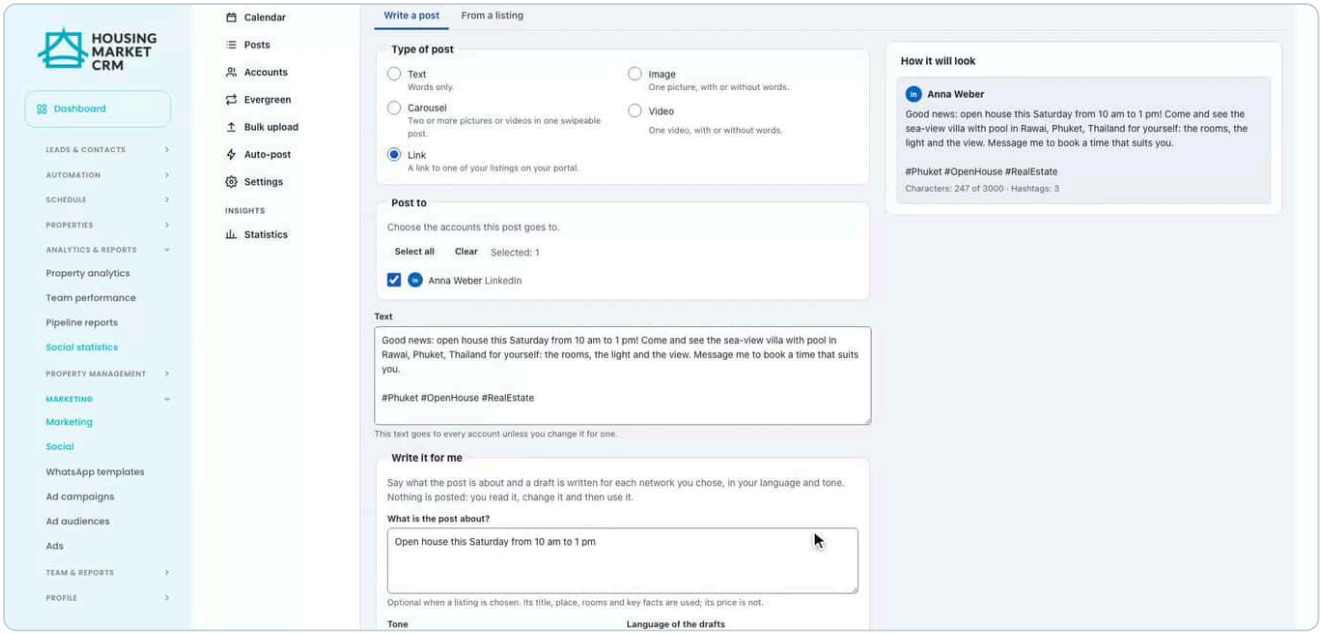


Figure 4.12 · Screen recorded 28 October 2026

13 Check **How it will look** on LinkedIn. AI can be wrong.

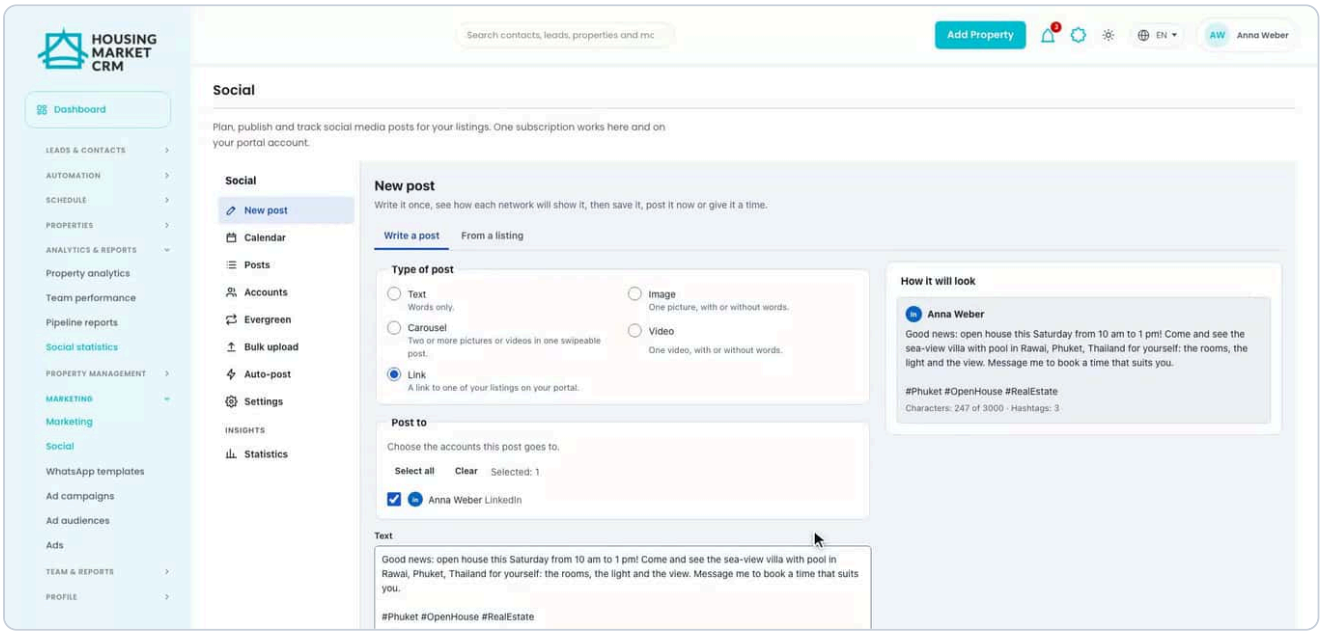


Figure 4.13 · Screen recorded 28 October 2026

14 Under **When**, choose **Pick a date and time**.

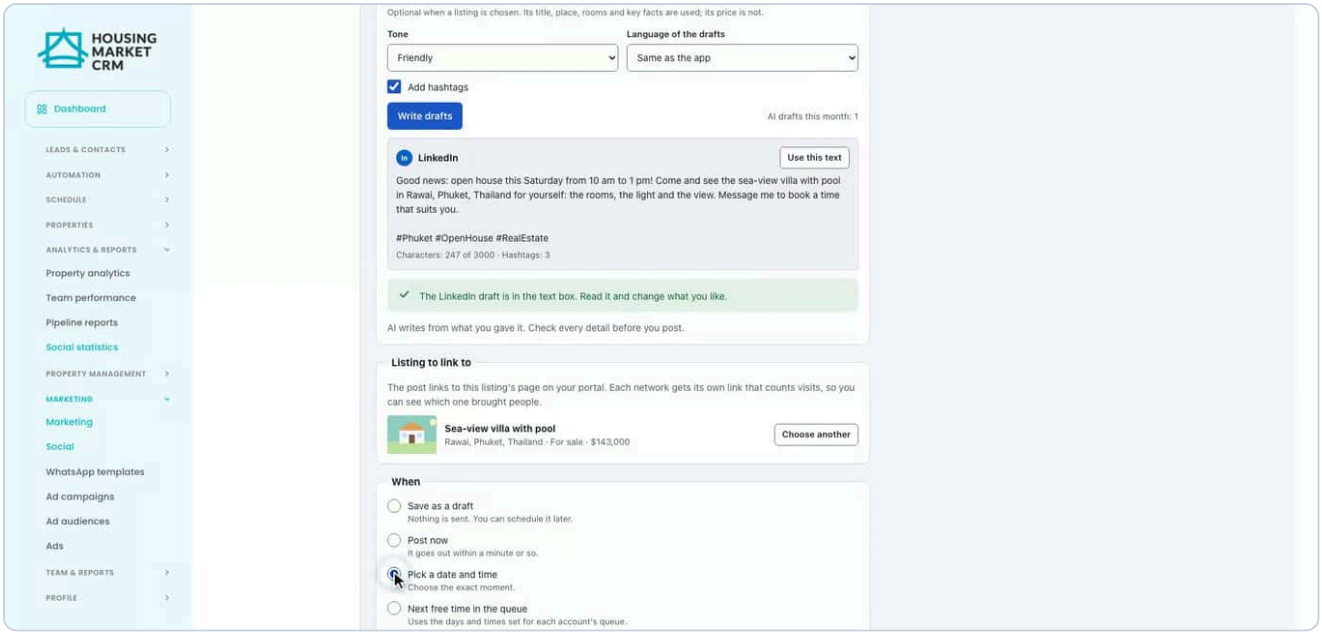


Figure 4.14 · Screen recorded 28 October 2026

15 Here: in two days, at 9 AM.

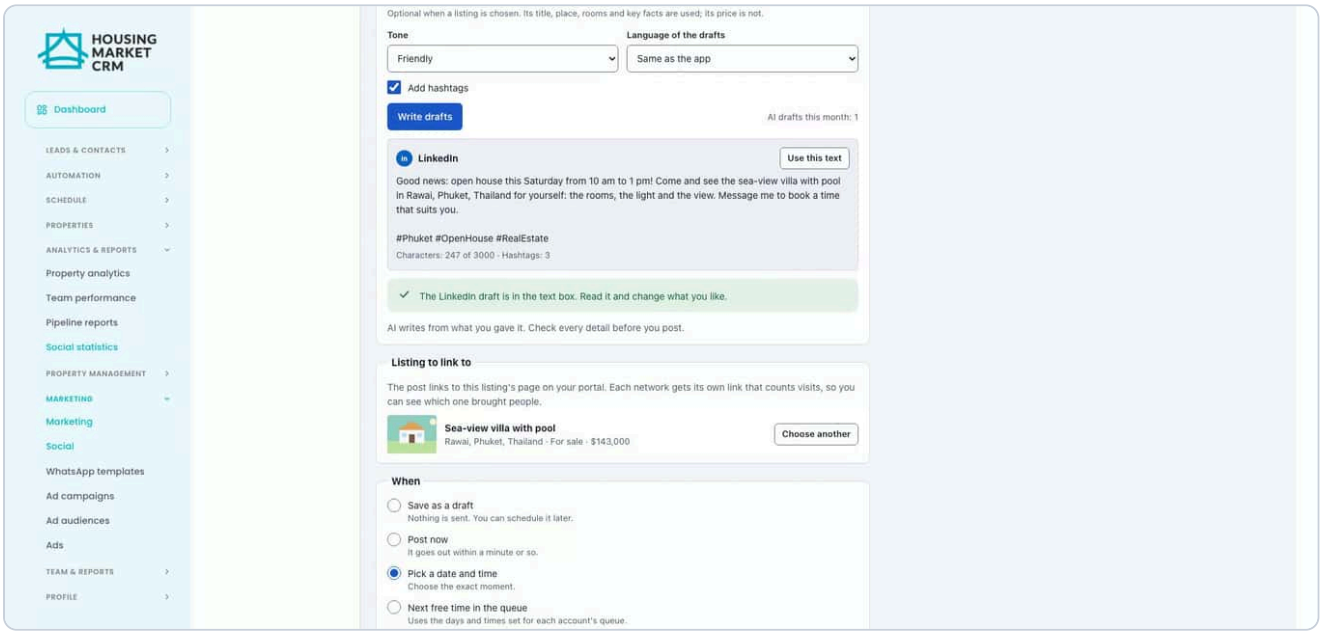


Figure 4.15 · Screen recorded 28 October 2026

16 Click **Schedule post**.

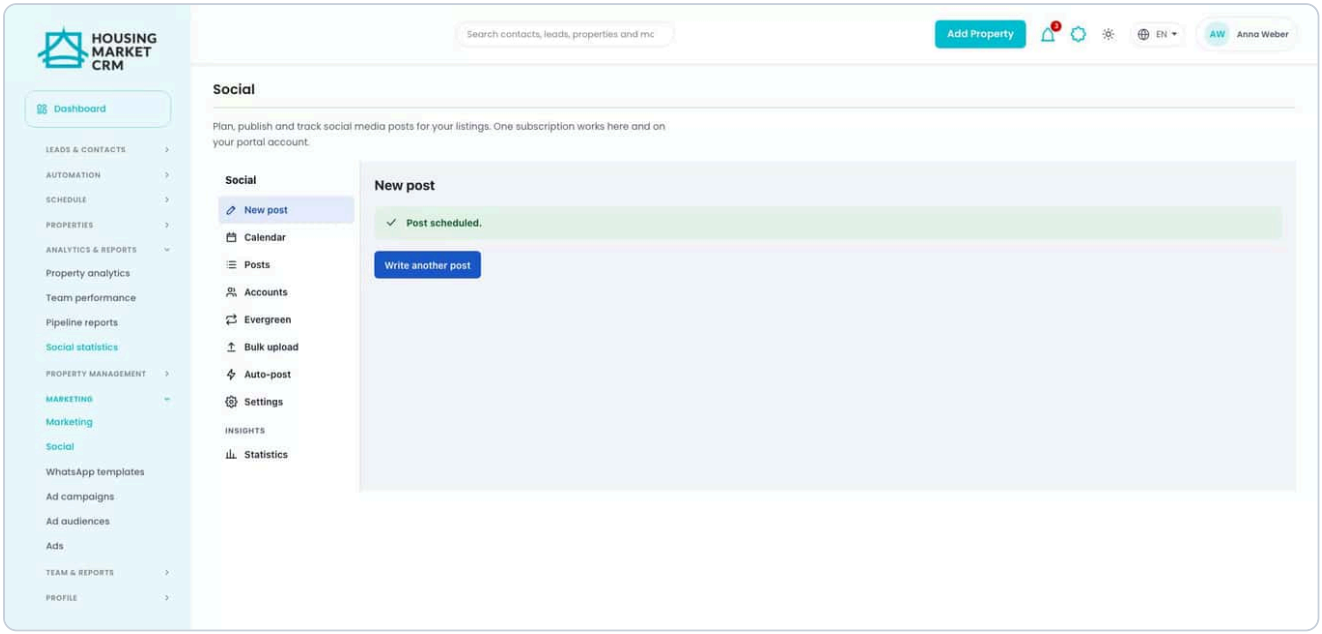


Figure 4.16 · Screen recorded 28 October 2026

17 The post is **scheduled** and appears on your calendar.

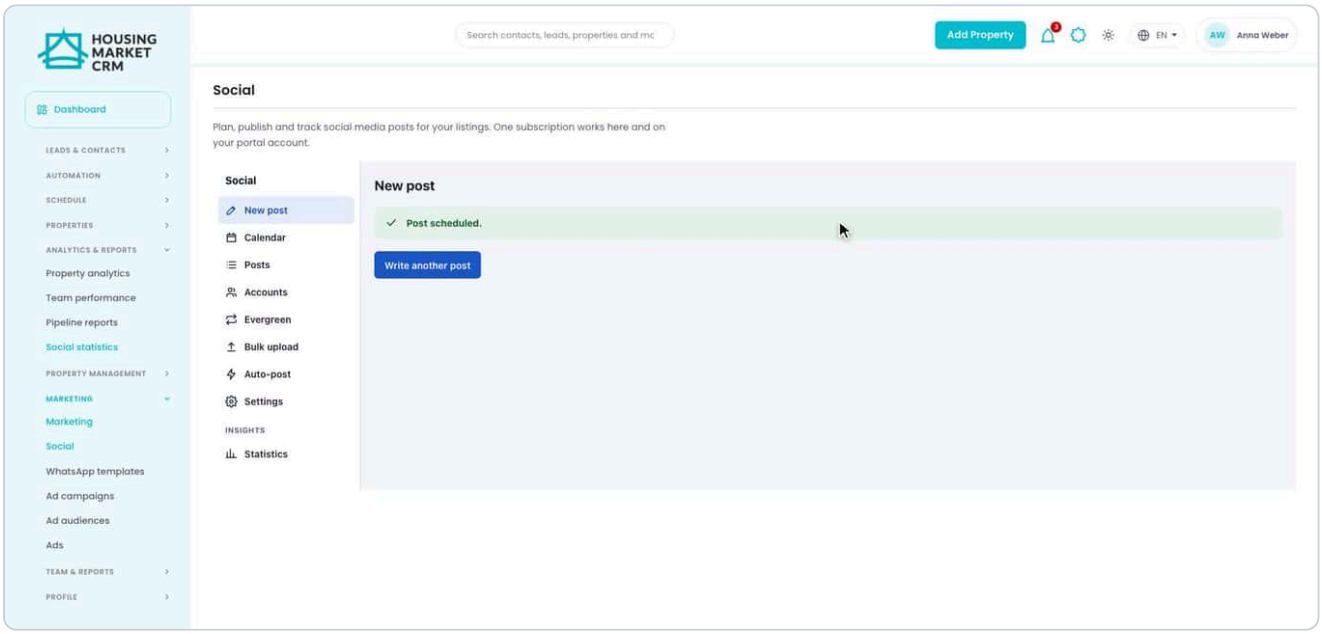


Figure 4.17 · Screen recorded 28 October 2026

GOOD TO KNOW

UPDATING How many AI drafts you can make each month is not published yet; the screen shows how many you have used. Write it for me appears only where your Social screen offers it.

5 CHAPTER 5

Manage posts and queues

Paid add-on | For agents | Watch the video

TODO No Help Center article covers this task yet, so this chapter has no explanation. Write the article, then map it in packages/handbooks/src/products/social.ts. (Queues are touched on in "How do I schedule posts in Housing Market Social?"; editing, pausing, duplicating and deleting a post are not described anywhere.)

STEP BY STEP

1 **Posts** lists every post you wrote, with its **state**.

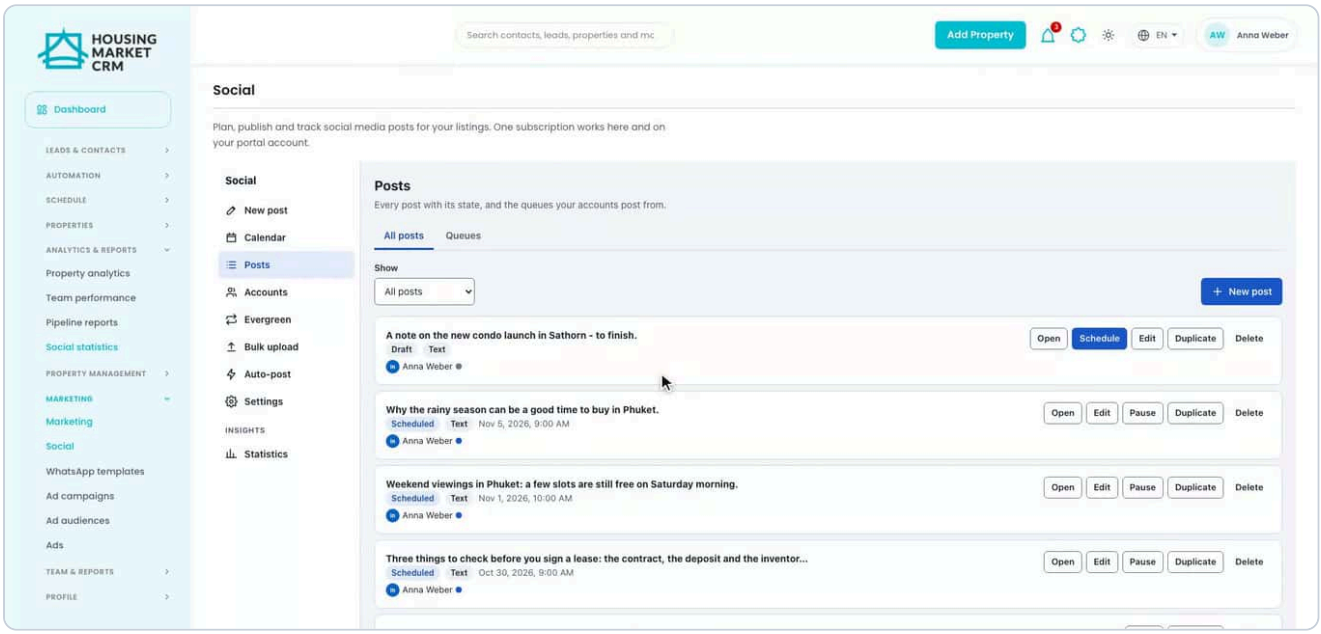


Figure 5.1 · Screen recorded 28 October 2026

2 Use **Show** to see only the **scheduled** posts.

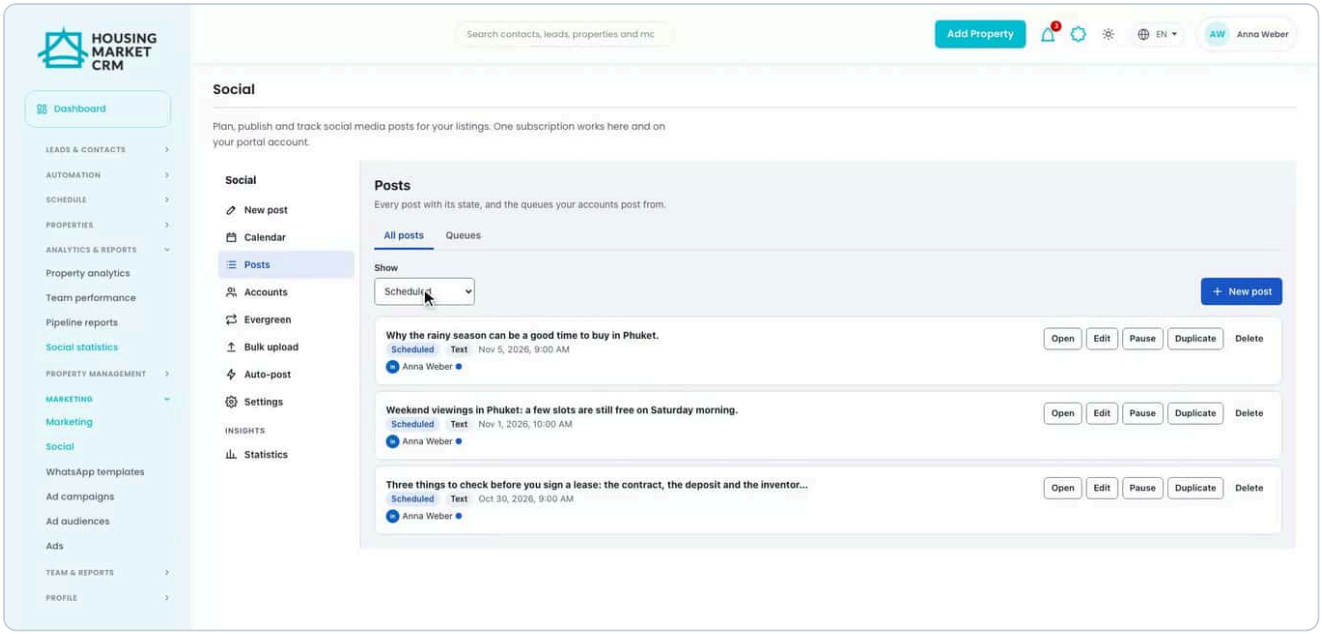


Figure 5.2 · Screen recorded 28 October 2026

3 Each post shows its text, **time** and **account**.

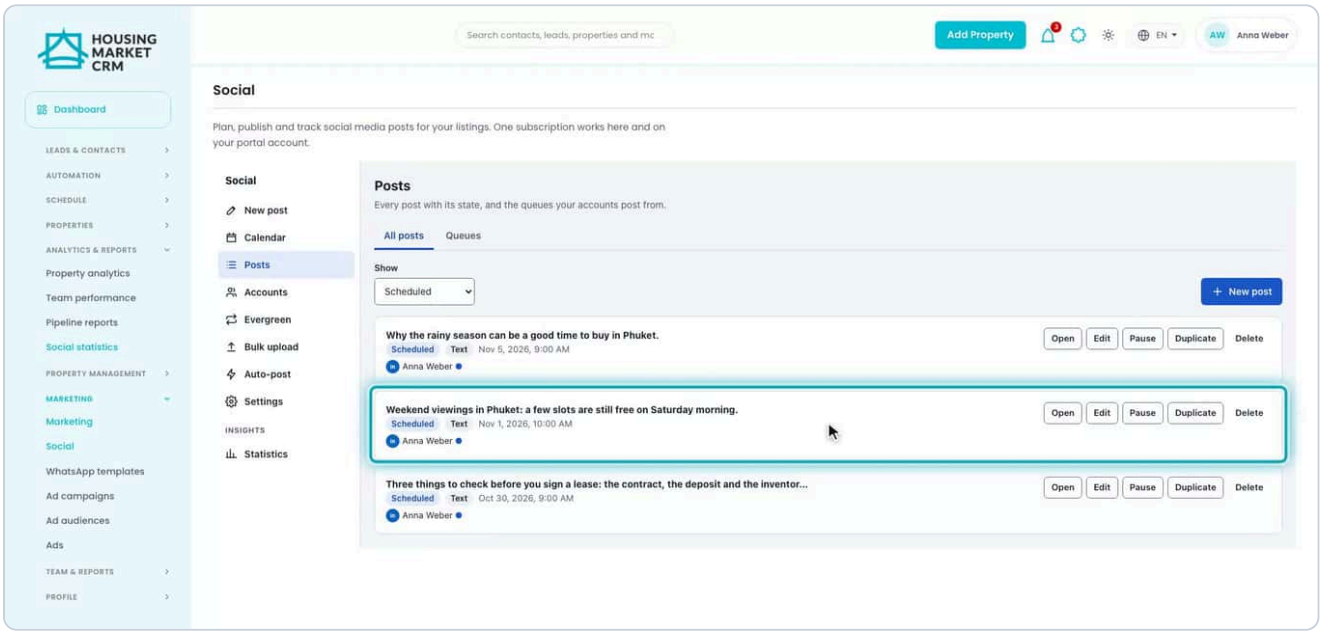


Figure 5.3 · Screen recorded 28 October 2026

4 Click **Edit** to change it.

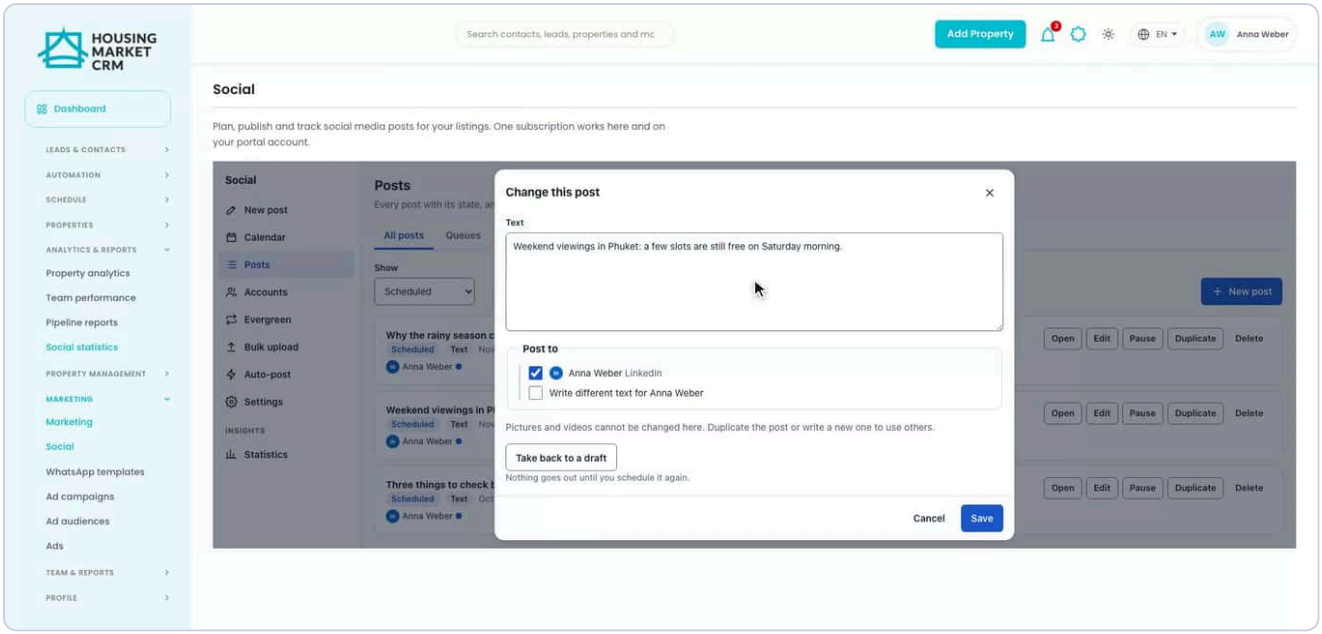


Figure 5.4 · Screen recorded 28 October 2026

5 Change the text.

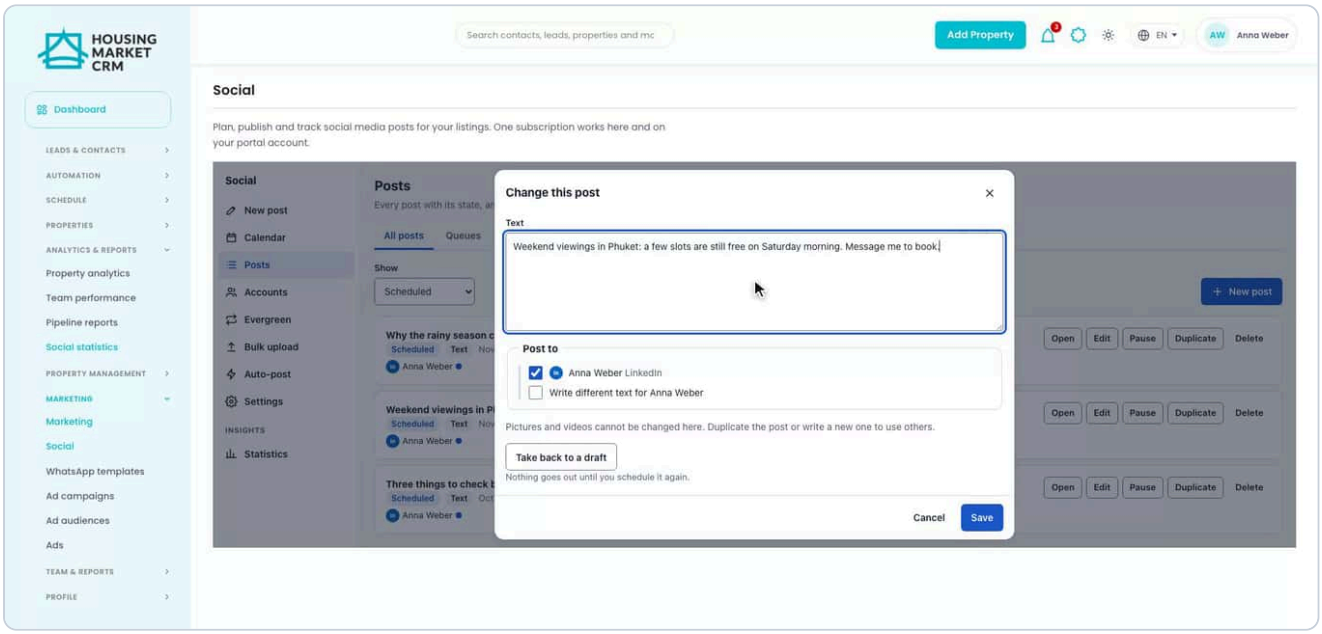


Figure 5.5 · Screen recorded 28 October 2026

6 **Take back to a draft** stops it until you schedule it again.

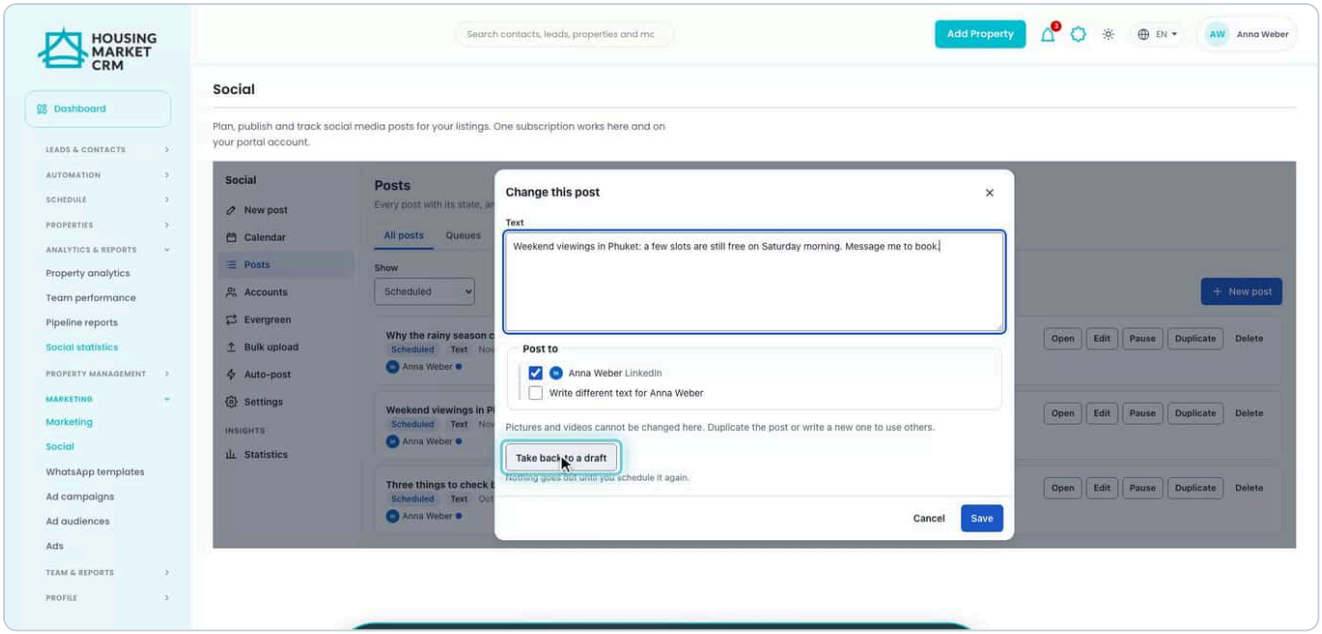


Figure 5.6 · Screen recorded 28 October 2026

7 and save. The time stays the same.

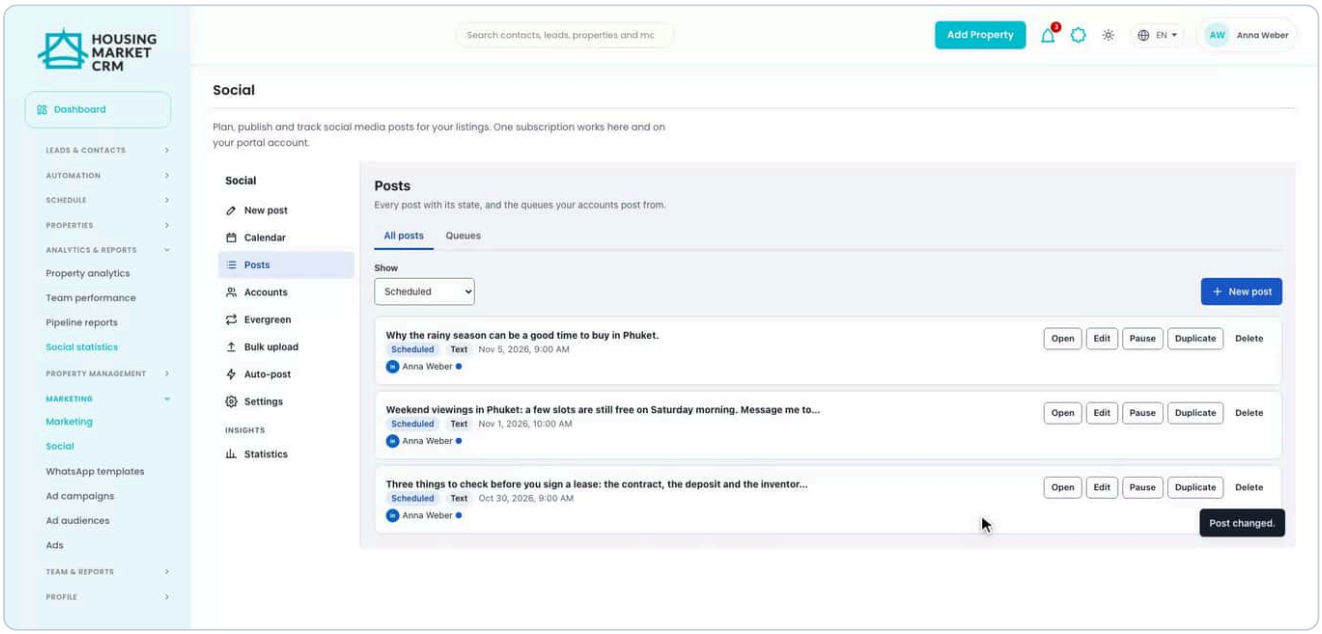


Figure 5.7 · Screen recorded 28 October 2026

8 **Pause** holds a post. **Duplicate** copies it.

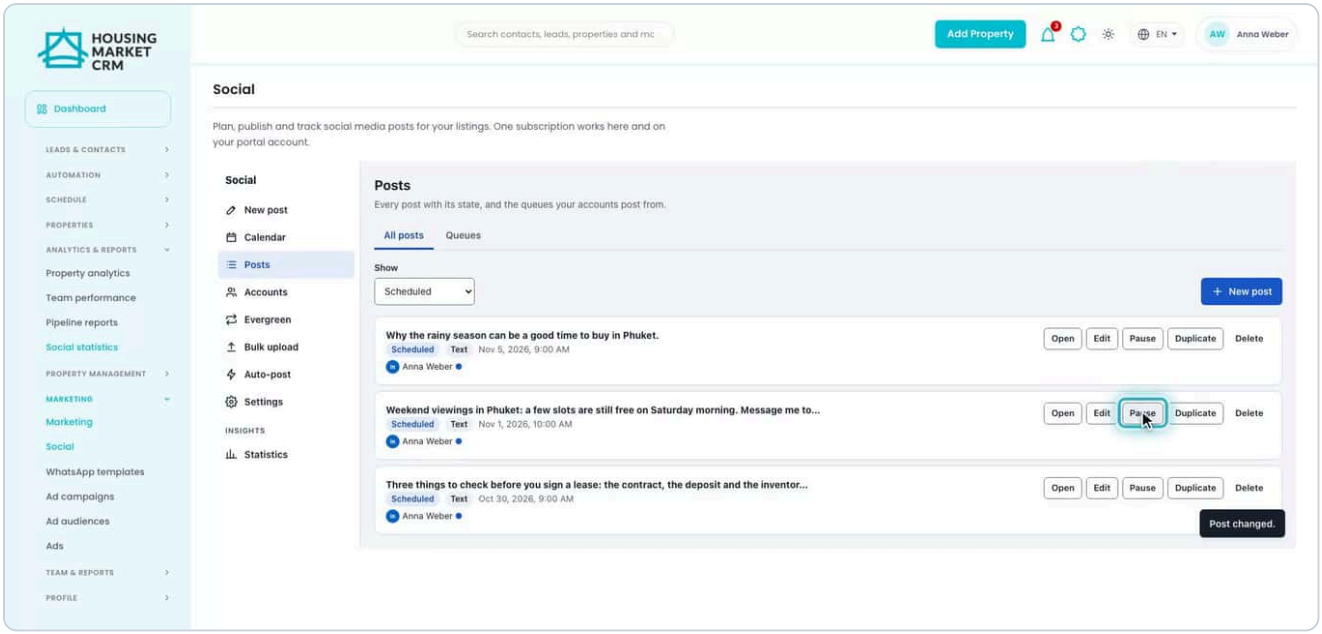


Figure 5.8 · Screen recorded 28 October 2026

9 **Delete** cancels it. What already went out stays on LinkedIn.

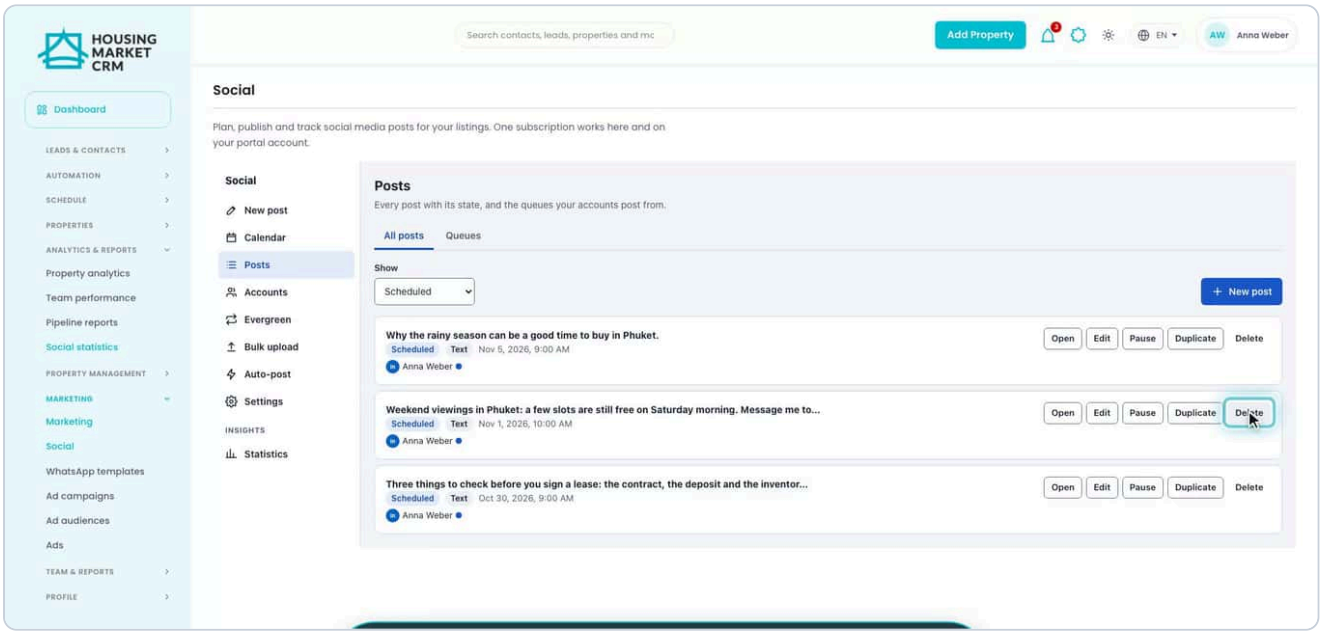


Figure 5.9 · Screen recorded 28 October 2026

10 Now open **Queues**.

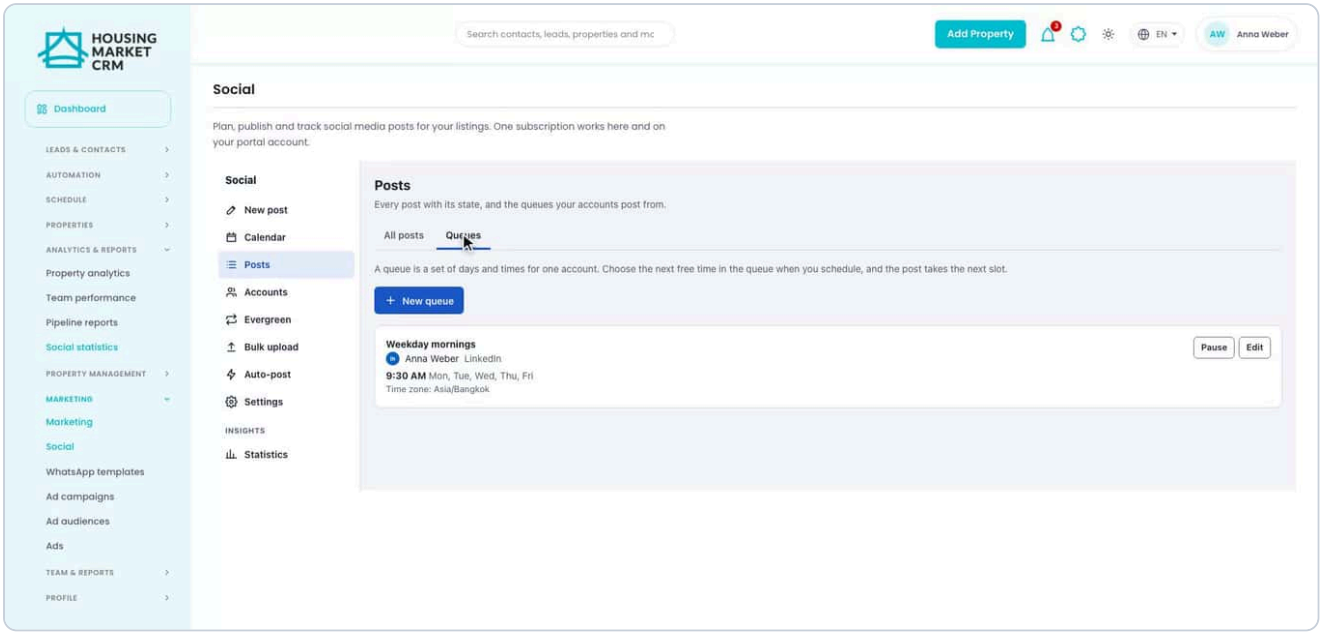


Figure 5.10 · Screen recorded 28 October 2026

11 A **queue** is a set of days and times for one account: here, weekdays at 9:30.

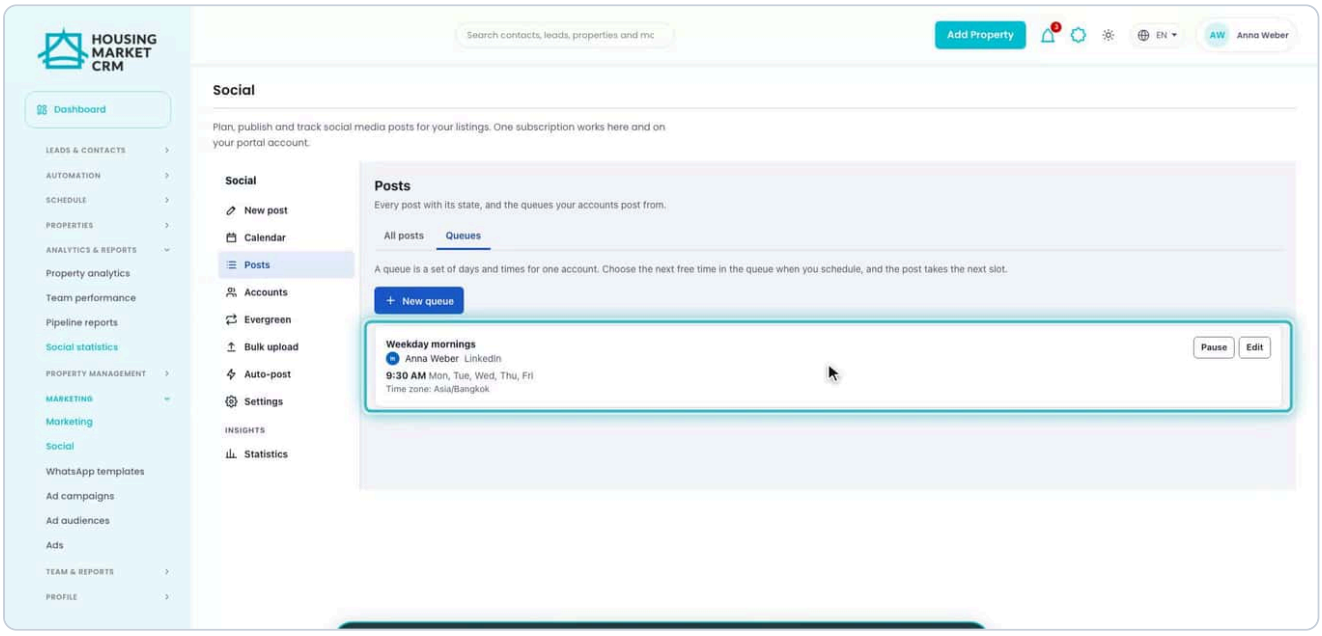


Figure 5.11 · Screen recorded 28 October 2026

12 Click **New queue** to make one: the account, a name, the time zone, the days and the times.

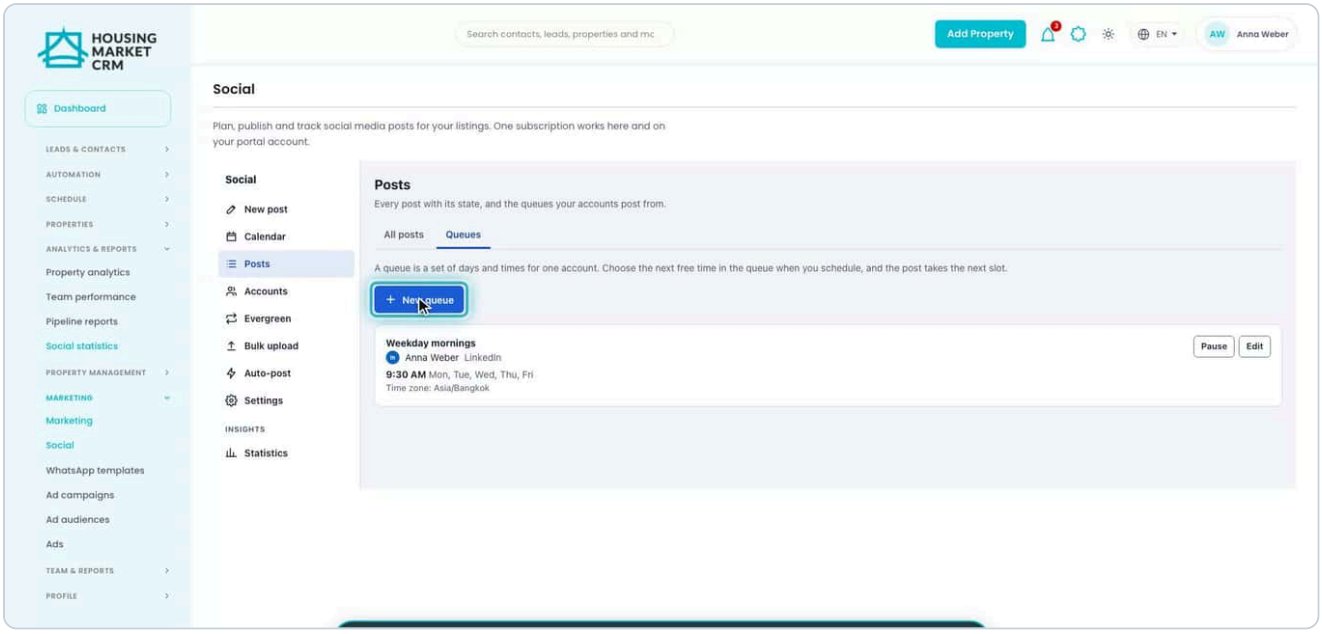


Figure 5.12 · Screen recorded 28 October 2026

13 When you schedule a post, choose **Next free time in the queue**. It takes the next open slot.

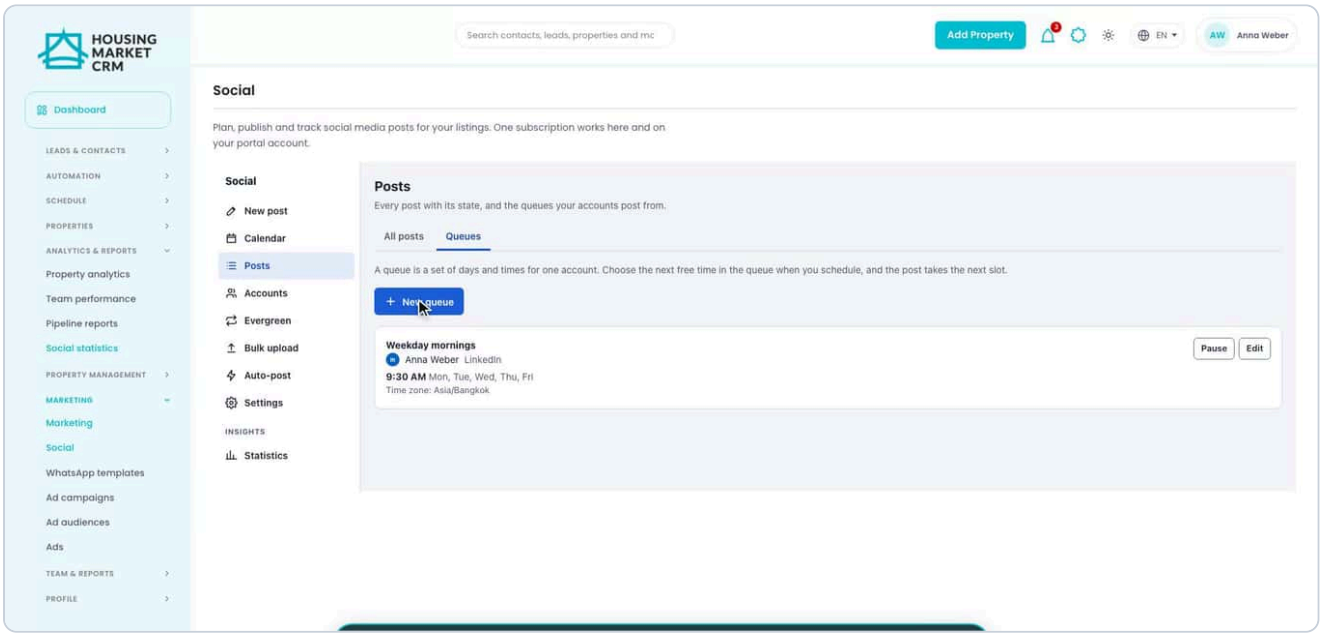


Figure 5.13 · Screen recorded 28 October 2026

RELATED HELP CENTER ARTICLES

How do I schedule posts in Housing Market Social?	faq.housingmarketgroup.com/faq/how-do-i-schedule-posts-in-housing-market-social

6 CHAPTER 6

Make evergreen post lists

Paid add-on | For agents | Watch the video

OVERVIEW

Evergreen lists repeat posts about you, tips or testimonials on a schedule. Bulk upload schedules many posts at once from a CSV file.

Evergreen lists

A list is a set of posts and a schedule: every day, on certain days of the week, or once a month. At each time the post that has rested longest goes out. You also set how many days must pass before a post repeats. Switch a list, or a single post in it, off at any time. A list with no posts skips its turn.

Bulk upload

Download the template and fill in one row for each post: the text, the date and time, the time zone and the accounts, with pictures or a listing if you want them. Save it as CSV and check it. Social checks every row and shows what is ready, what has problems and why, and what was already scheduled from the same file. It writes nothing until you say so, and uploading the same file again makes nothing twice.

From the Help Center: **What are evergreen lists and bulk upload in Housing Market Social?**

STEP BY STEP

1 Evergreen lists hold posts that repeat on a schedule: about you, tips, testimonials.

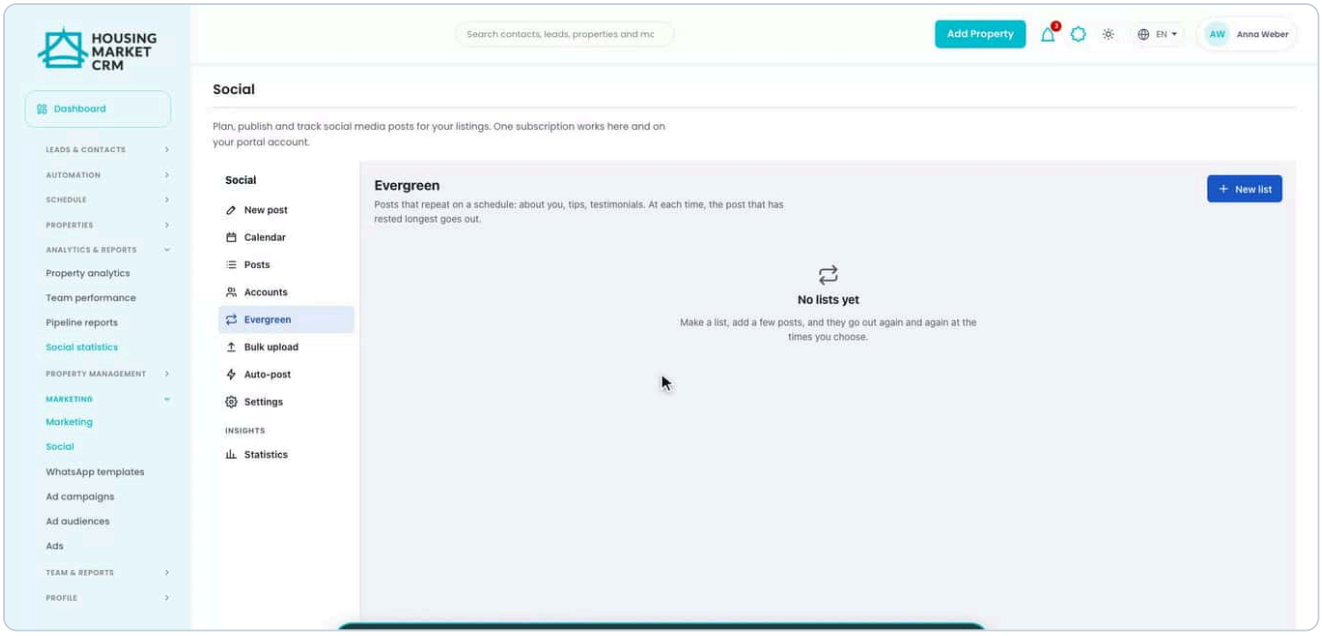


Figure 6.1 · Screen recorded 28 October 2026

2 Click New list.

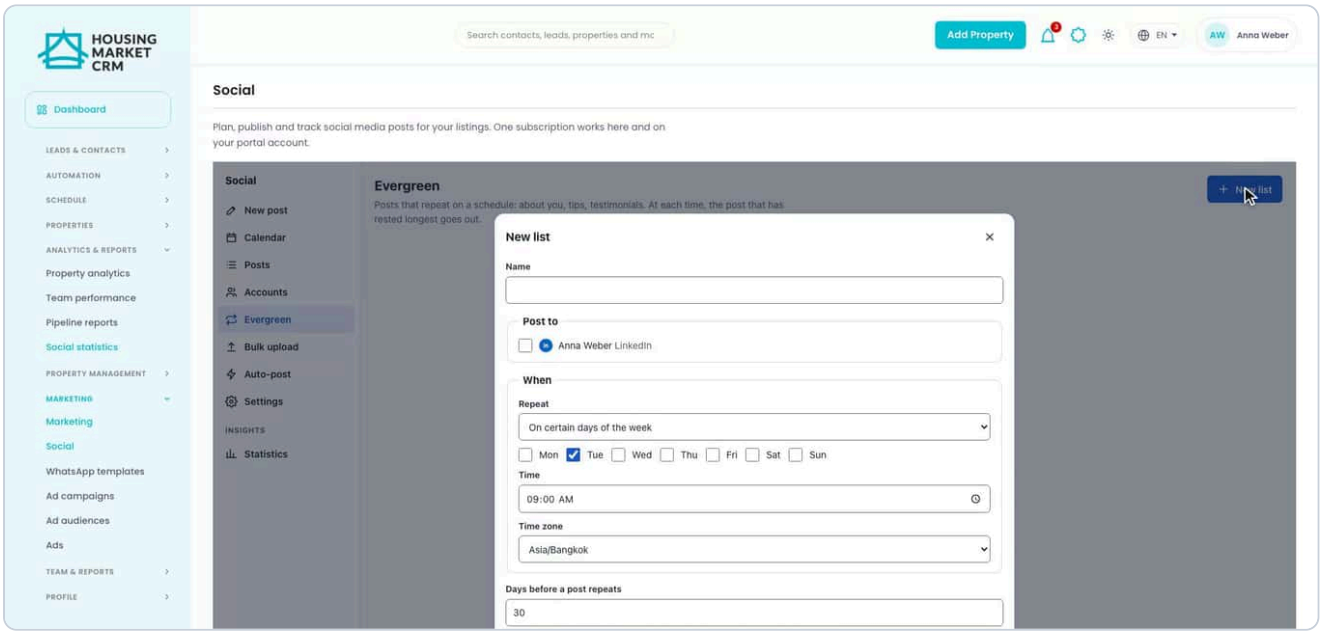


Figure 6.2 · Screen recorded 28 October 2026

3 Give it a **name**.

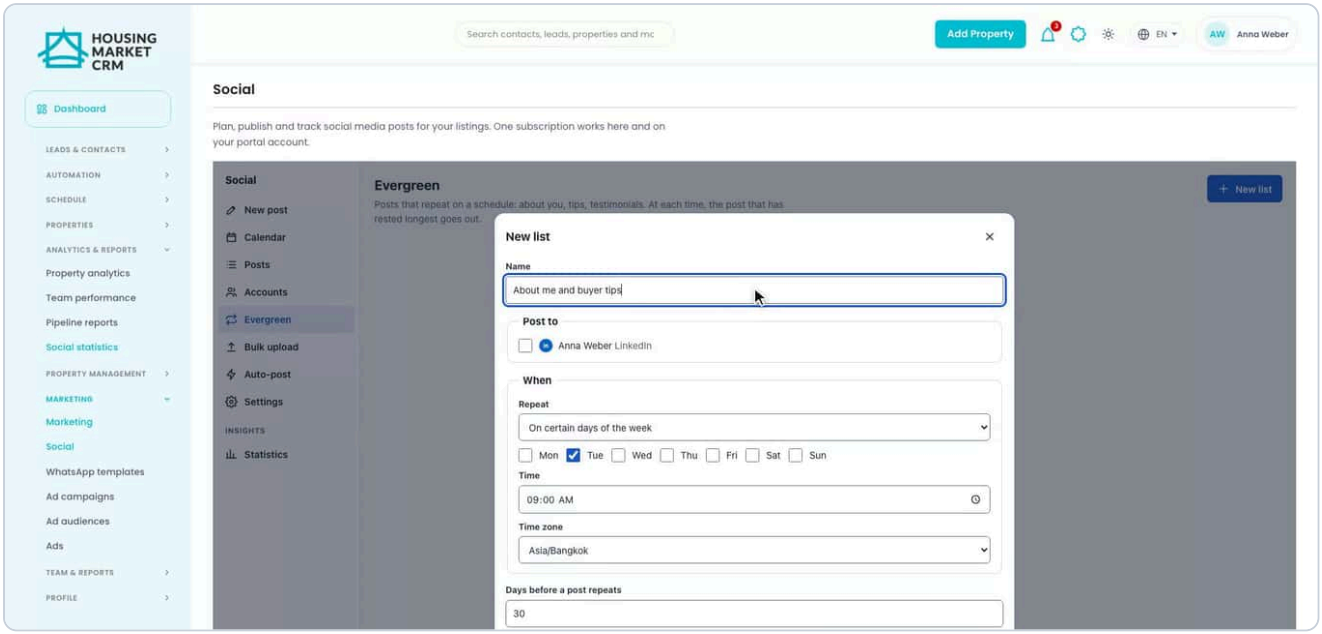


Figure 6.3 · Screen recorded 28 October 2026

4 Tick your **LinkedIn** account.

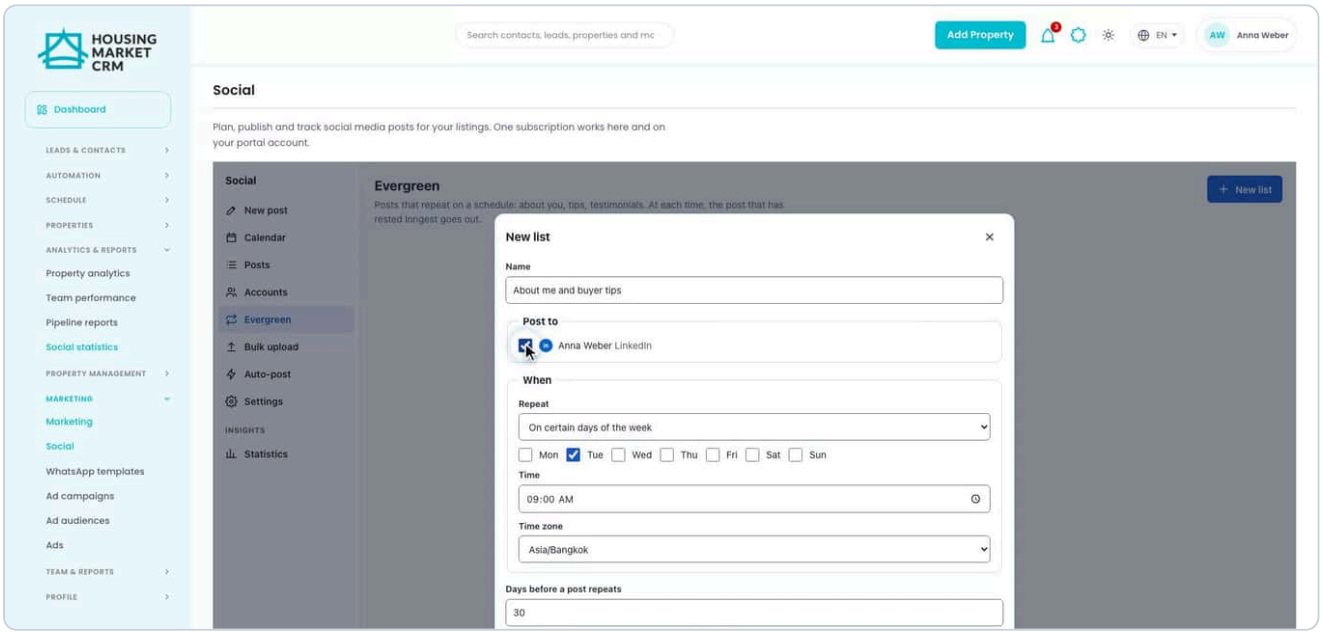


Figure 6.4 · Screen recorded 28 October 2026

5 Under **Repeat**, choose **certain days of the week** tick **Tuesday**.

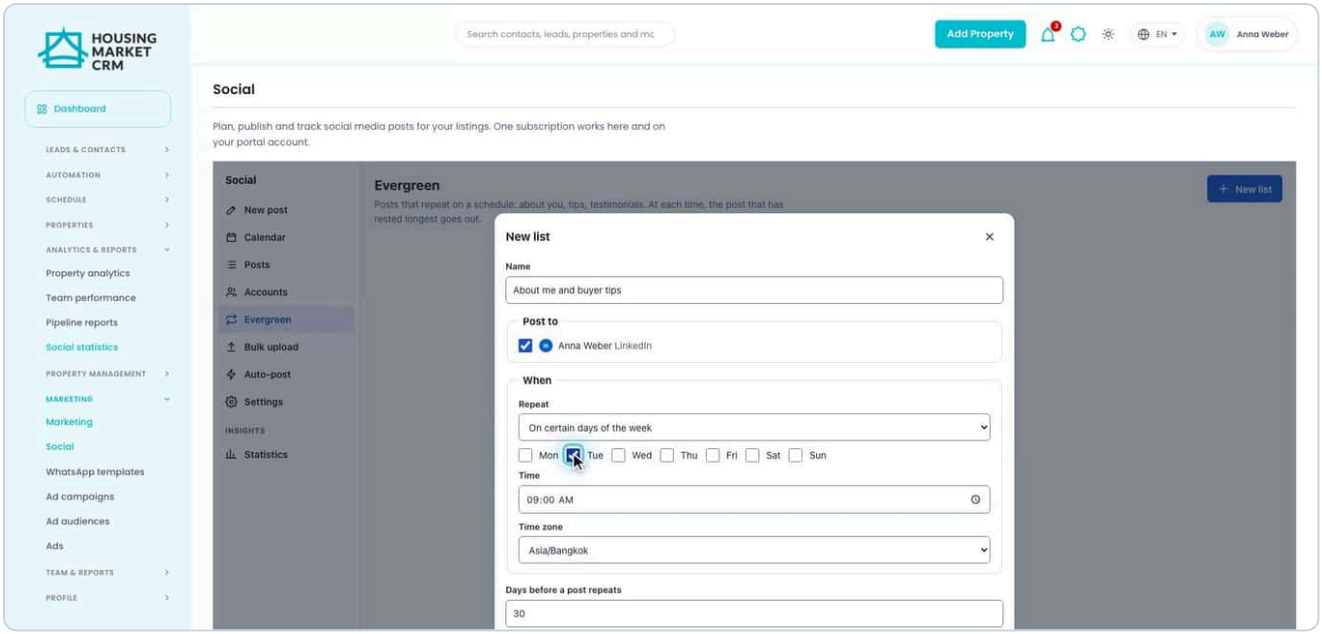


Figure 6.5 · Screen recorded 28 October 2026

6 and **Thursday**.

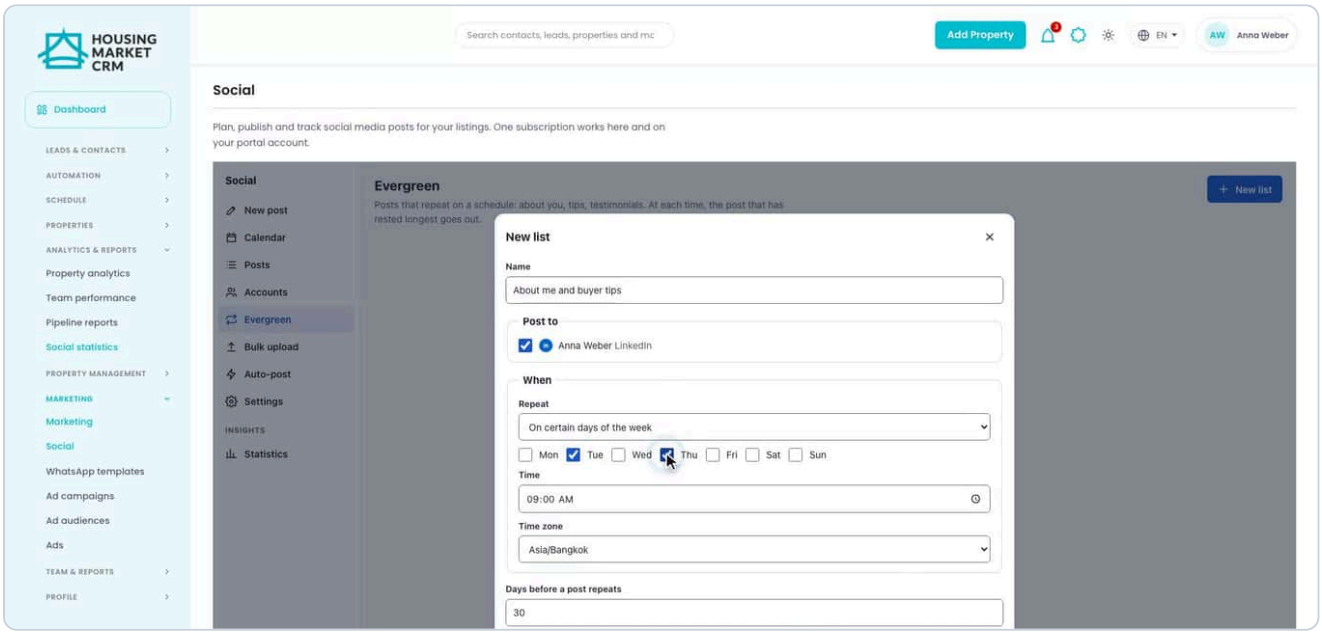


Figure 6.6 · Screen recorded 28 October 2026

7 Set the **time**, here 10 AM, and the time zone.

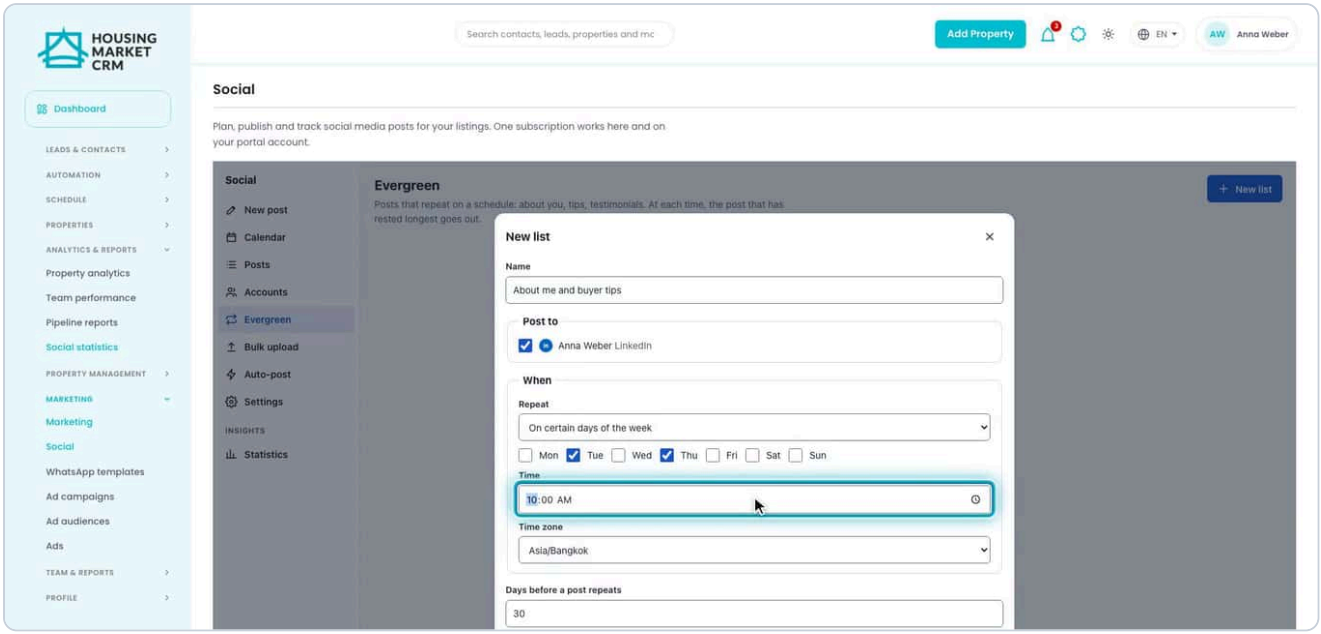


Figure 6.7 · Screen recorded 28 October 2026

8 **Days before a post repeats** keeps the same post from going out too soon.

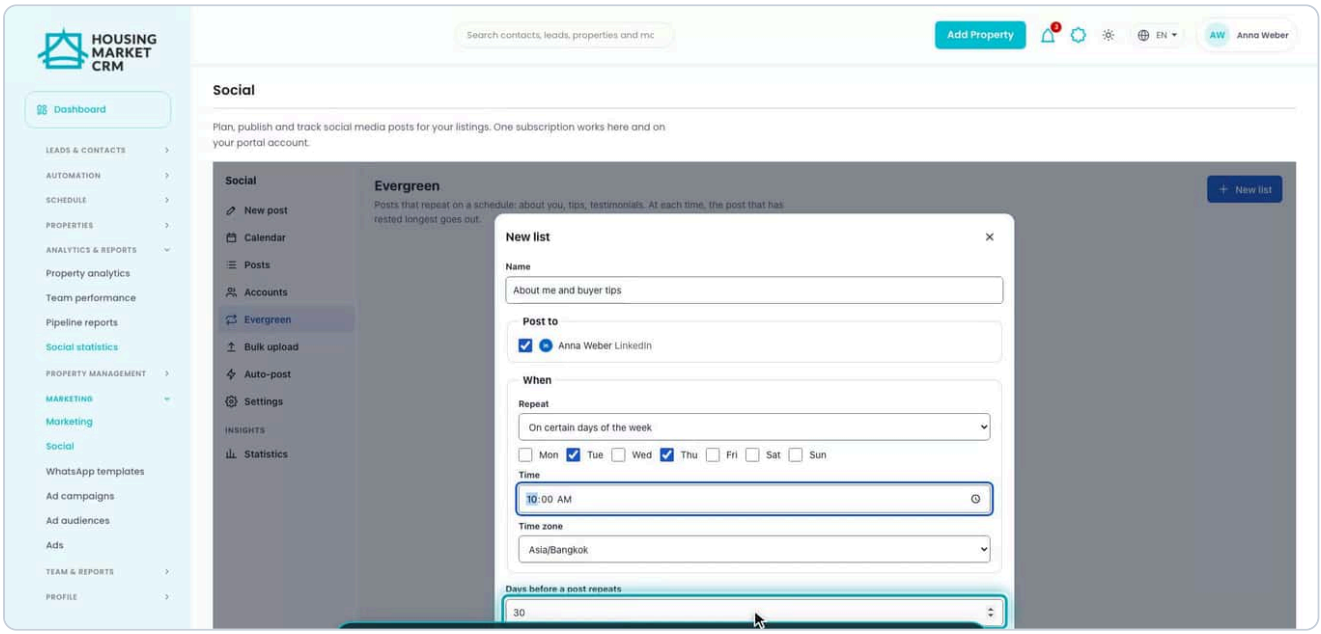


Figure 6.8 · Screen recorded 28 October 2026

9 Click **Save**.

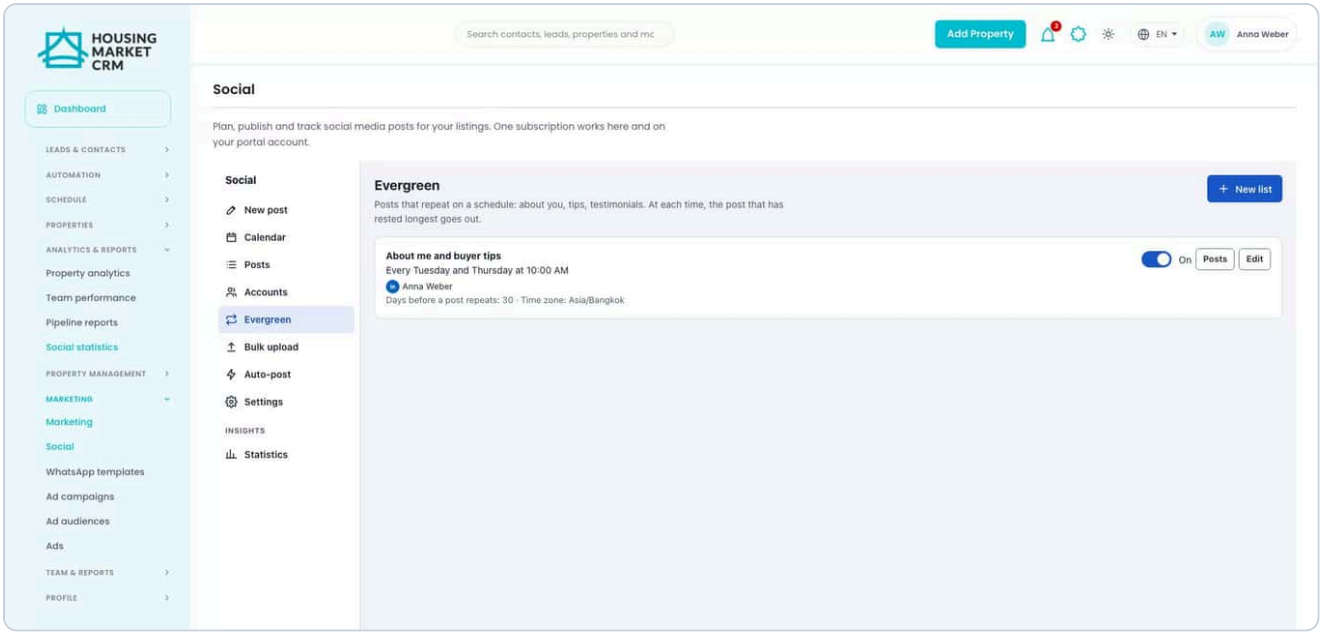


Figure 6.9 · Screen recorded 28 October 2026

10 The list shows **when** it posts.

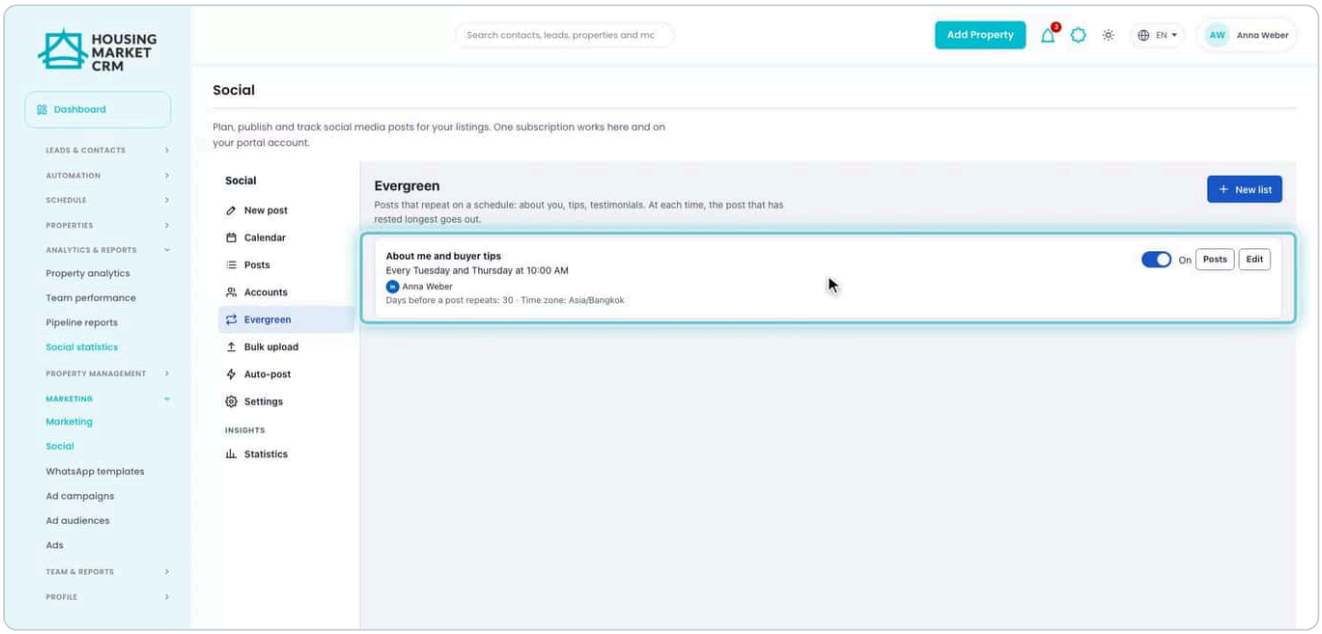


Figure 6.10 · Screen recorded 28 October 2026

11 This **On** switch pauses the **whole list**.

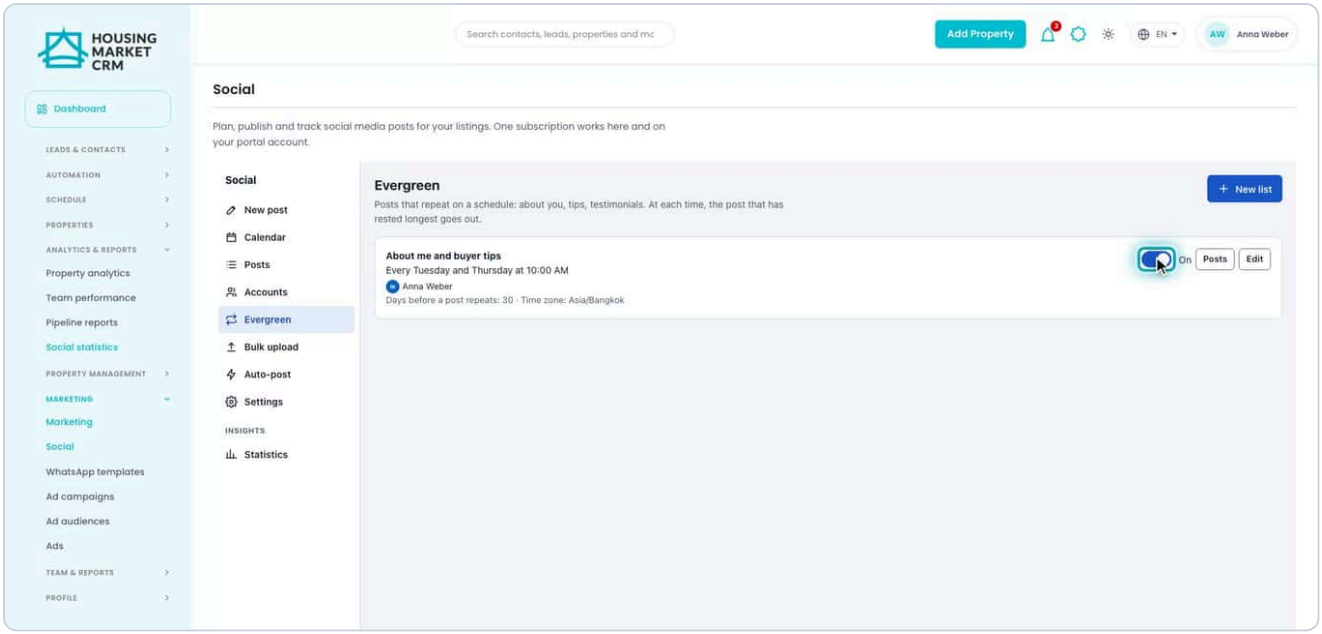


Figure 6.11 · Screen recorded 28 October 2026

12 Open its **Posts**.

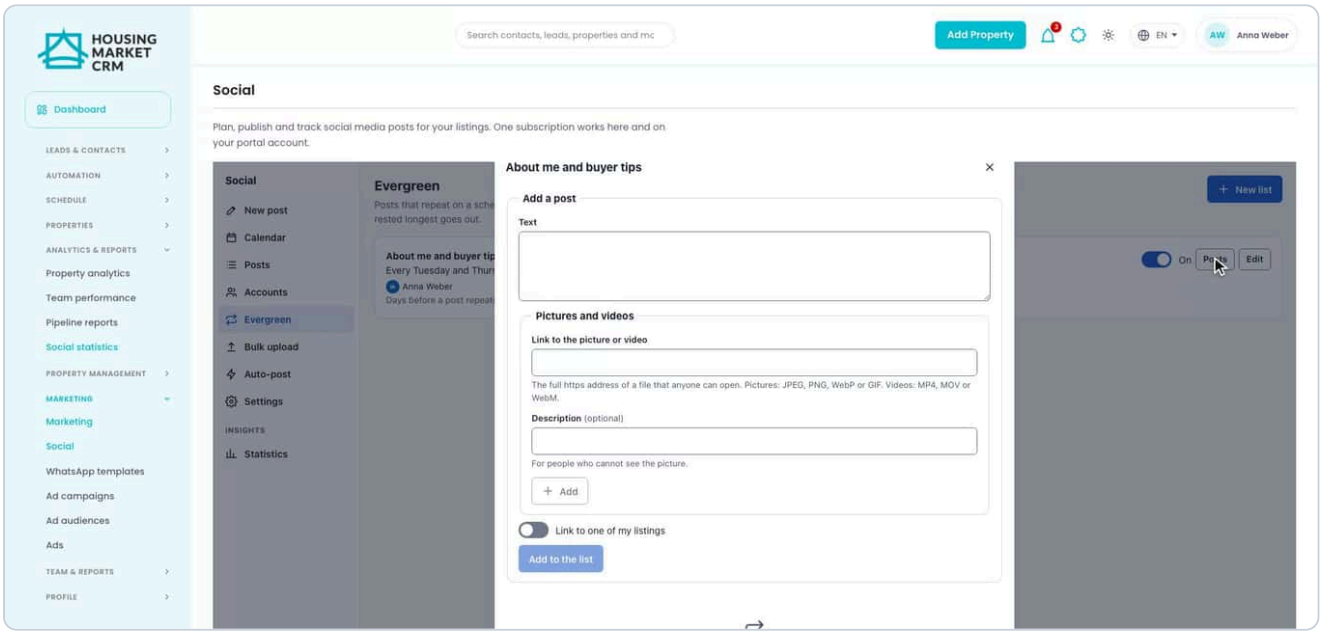


Figure 6.12 · Screen recorded 28 October 2026

13 Write a post and click **Add to the list**.

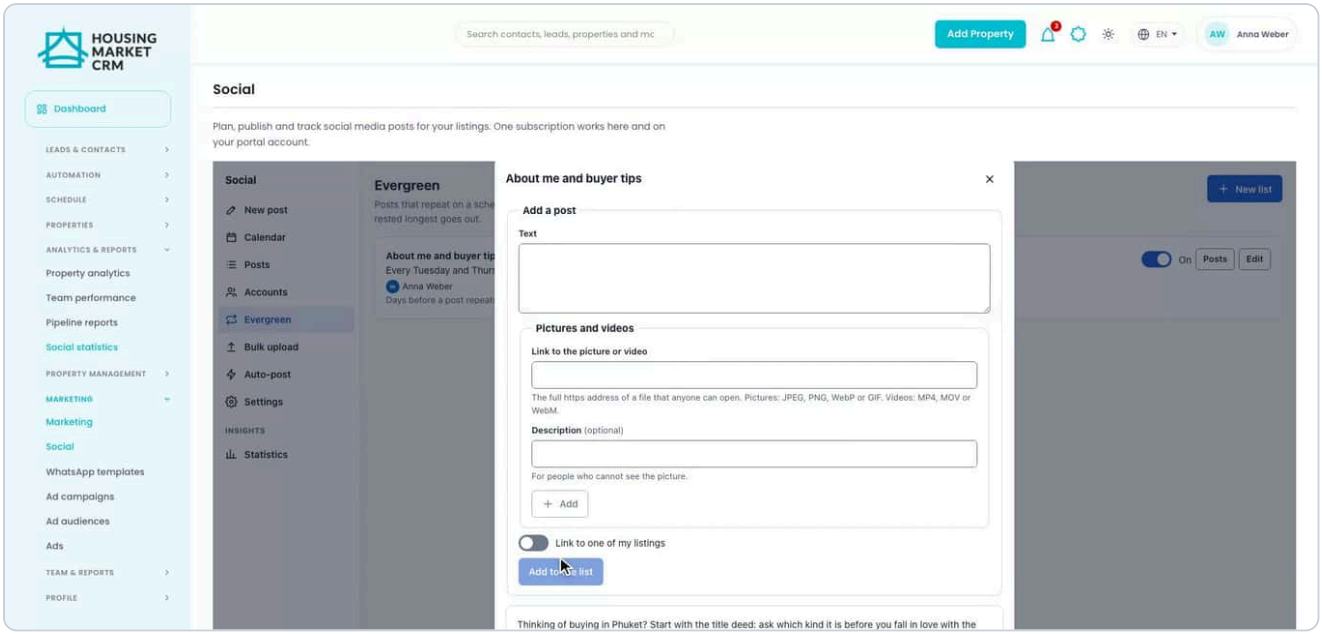


Figure 6.13 · Screen recorded 28 October 2026

14 Add a few more.

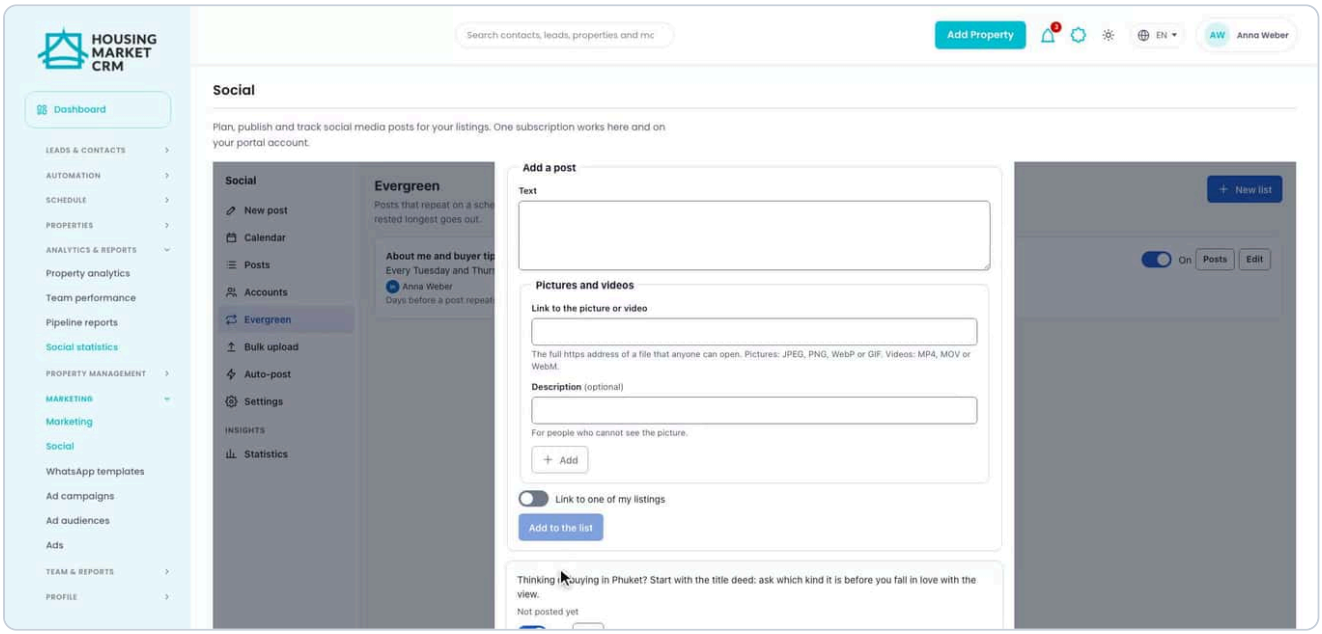


Figure 6.14 · Screen recorded 28 October 2026

15 At each time, the post that has **rested longest** goes out.

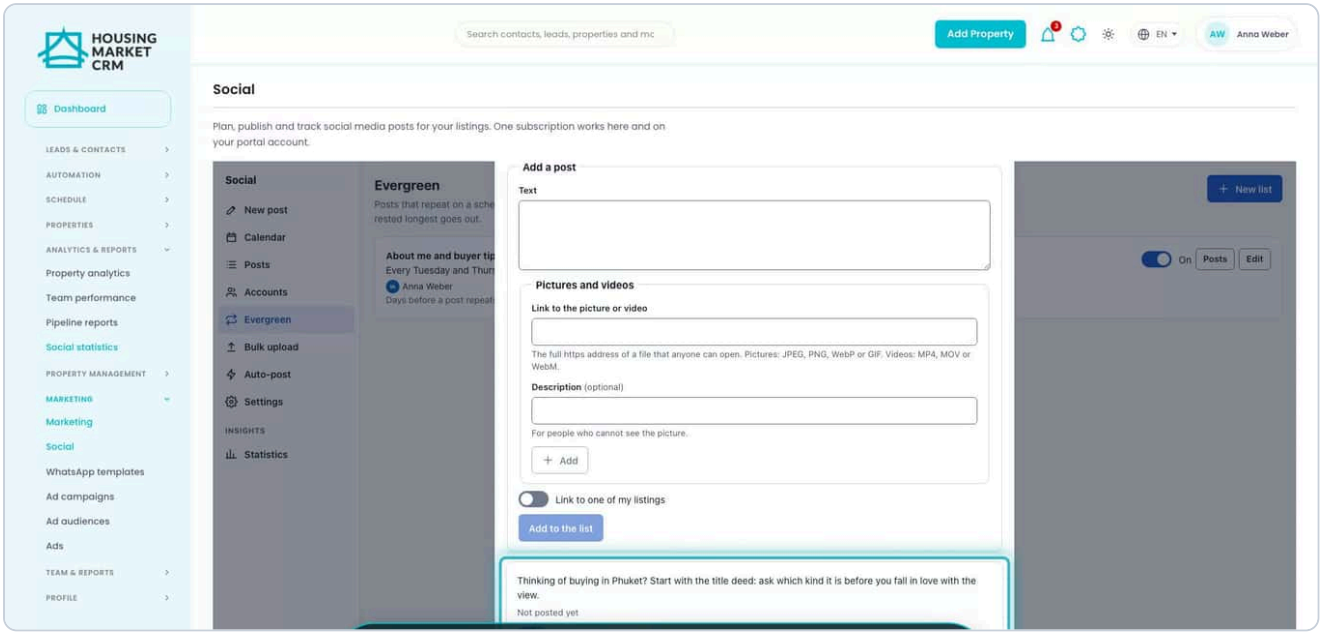


Figure 6.15 · Screen recorded 28 October 2026

16 Switch **one post** off here, without removing it.

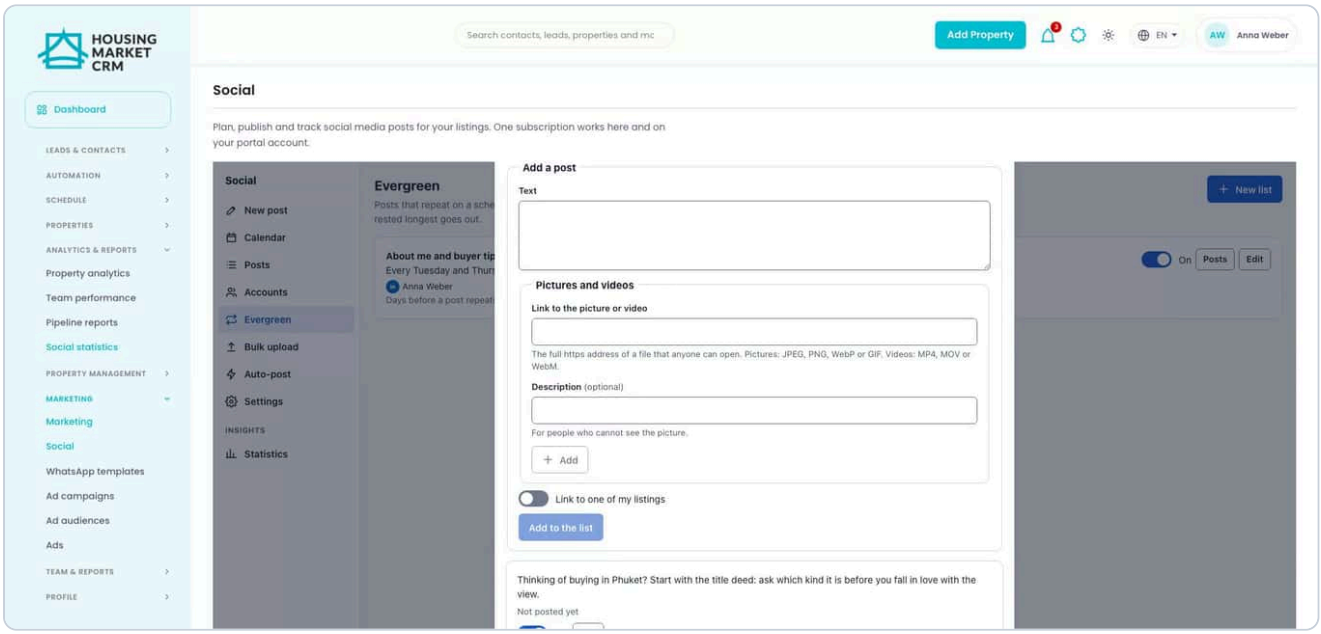


Figure 6.16 · Screen recorded 28 October 2026

7 CHAPTER 7

Bulk schedule posts from a CSV

Paid add-on | For agents | Watch the video

TODO The Help Center answer for bulk upload is shared with evergreen lists and is printed in full in the evergreen chapter. A separate bulk upload answer would let this chapter explain the template on its own.

STEP BY STEP

1 **Bulk upload** schedules **many posts at once** from a spreadsheet.

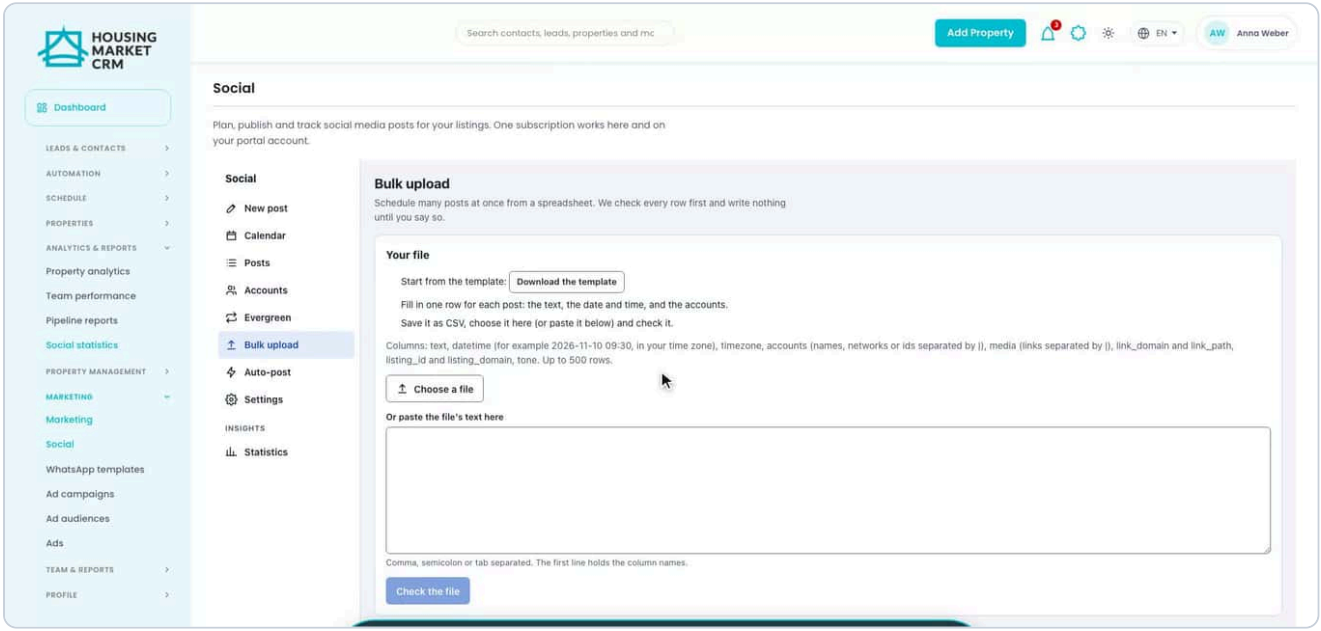


Figure 7.1 · Screen recorded 28 October 2026

2 Start with **Download the template**.

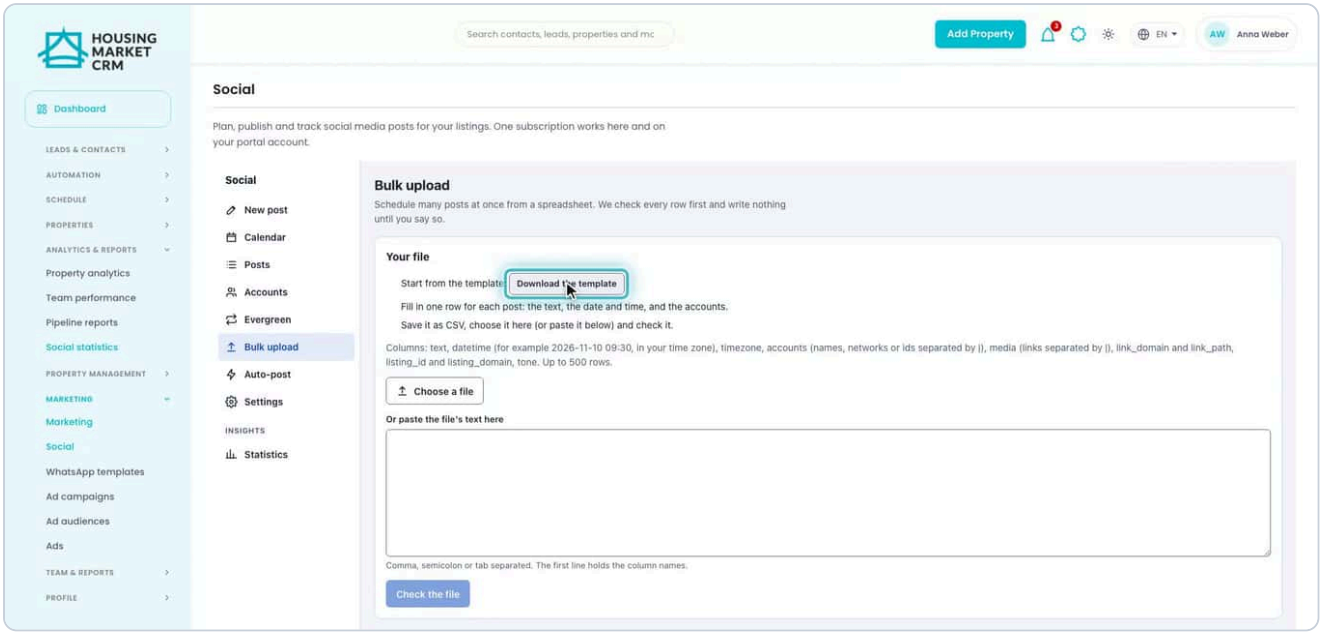


Figure 7.2 · Screen recorded 28 October 2026

3 One row per post: the **text**, the **date and time** and the **account**.

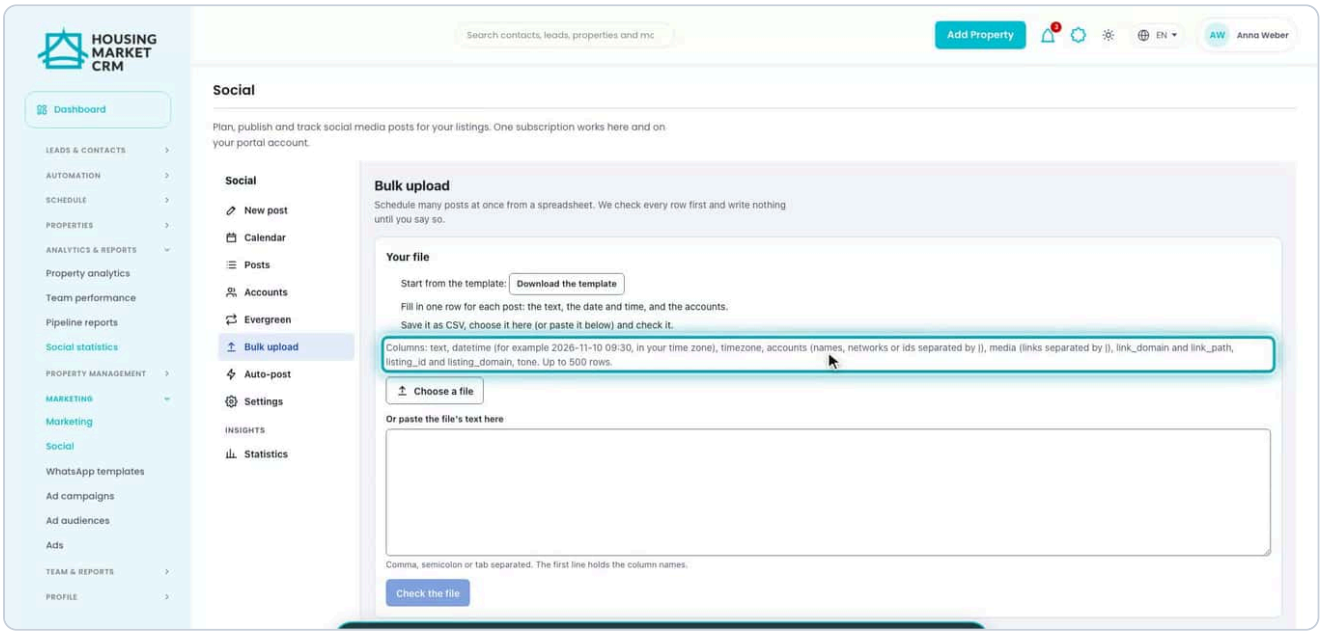


Figure 7.3 · Screen recorded 28 October 2026

4 Choose your CSV file here or paste it from your spreadsheet.

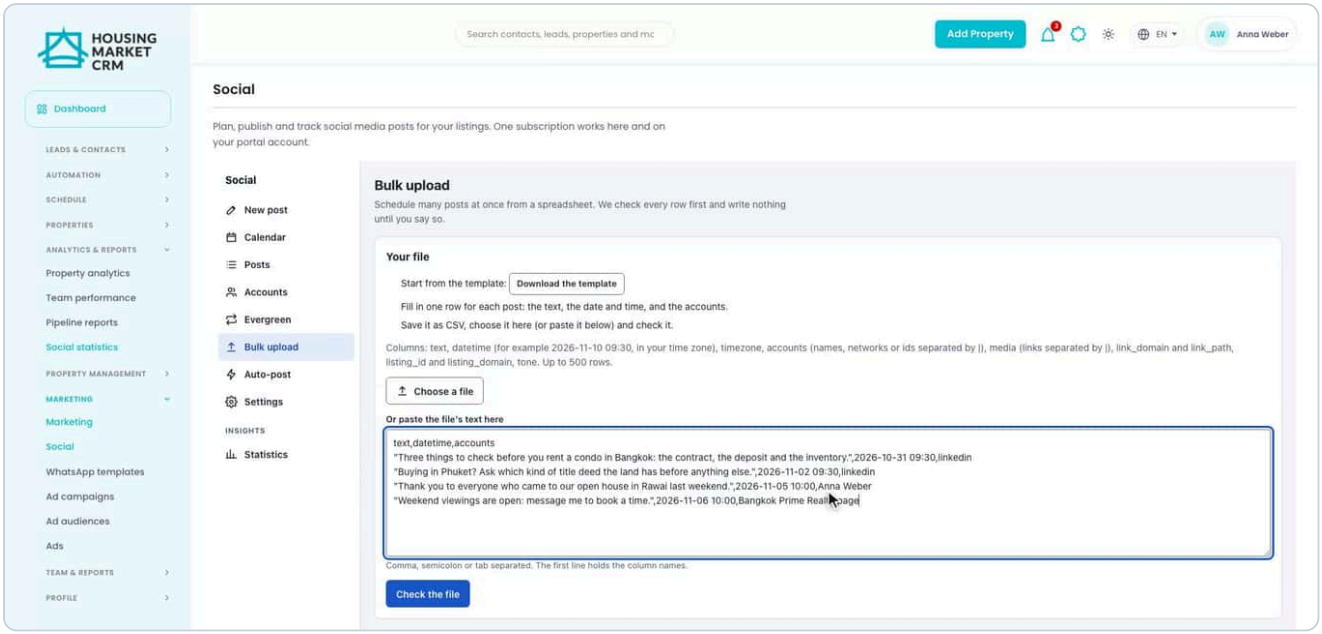


Figure 7.4 · Screen recorded 28 October 2026

5 Click **Check the file**. Nothing is written yet.

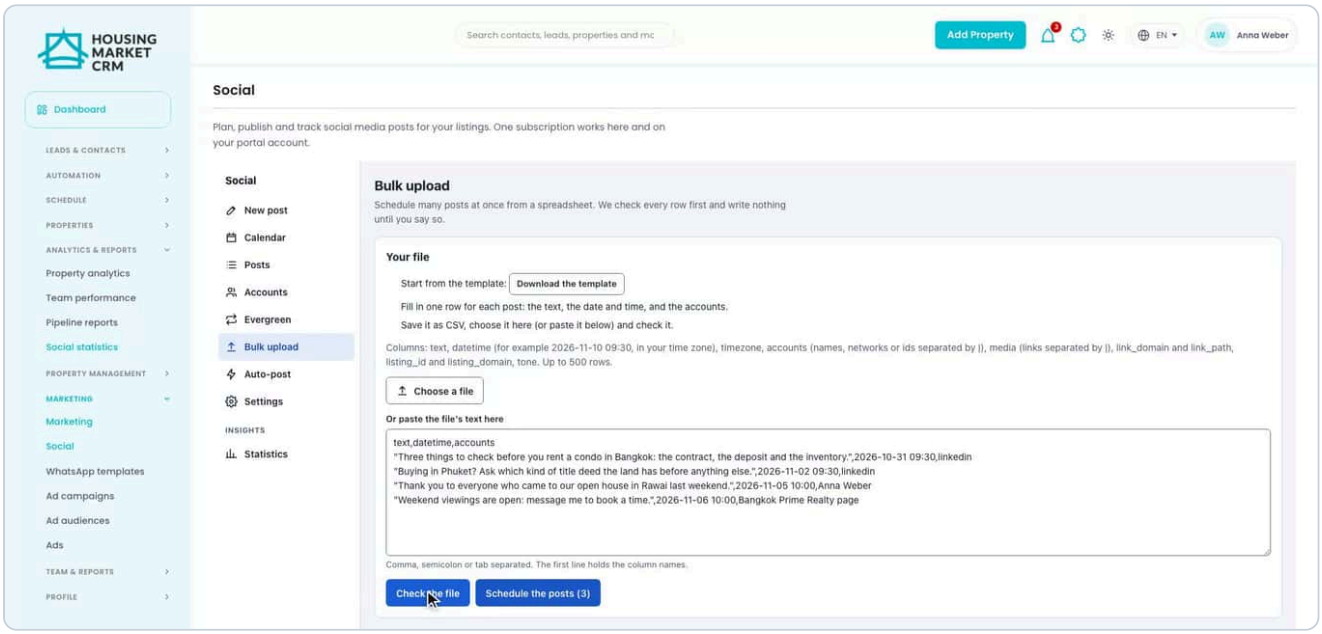


Figure 7.5 · Screen recorded 28 October 2026

6 You see how many rows are **ready** and how many have **problems**.

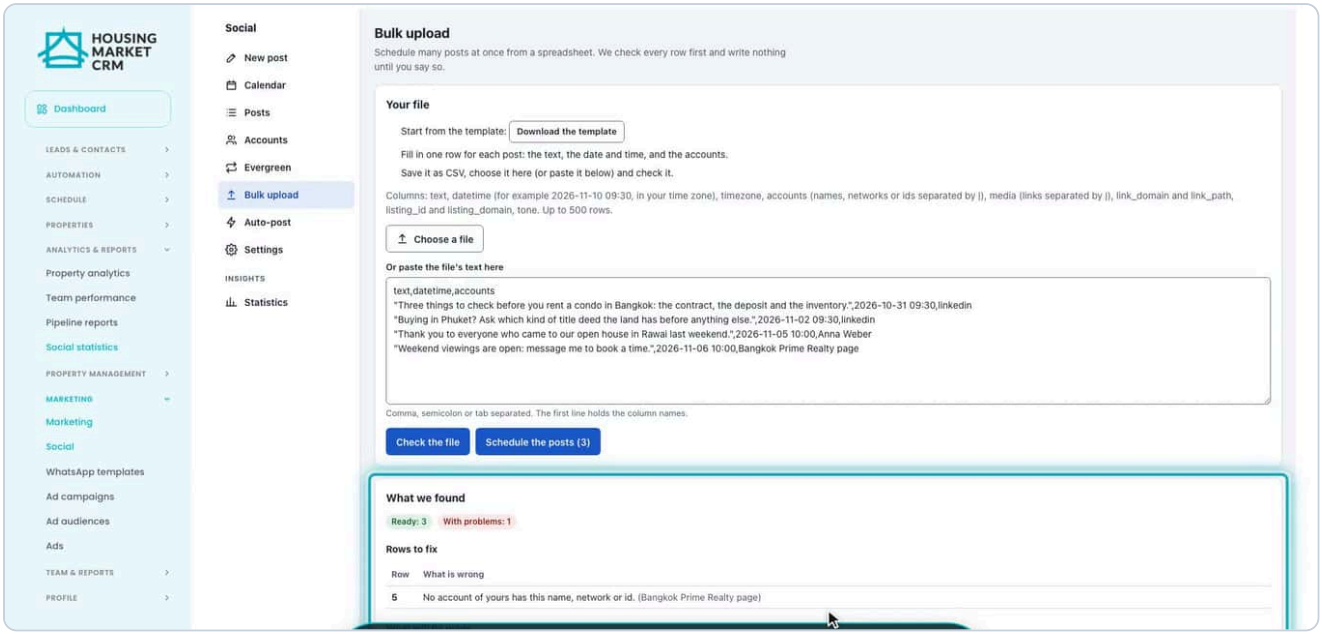


Figure 7.6 · Screen recorded 28 October 2026

7 This row names an account you have not connected. **Fix it** in your file.

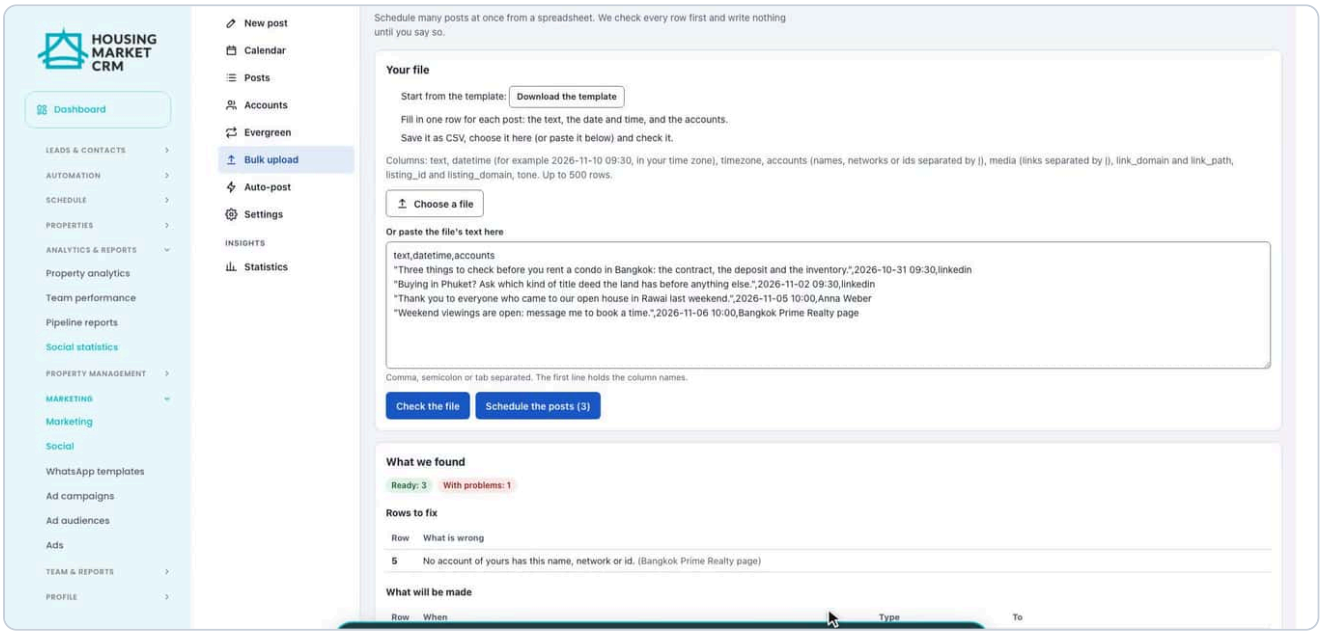


Figure 7.7 · Screen recorded 28 October 2026

8 **What will be made**: each post, its time and its account.

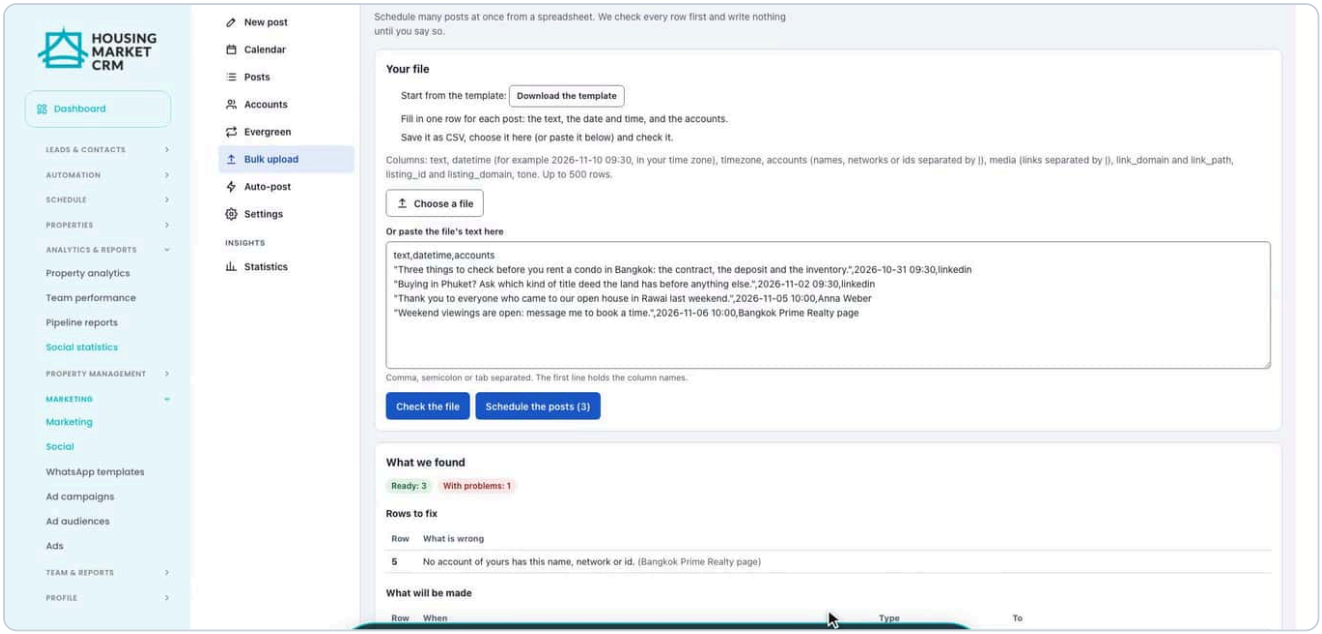


Figure 7.8 · Screen recorded 28 October 2026

9 Click **Schedule the posts**.

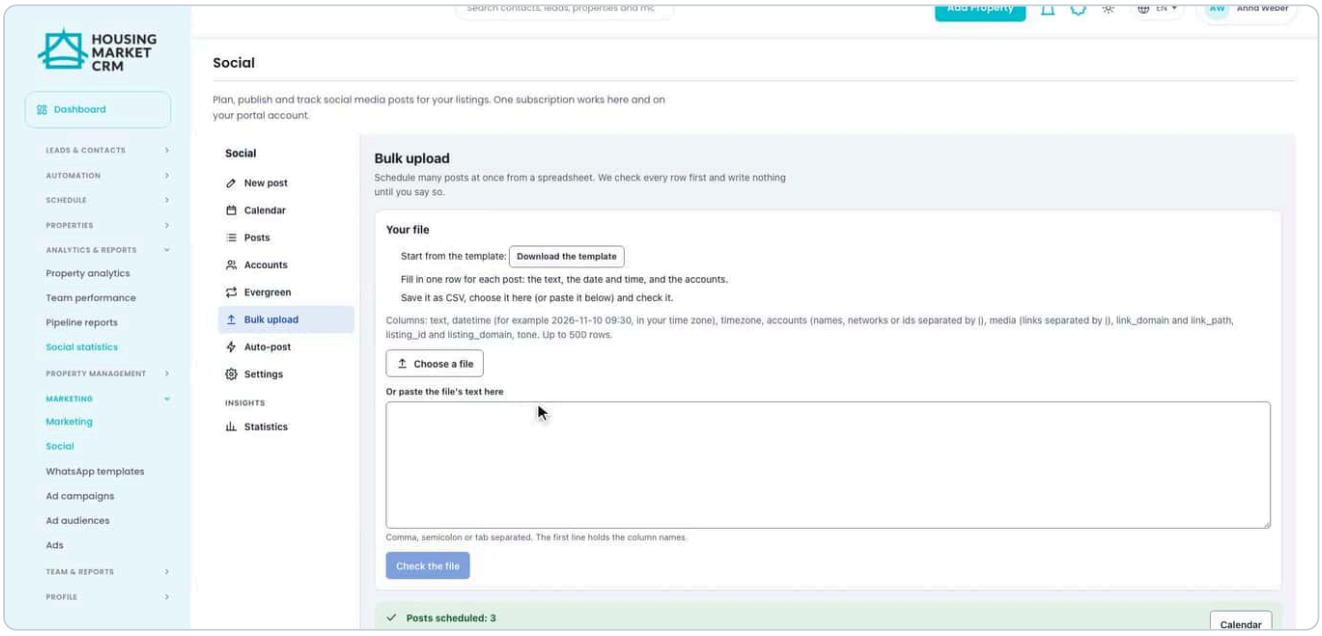


Figure 7.9 · Screen recorded 28 October 2026

10 They are **scheduled**. Find them under **Posts** and on the **Calendar**.

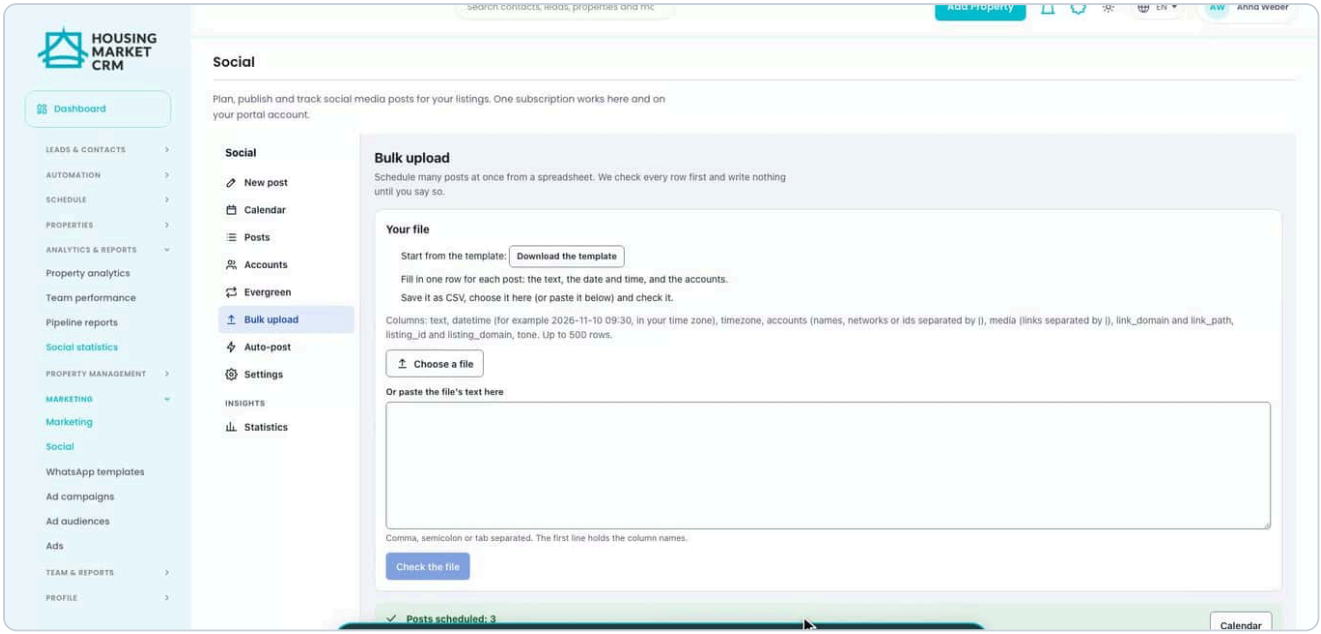


Figure 7.10 · Screen recorded 28 October 2026

GOOD TO KNOW

NOTE

Evergreen lists repeat posts about you, tips or testimonials on a schedule. Bulk upload schedules many posts at once from a CSV file.

Help Center: What are evergreen lists and bulk upload in Housing Market Social?

PART 3

Results and settings

8 Social statistics and tracked links

9 Social settings

8 CHAPTER 8

Social statistics and tracked links

Paid add-on | For agents | Watch the video

OVERVIEW

Posts, link clicks, listing visits and enquiries for the last 7, 30 or 90 days, by network and by post, with the numbers each network shares and a CSV or PDF report.

Statistics opens with a summary for the period you choose, the last 7, 30 or 90 days: posts, link clicks, listing visits and enquiries. Clicks, visits and enquiries come from your own short links; link previews and robots are not counted.

Below it you see the numbers by network, your top posts ranked by engagement, link clicks or enquiries, each post with its own numbers, and for each profile how its followers changed over the period.

Reach, impressions, likes, comments and shares come from each network, and each network decides what it shares. Where a network does not provide a number, Statistics says so instead of showing zero, and numbers for posts you published yourself on a network are not available.

You can download the posts of a period with their numbers as CSV or PDF. For some languages the PDF is in English; the CSV has every language. A period with more posts than a report holds must be shortened.

From the Help Center: **What do Housing Market Social statistics show?**

Each post link is a short link that counts clicks and visits to your listing, and an enquiry made soon after is credited to the post. In the CRM it arrives as a lead with the source Social and the network.

When a post links to one of your listings, Social gives each network its own short link that opens the listing on its portal. That is how you can see which network brought people.

Clicks, visits to the listing and enquiries are counted from your own short links. Link previews and robots are not counted.

An enquiry is credited to a post when it is made within 30 days of a click on the same device. Someone who clicks on a phone and enquires later on a computer appears as an ordinary enquiry.

In Housing Market CRM the lead shows the source Social and the network, for example Social: LinkedIn. That is true on every CRM plan, Free included.

From the Help Center: **How does Housing Market Social track clicks and enquiries?**

STEP BY STEP

1 Open your **Housing Market CRM** account.

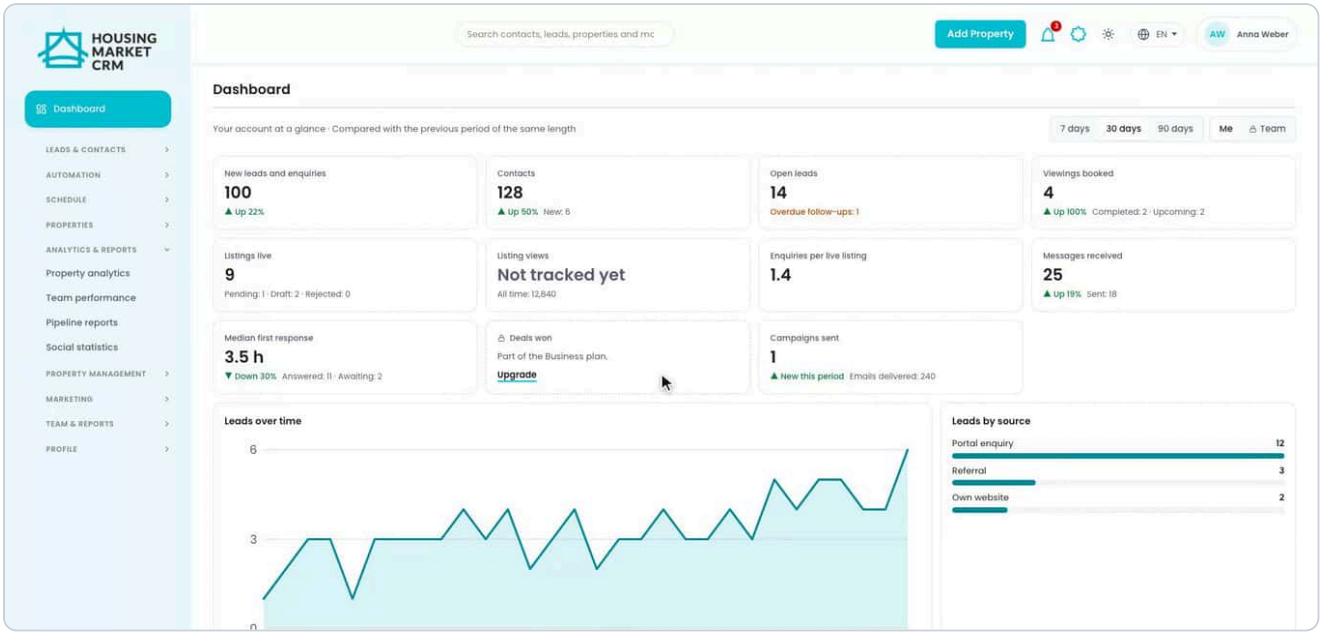


Figure 8.1 · Screen recorded 28 October 2026

2 Under **Analytics & reports**, click **Social statistics**.

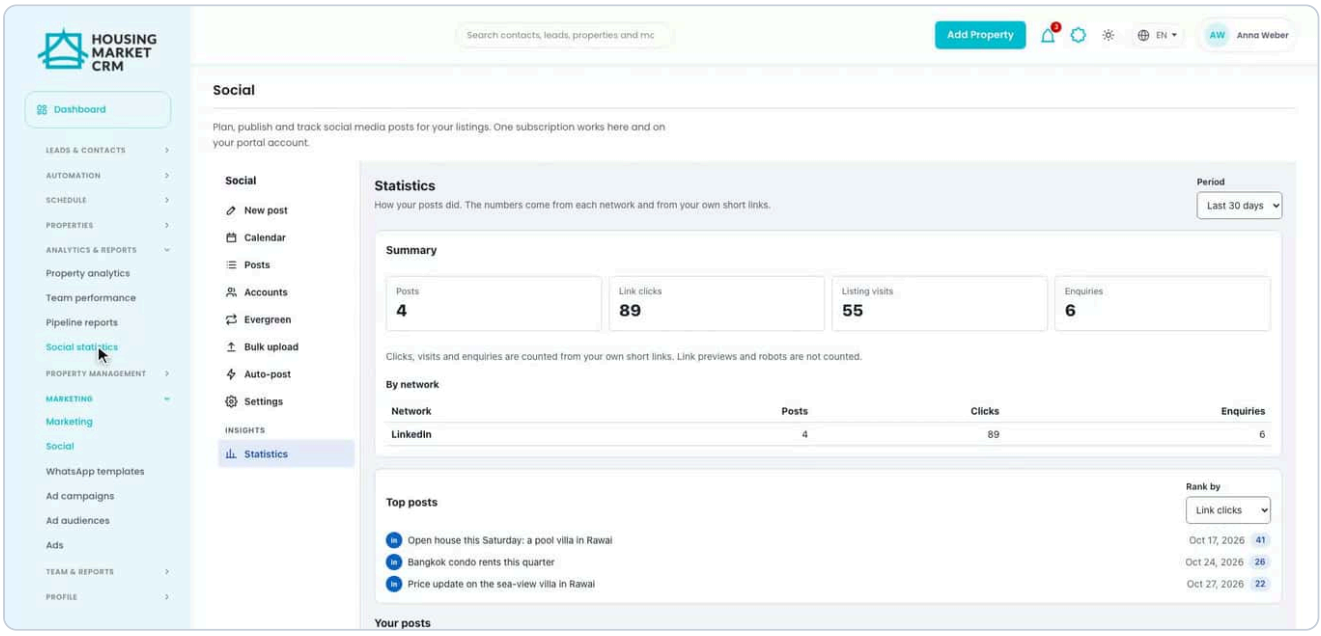


Figure 8.2 · Screen recorded 28 October 2026

3 Your **posts**, **link clicks**, **listing visits** and **enquiries** for the period.

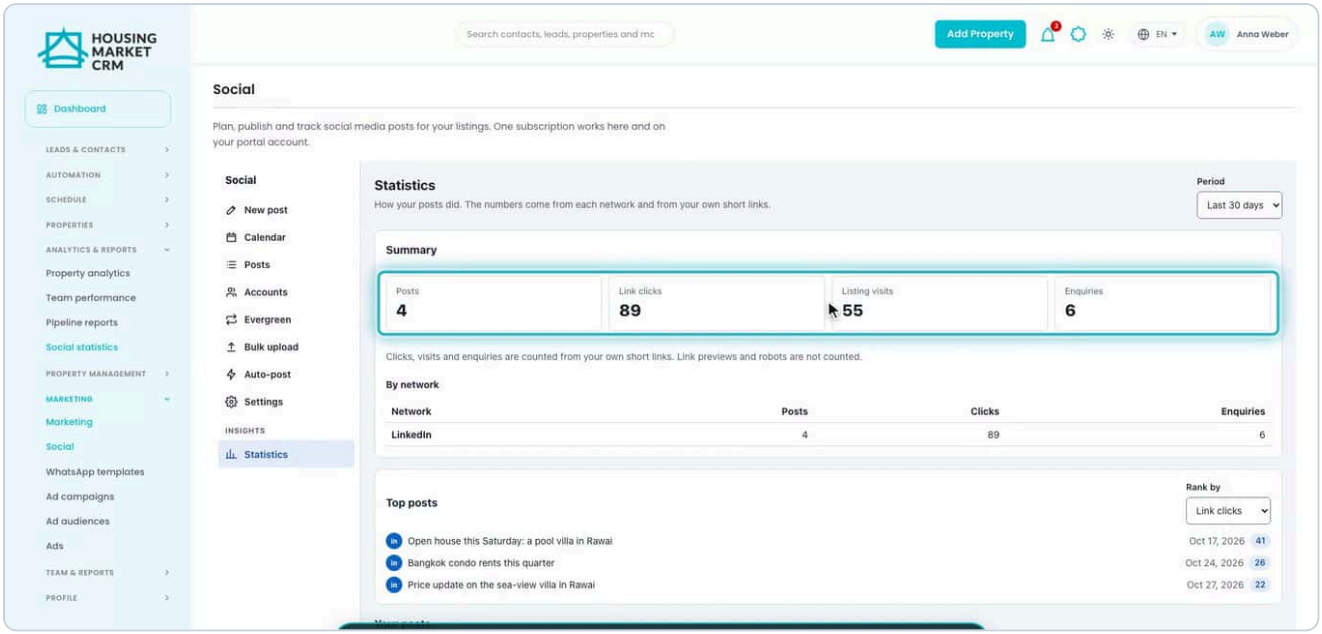


Figure 8.3 · Screen recorded 28 October 2026

4 They are counted from **your own short links**. Robots are not counted.

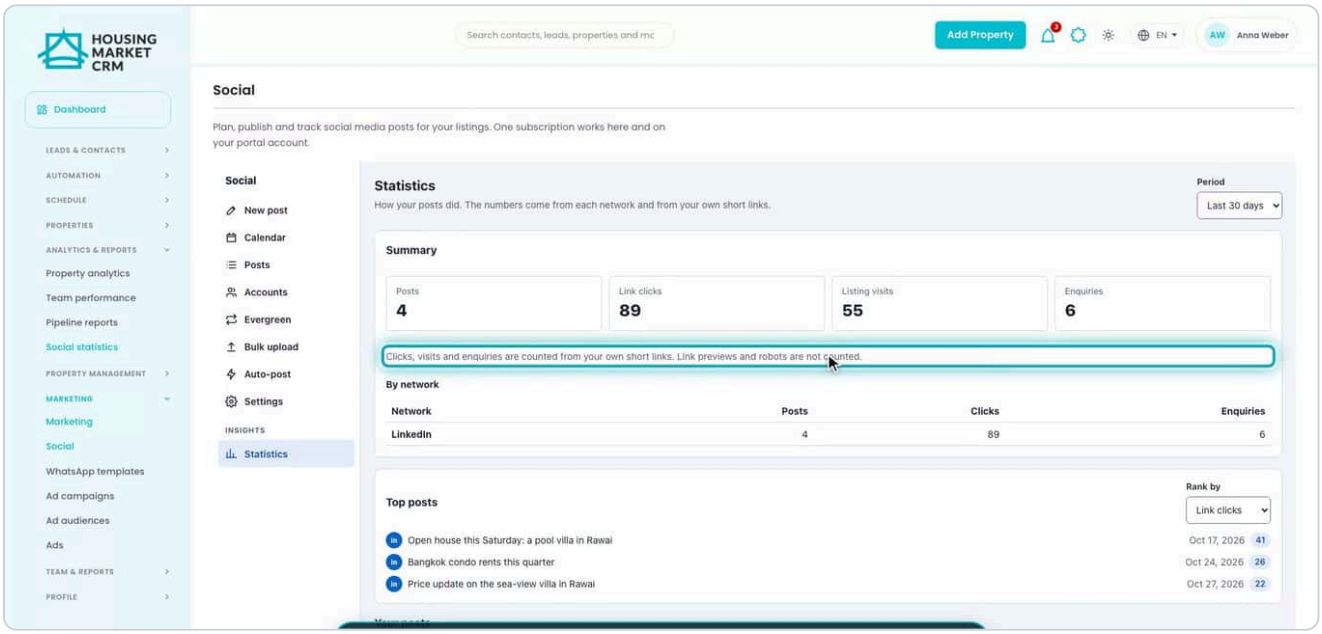


Figure 8.4 · Screen recorded 28 October 2026

5 Change the **period** here: 7, 30 or 90 days.

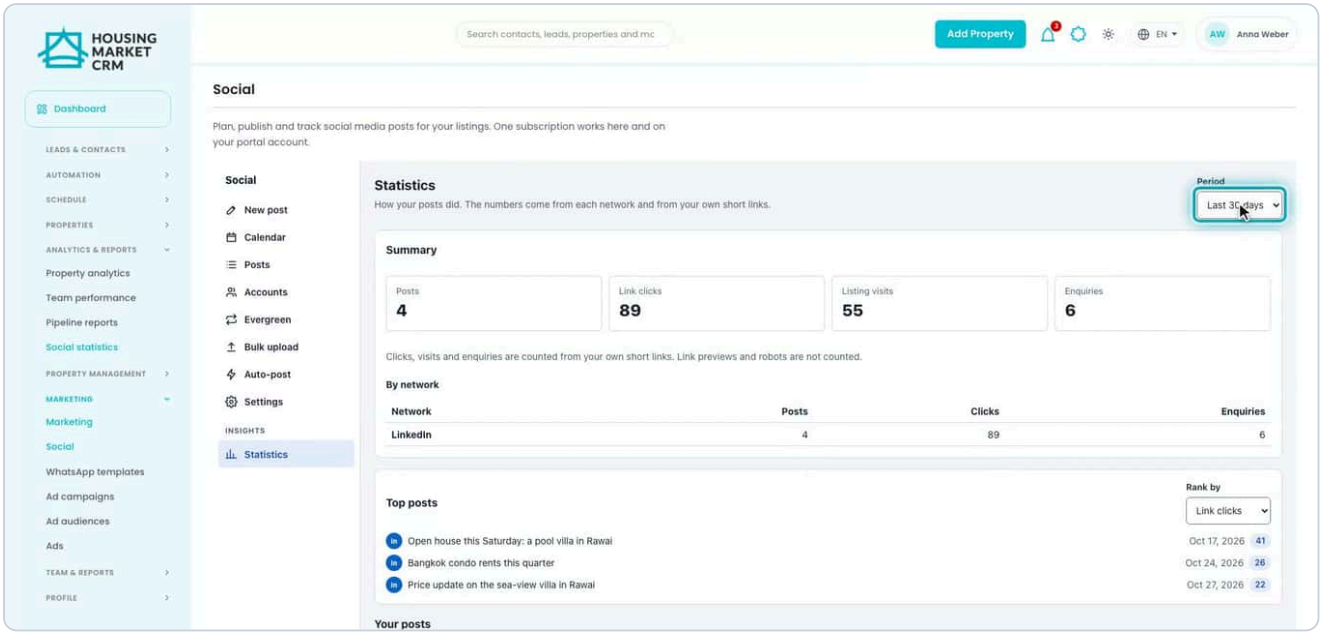


Figure 8.5 · Screen recorded 28 October 2026

6 **Top posts** shows which posts did best.

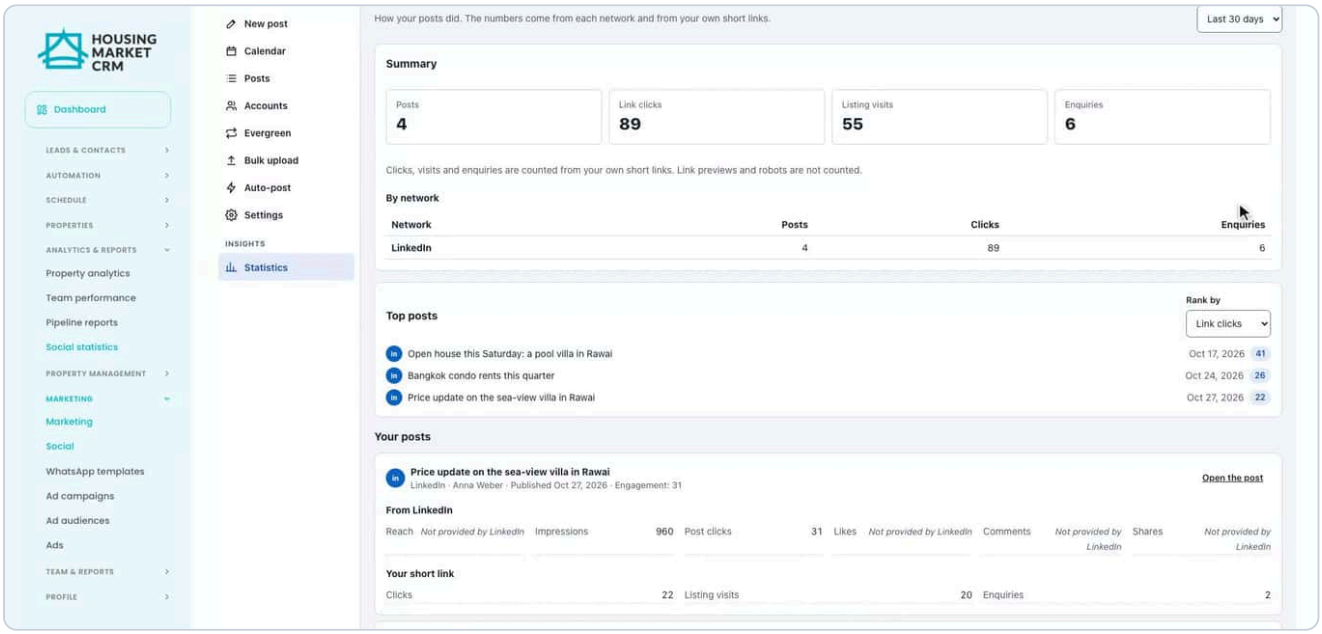


Figure 8.6 · Screen recorded 28 October 2026

7 Rank them by **Link clicks**: the posts that sent people to your listings.

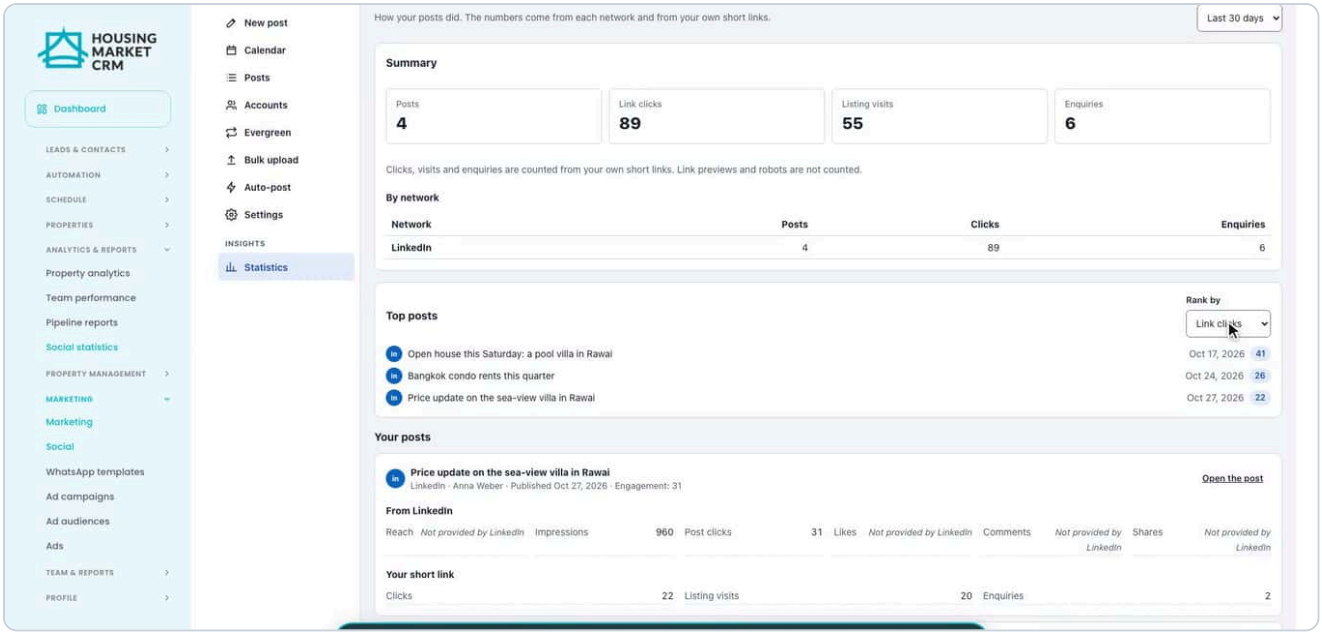


Figure 8.7 · Screen recorded 28 October 2026

8 Under **Your posts**, each post has two sets of numbers.

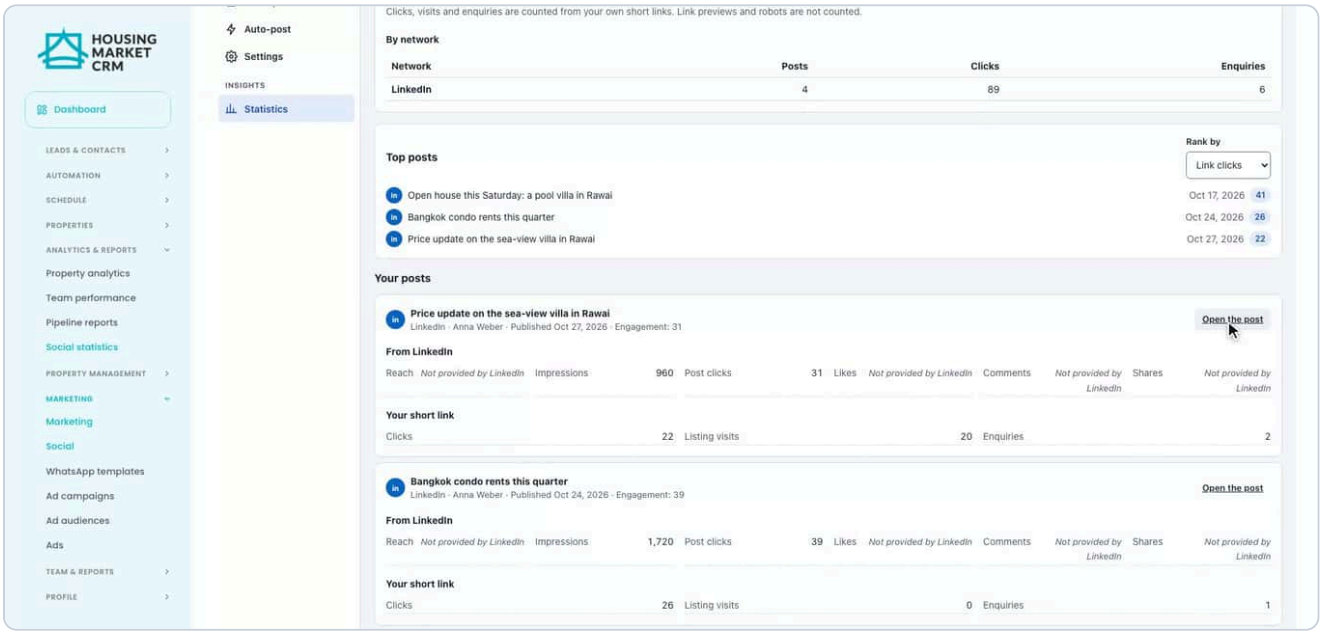


Figure 8.8 · Screen recorded 28 October 2026

9 From LinkedIn: impressions and post clicks.

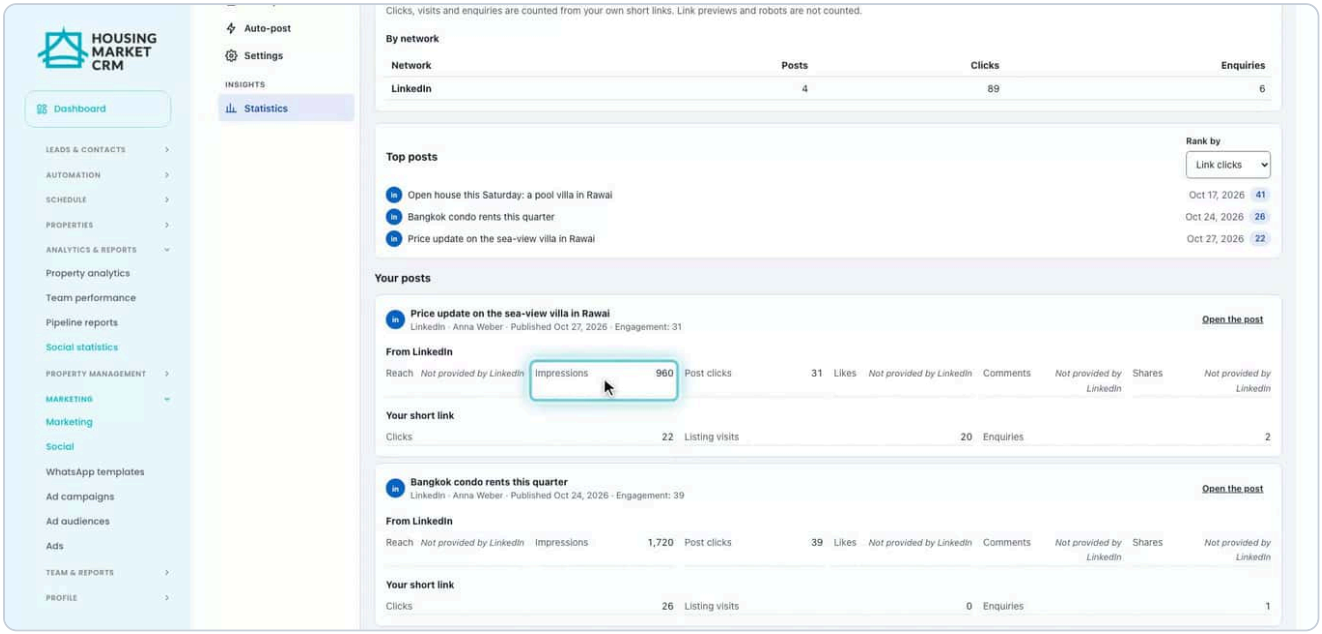


Figure 8.9 · Screen recorded 28 October 2026

10 What LinkedIn does not share says Not provided by LinkedIn, never zero.

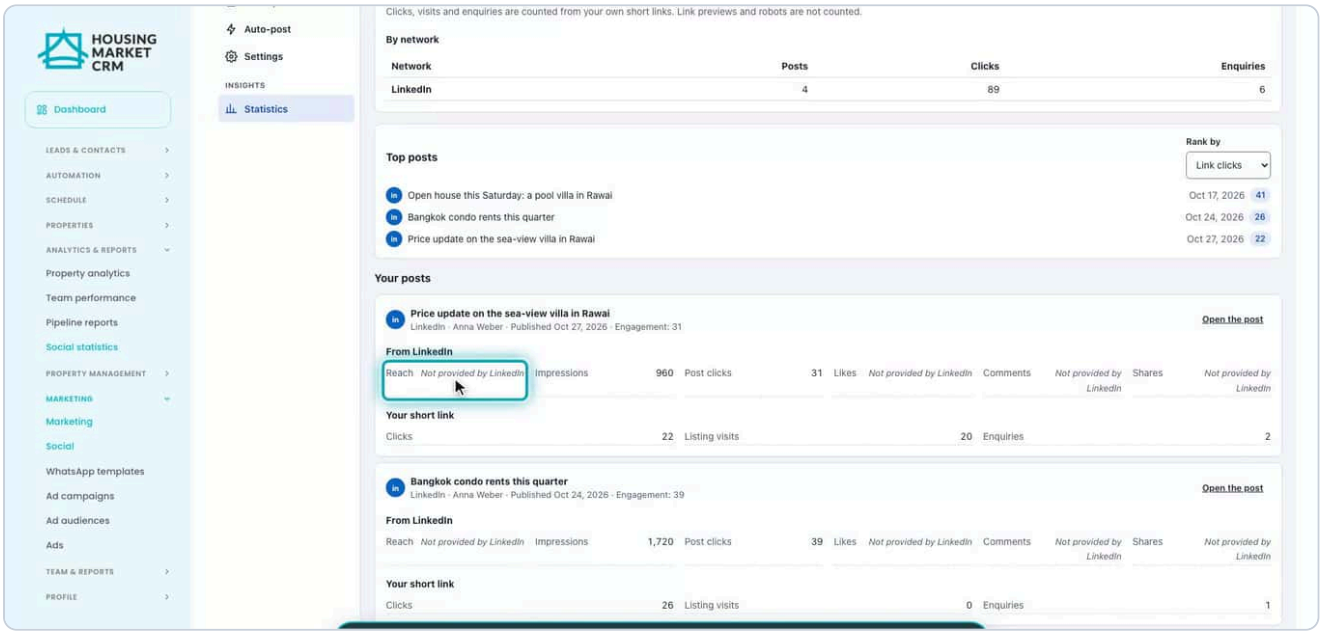


Figure 8.10 · Screen recorded 28 October 2026

11 **Your short link**: clicks, listing visits and enquiries.

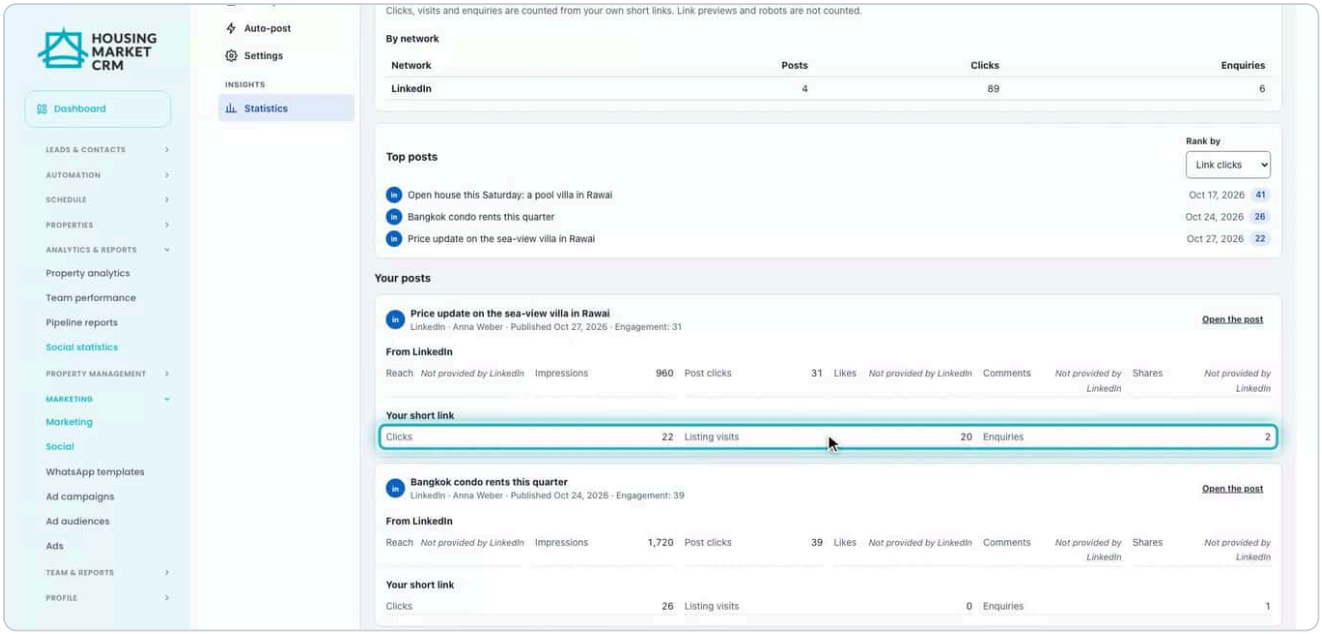


Figure 8.11 · Screen recorded 28 October 2026

12 Download the period as a **CSV** or **PDF** report.

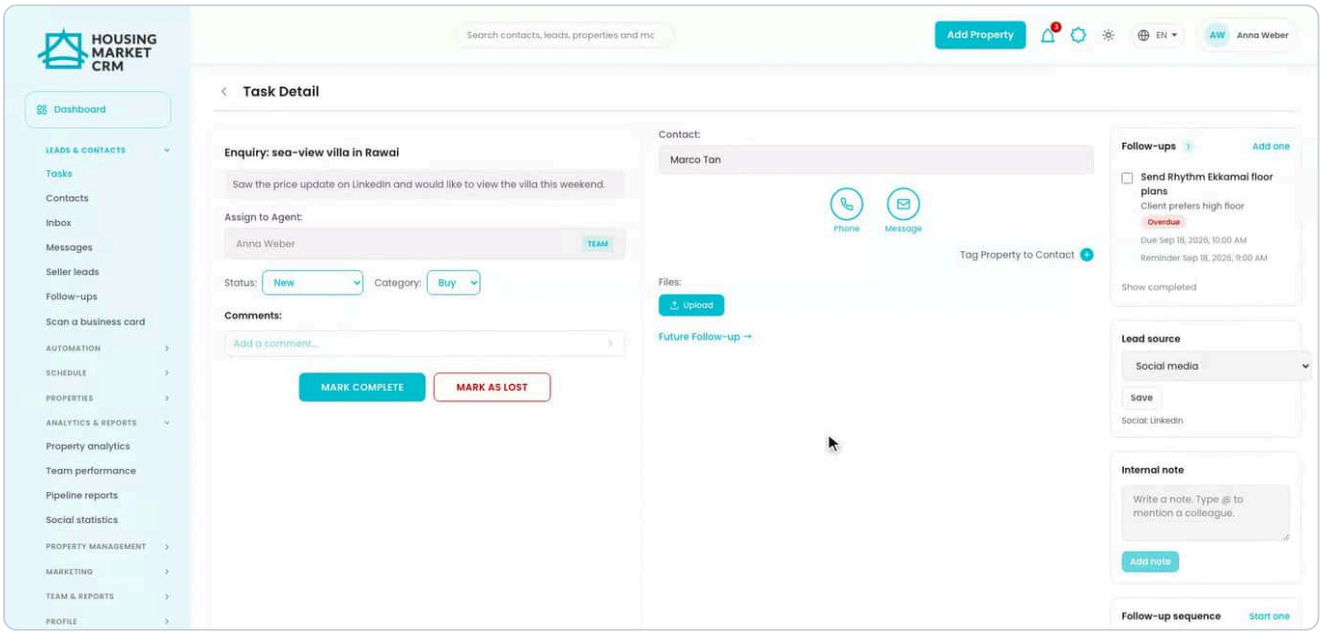


Figure 8.12 · Screen recorded 28 October 2026

13 An enquiry from one of your links arrives as a **lead**.

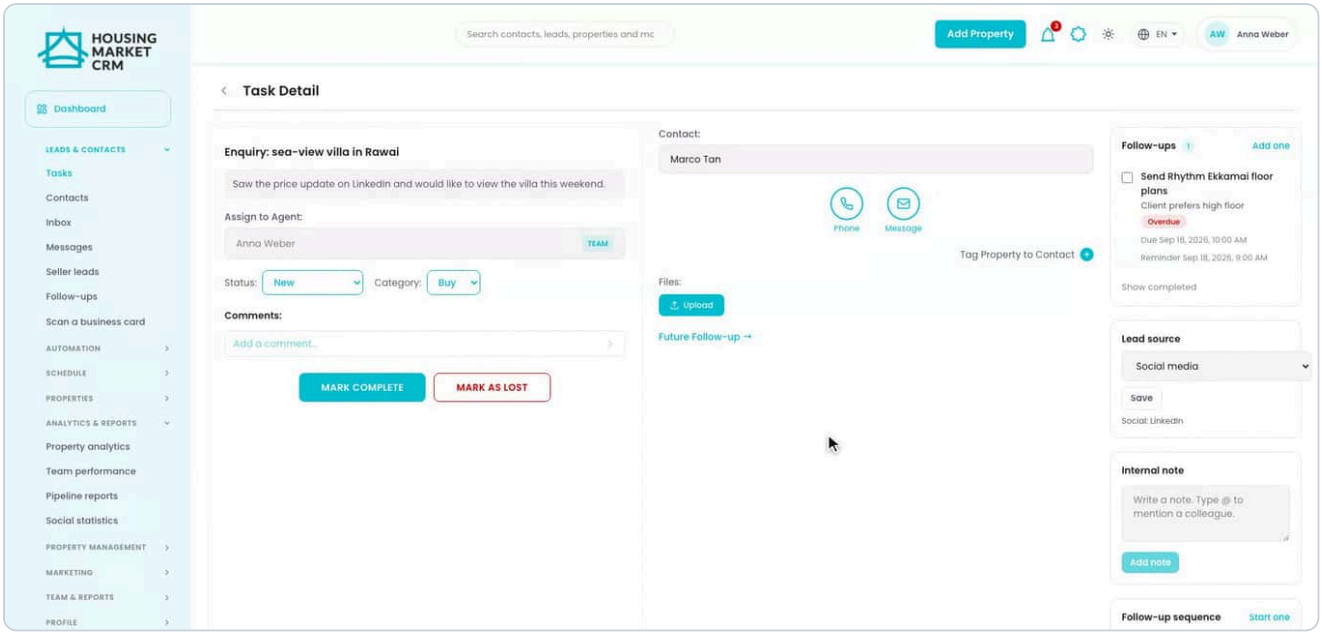


Figure 8.13 · Screen recorded 28 October 2026

14 Its **Lead source** says **Social: LinkedIn**.

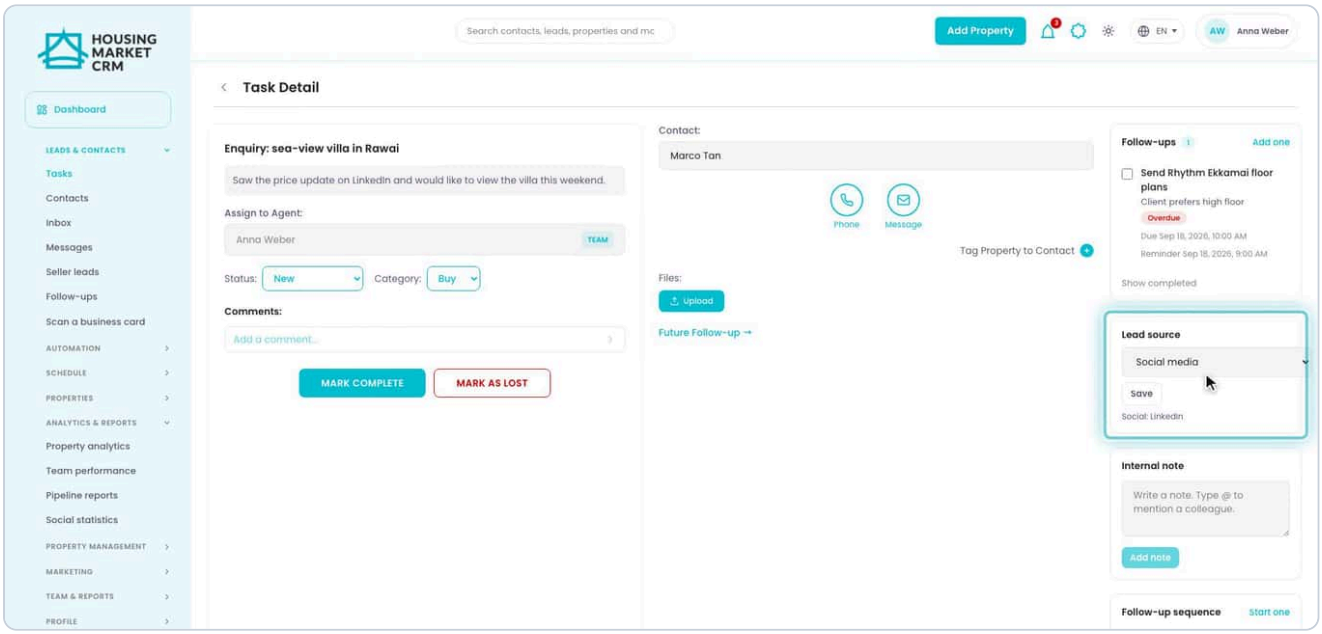


Figure 8.14 · Screen recorded 28 October 2026

GOOD TO KNOW

BETA Three screens are new and carry a Beta marker in the app: Links, By property and Your data. They are not in the videos. Tell us what you think.

UPDATING The inbox for comments and messages is built but not open yet, so the comments and messages of your connected accounts are not collected. Answer them on the network for now.

9 CHAPTER 9

Social settings

Paid add-on | For agents | Watch the video

TODO No Help Center article covers this task yet, so this chapter has no explanation. Write the article, then map it in packages/handbooks/src/products/social.ts. (The first day of the week, the time zone and the default tone are listed in "What can I do with Housing Market Social?".)

STEP BY STEP

1 Open **Settings** in **Marketing > Social**.

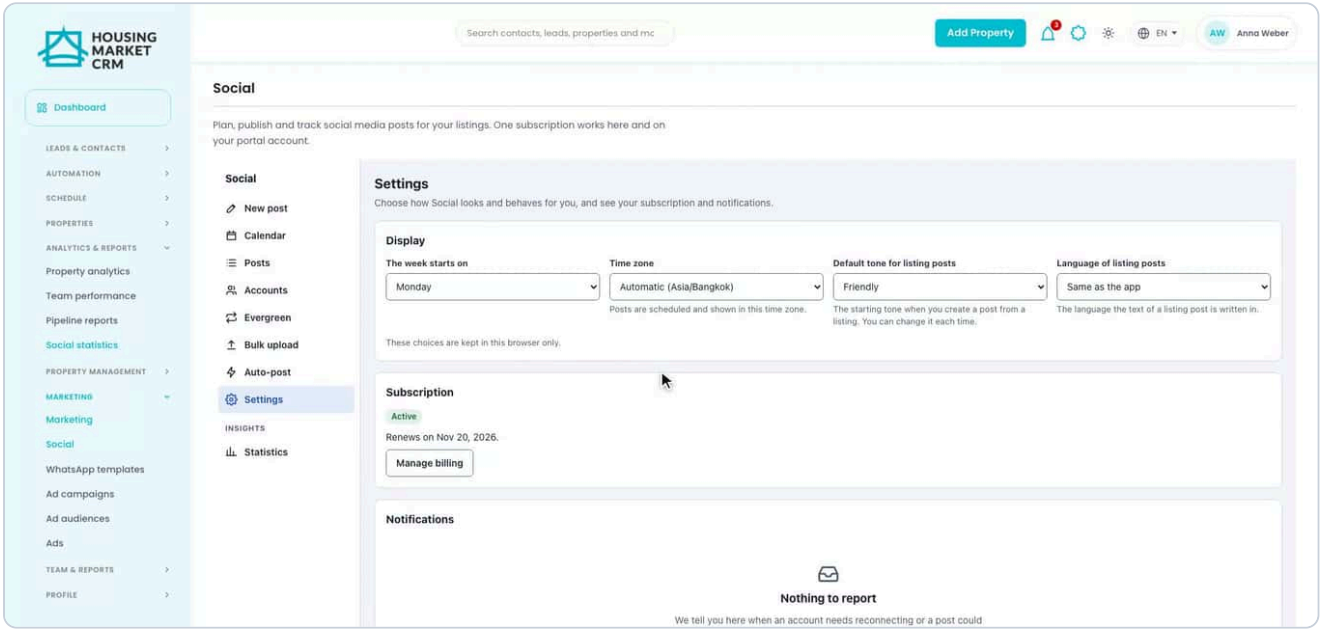


Figure 9.1 · Screen recorded 28 October 2026

2 Choose the **first day of the week** for your calendar.

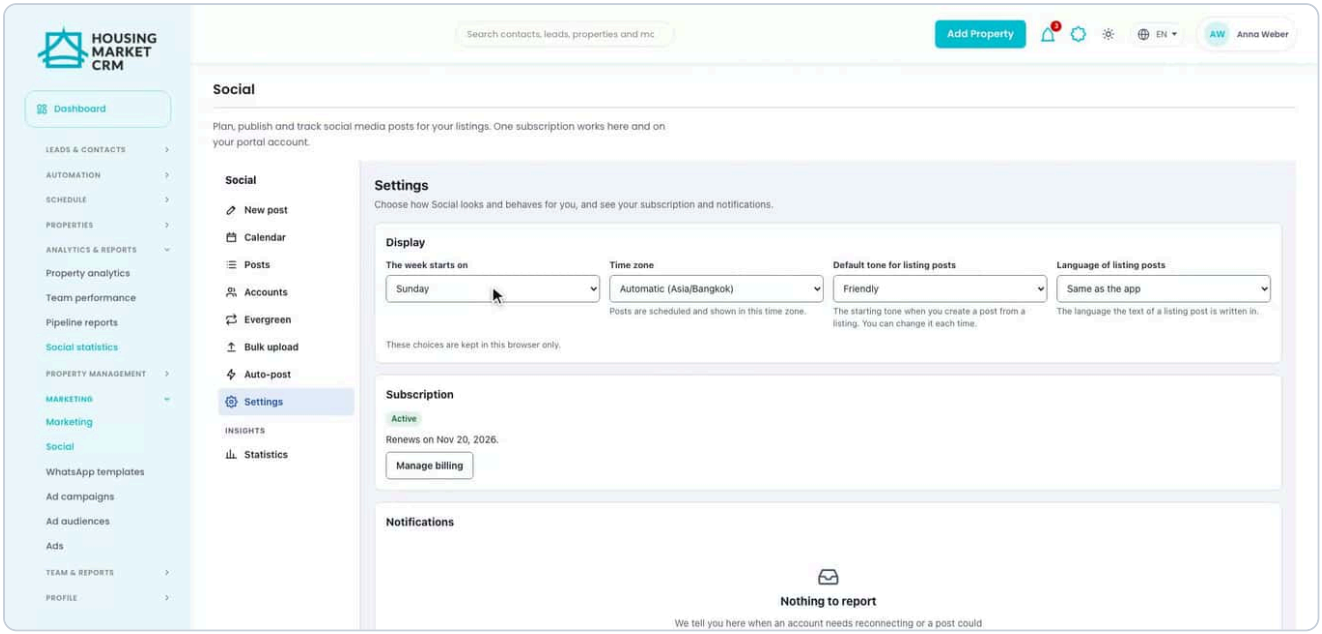


Figure 9.2 · Screen recorded 28 October 2026

3 Pick your **time zone**. Every scheduled time uses it.

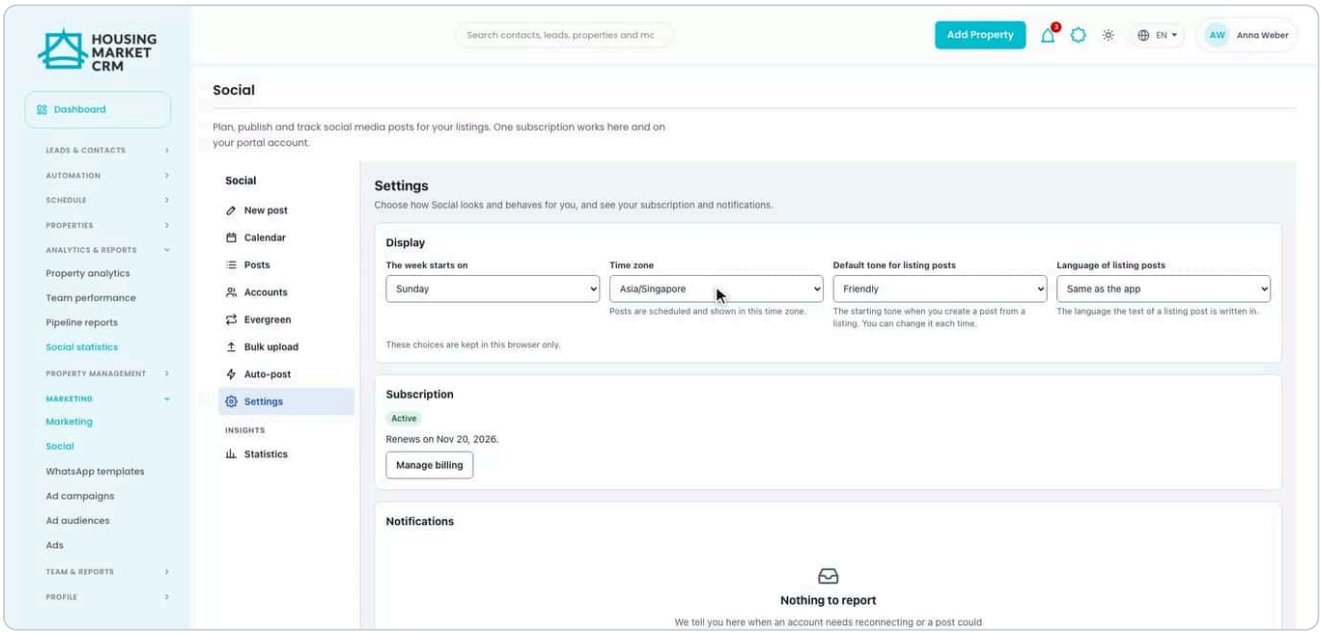


Figure 9.3 · Screen recorded 28 October 2026

4 Set the **default tone** of posts written from a listing and their **language**. You can change both for each post.

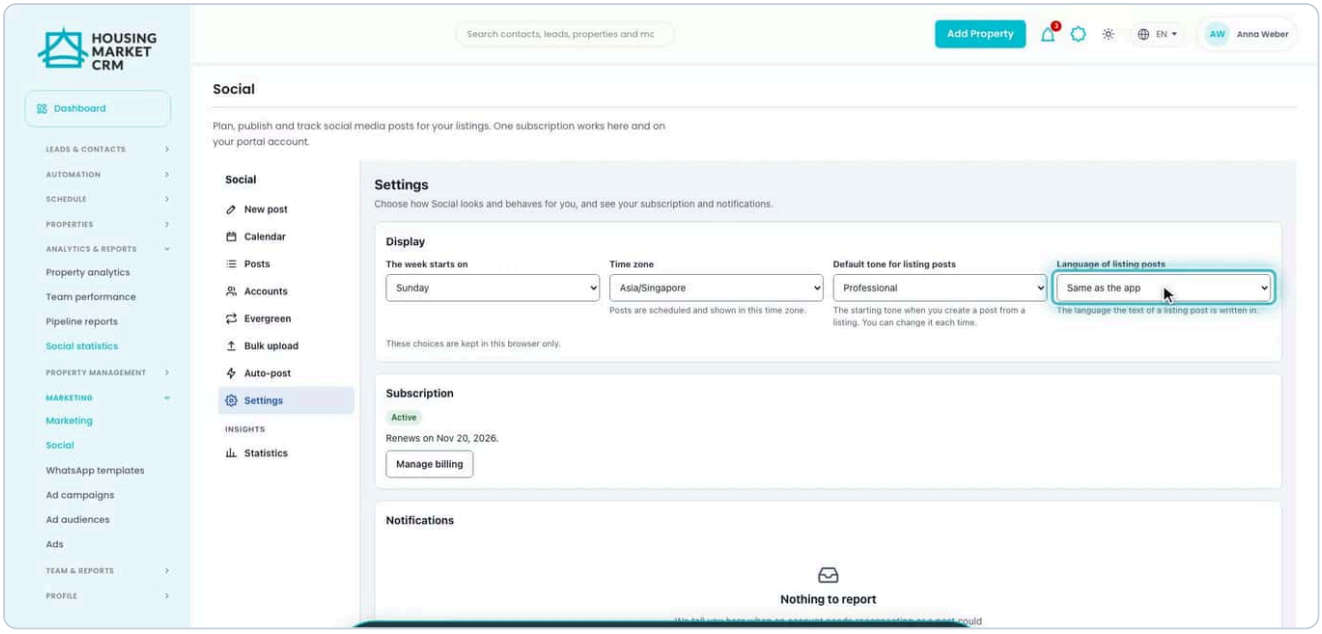


Figure 9.4 · Screen recorded 28 October 2026

5 These choices are kept **in this browser**.

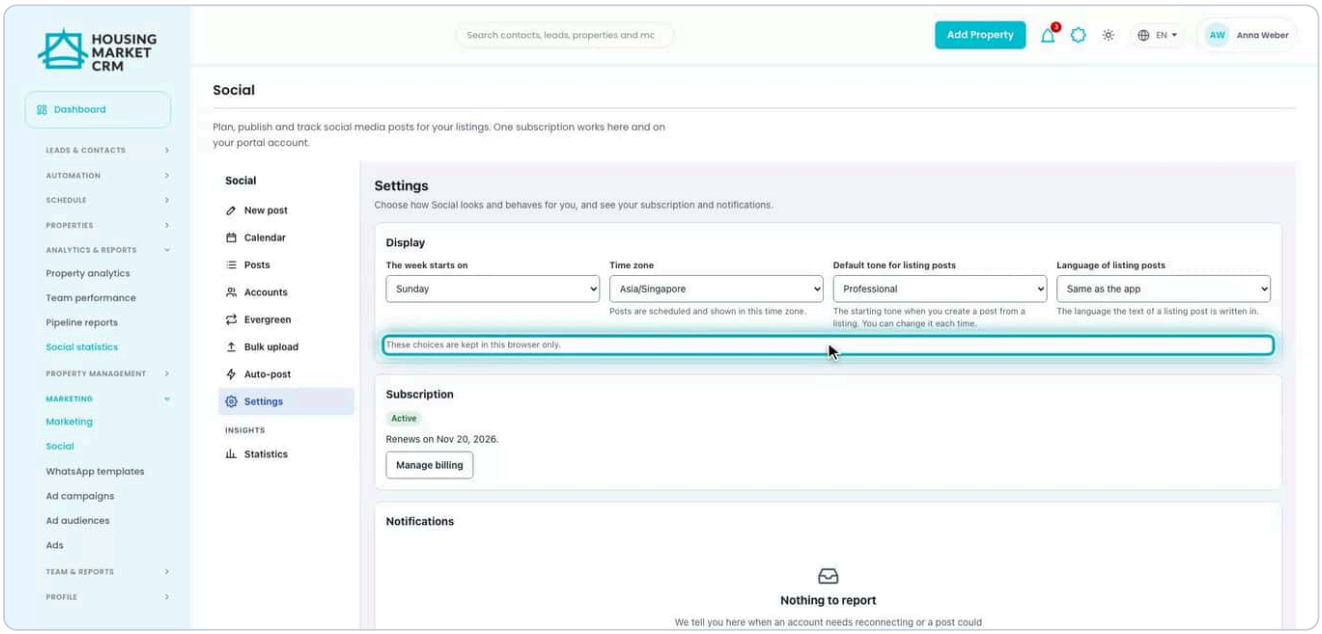


Figure 9.5 · Screen recorded 28 October 2026

6 **Subscription** shows your plan, its renewal date and **Manage billing**.

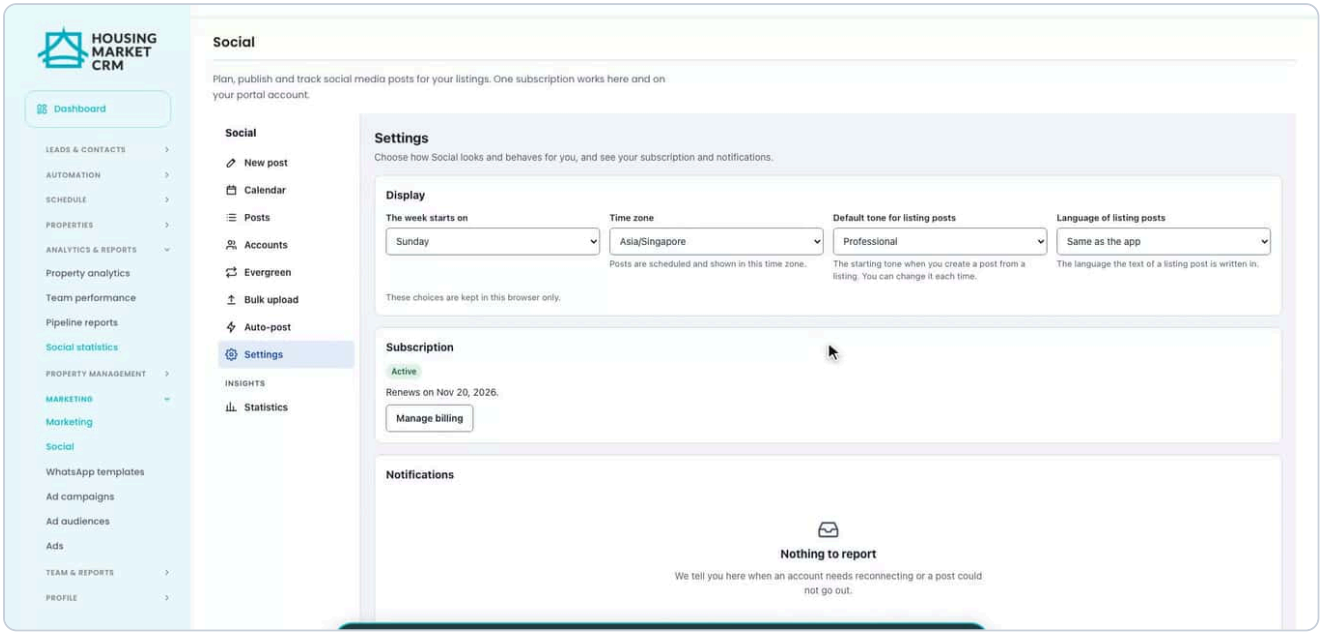


Figure 9.6 · Screen recorded 28 October 2026

7 **Notifications** tell you when an account needs reconnecting or a post did not go out.

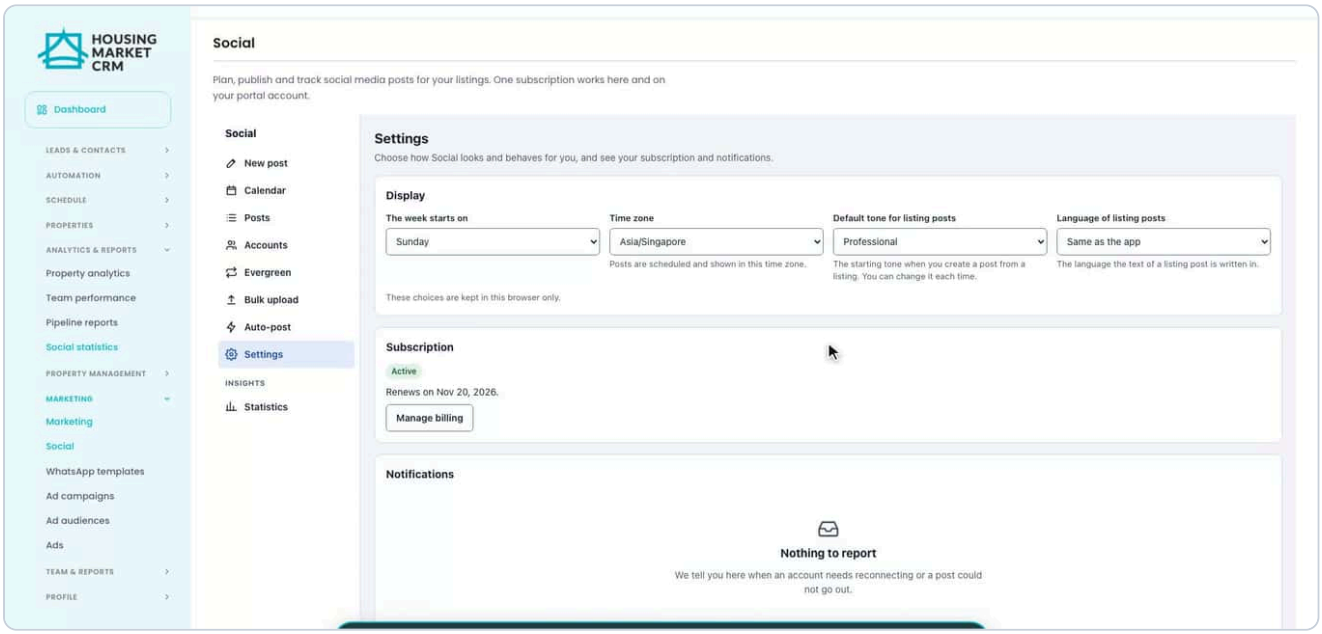


Figure 9.7 · Screen recorded 28 October 2026

8 The days and times you post at every week are a **queue**, under **Posts**.

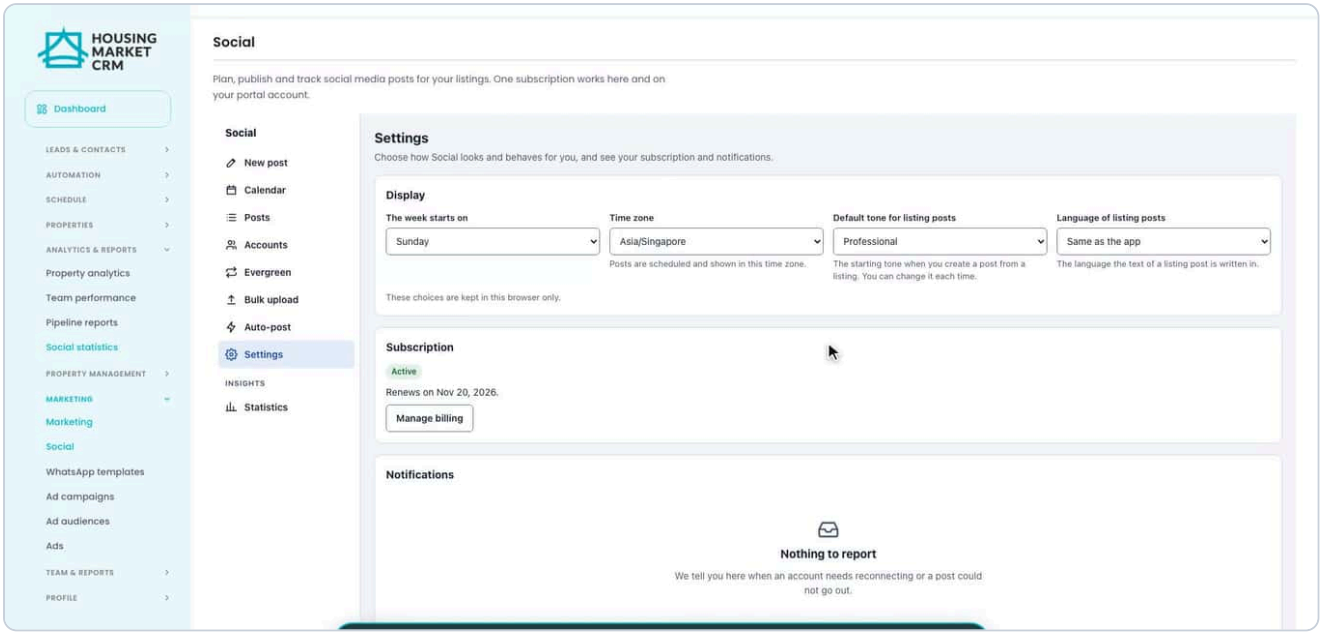


Figure 9.8 · Screen recorded 28 October 2026

Need more help?

Every chapter of this handbook is also a short video, and every explanation in it comes from the Help Center.

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