



The Local Influence Blueprint

A Detailed **Social Media
Playbook** for Loan Officers

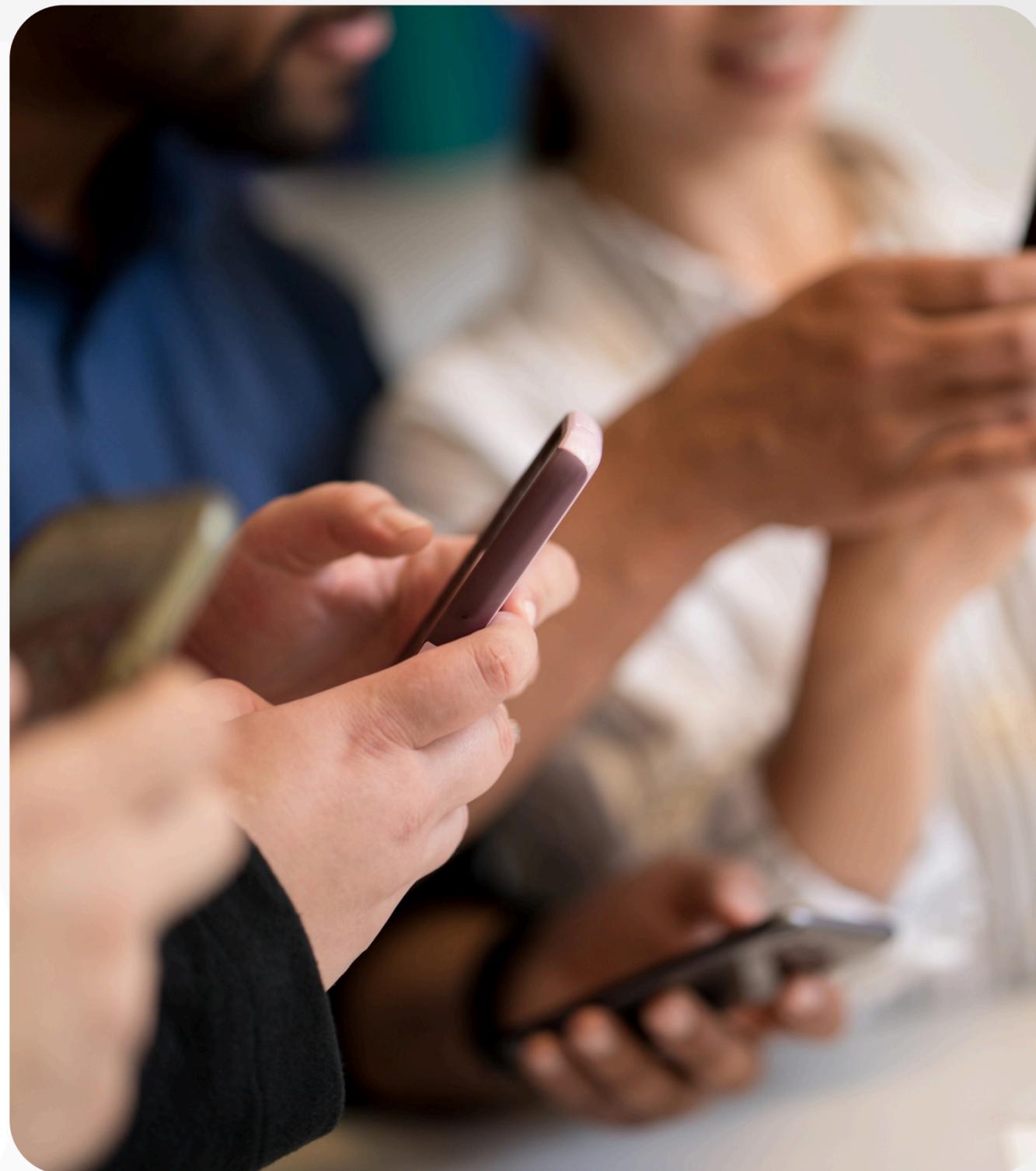


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Playbook Overview



This playbook provides a structured, repeatable system for building trust, visibility, and referral momentum through social media. The goal is not to go viral – it is to become the most recognizable and trusted mortgage professional in your local market.





The Positioning Shift



Social media is not a lead generation hack. It is a reputation accelerator. Your objective is to stay top-of-mind so that when a buying conversation happens, your name is the first one mentioned.



You do not need 50,000 followers.



You need 500 local people who think of you first.



Consistency builds familiarity.



Familiarity builds trust.



Trust drives referrals.



The 3 Social Archetypes

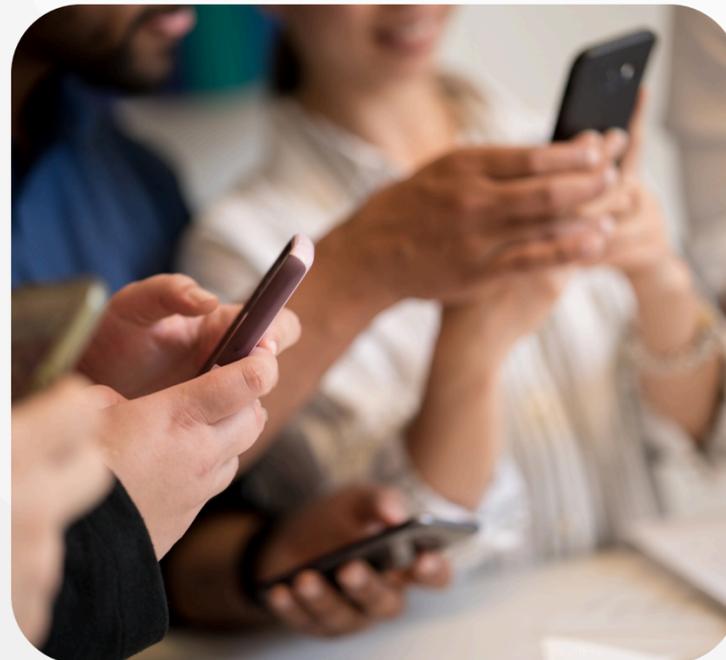
Creators

Thrive on video, commentary, and thought leadership.



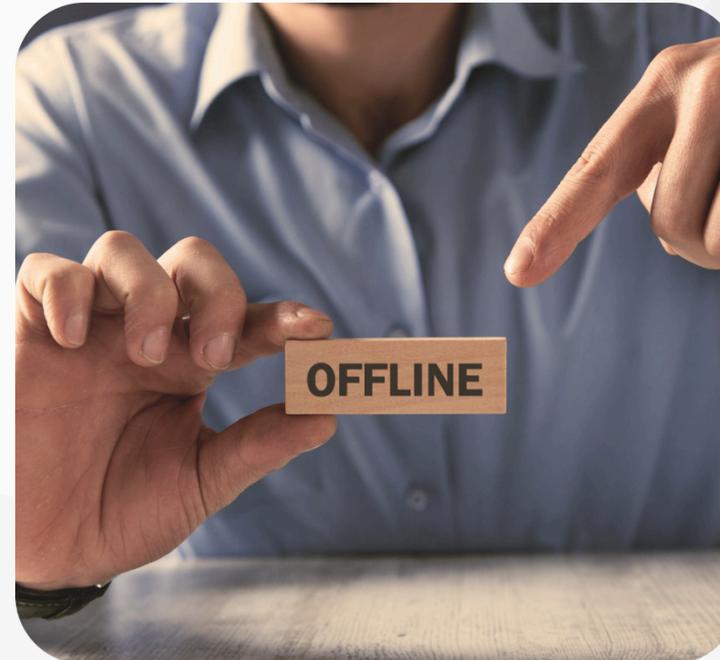
Networkers

Strong relationship builders who win through engagement.



Offline-First Operators

Prefer in-person business but need baseline visibility.



The mistake is not choosing the wrong archetype. **The mistake is inactivity.** Every loan officer can win online with the right structure.



Content Strategy Framework



Daily Scroll Content (Top-of-Mind Visibility):



Local restaurants, events, and community highlights



Behind-the-scenes workday moments



Lifestyle photos and authentic updates



Client appreciation posts (with permission)

Decision Moment Content (In-Market Education):



First-time buyer guides



Myth-busting posts about current market conditions



Process explanations (pre-approval, underwriting, timelines)



Market updates when significant news occurs



Hyper-Local Authority Strategy

01

Pick a local niche (restaurants, schools, neighborhoods, events).

02

Create a repeatable content series (e.g., "Friday Favorites").

03

Tag local businesses to expand reach.

04

Connect lifestyle posts to housing naturally (walkability, growth, value).



“

Local content outperforms national commentary because algorithms reward proximity and relevance.



The HOME Storytelling Method

H

Human moment:

The client's dream or frustration.

O

Obstacle:

The confusion, fear, or challenge.

M

Mentor:

Your strategic guidance and clarity.

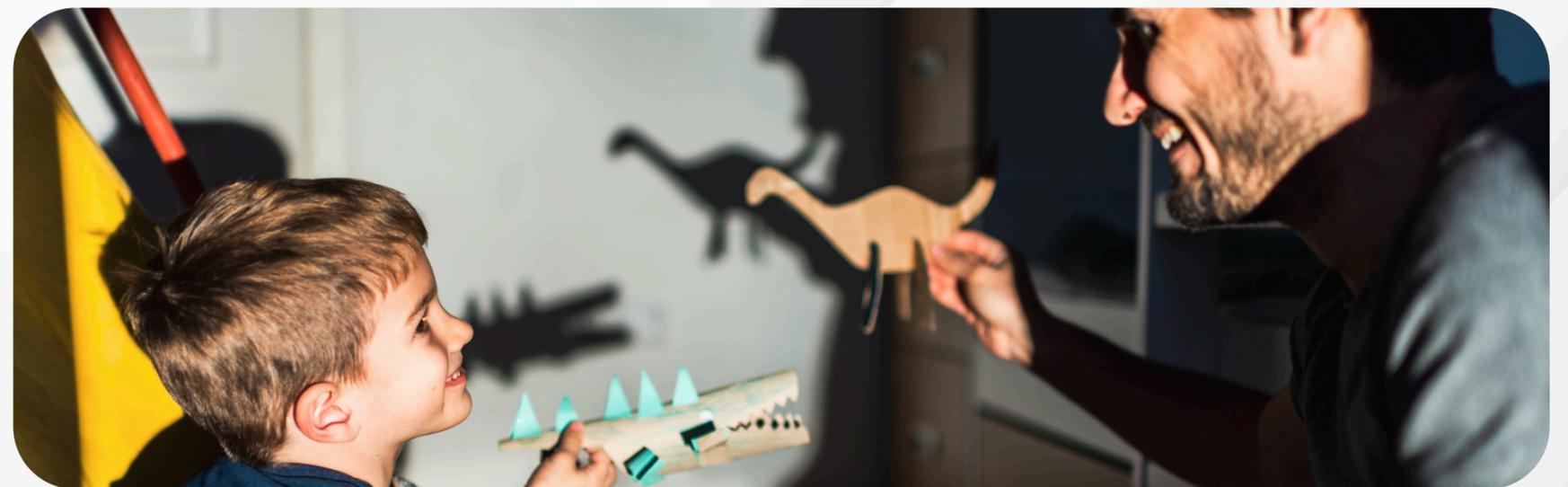
E

Emotional result:

The transformation and outcome.

“

Stories outperform statistics because people make emotional decisions before financial ones.





Weekly Execution Plan



2 hyper-local
or lifestyle posts



1 client story using
HOME framework



1 light educational
insight



5–10 daily
meaningful
comments or DMs

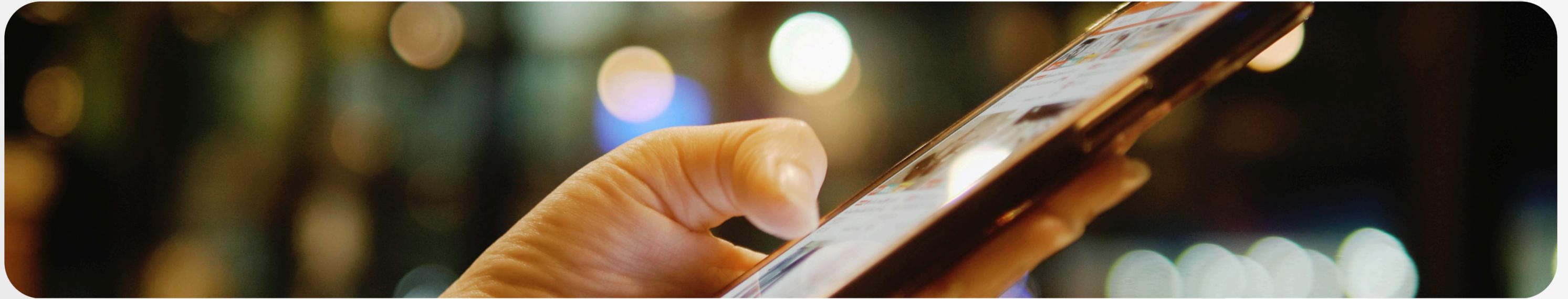


1 new local
business or partner
engagement
per week





What NOT to Do



Posting interest rates daily.



Only sharing closing table photos.



Disappearing for months, then overposting.



Engaging in political or divisive debates.



Posting without engaging with others.



Compliance Essentials



Focus on education rather than quoting specific rates.



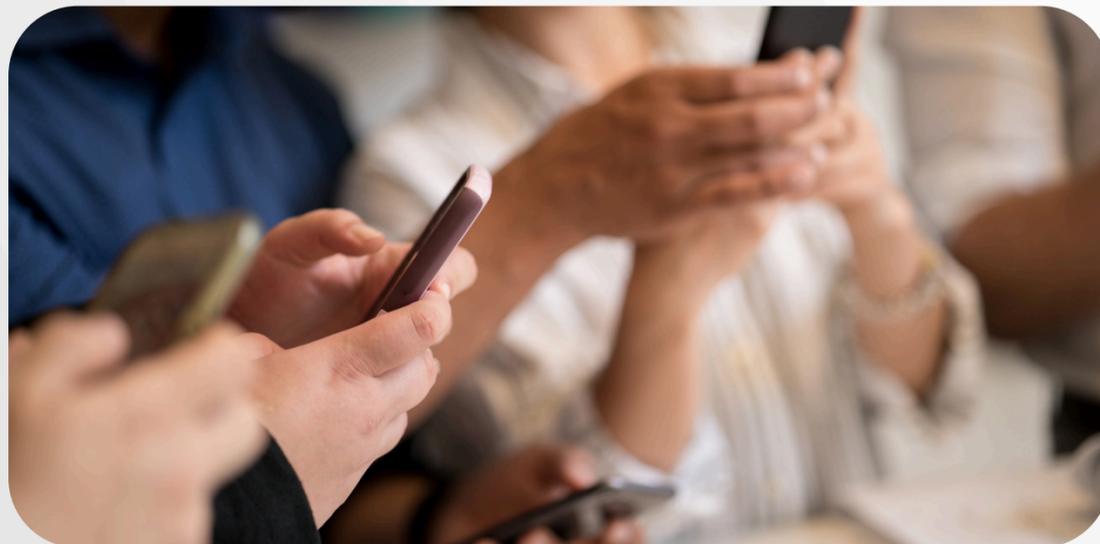
If quoting rates, include proper TILA and NMLS disclosures.



Avoid misleading claims or guarantees.



When in doubt, consult compliance before posting.



One disciplined content system beats random posting. Build consistency, and the referrals will follow.



[View all Content](#)



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