

Instagram: Basics

What's up with Instagram?

- Over 1 billion monthly active users worldwide with over 140m+ in the US
- Largest age group: 25-34 (33%)
- Average time spent per day: 30 minutes
- Only 8% of adults in the U.S. over the age of 65 use Instagram, compared with 46% for Facebook and 11% for LinkedIn



Getting Started

Instagram allows you to establish a unique brand, generate new leads, and create a visual portfolio

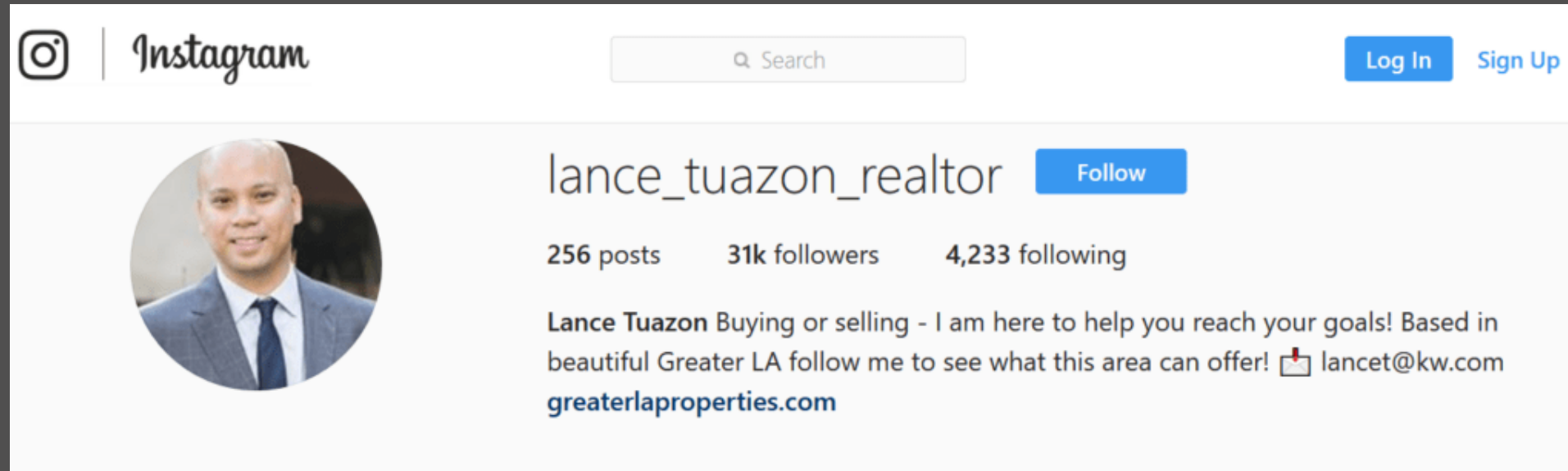
Personal Account vs. Business Account

- On Instagram, there are two account options: personal and business
 - We recommend using a business account to utilize analytics, ads and link capabilities
-


Audience & Strategy

- Think about your target audience and the type of content that would interest them
- Spend time observing how popular real estate professionals are using the platform for reference
- Begin thinking about a posting schedule that you can easily maintain

Profile Set Up

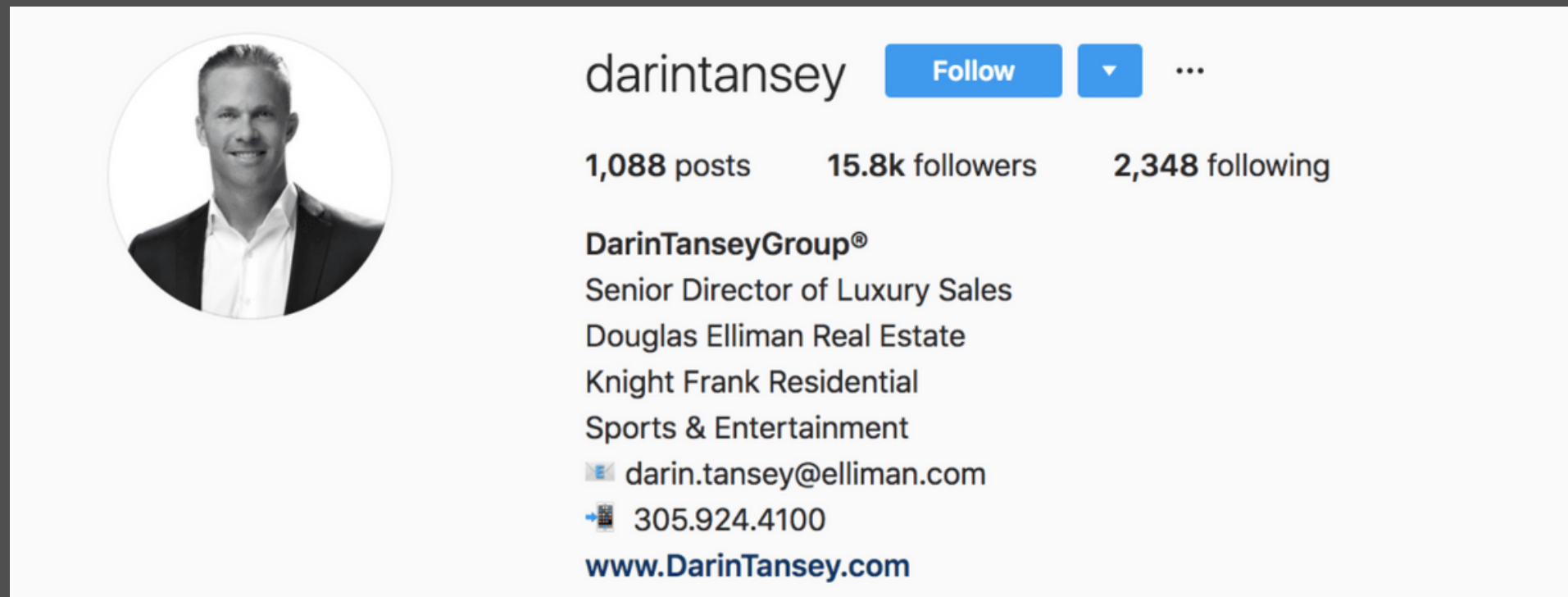



Instagram | Search | Log In | Sign Up

 lance_tuazon_realtor [Follow](#)

256 posts 31k followers 4,233 following

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1,088 posts 15.8k followers 2,348 following

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Step 1

- Download the Instagram app and sign up using your email address or existing Facebook account

Step 2

- You will be asked to give your name. This is the formal name on the account, not your username. Select a username that will identify you as a real estate agent.

Step 3

- In 150 words or less write a bio that conveys who you are, what you do, and your professional persona - put a link to your website in your bio to promote your real estate business even further.



Jeremy Fairley | Real Estate
Real Estate Agent
Whistler's Luxury Agent - Rookie Of The Year 2018
604-935-9150
Jeremy.fairley@evcanada.com
jeremyfairley.evcanada.com/
#36 - 4314 Main Street, Whistler, Canada

43 posts 1,674 followers 984 following

Follow

Call Email Directions

Grid Profile Camera

Living room interior, Jeremy Fairley portrait, and a modern building exterior.

Step 4

- Choose a profile picture that conveys the image you want people to see when they find your page or see your comments. This is a perfect opportunity to use a professional headshot or branded logo.

Step 5

- Give your Instagram account a boost by announcing your new page to everyone in your network. Invite friends and family to follow you. Make an announcement on your other social networks.

<https://www.youtube.com/watch?v=pJYSy0wsbls>

What Should I Post?

- *Community/Lifestyle Content* - Focus on hyper-local content in the areas you serve to establish yourself as a local expert and help people find your page (Ex. South Bay).
- *Local Real Estate Tips* - This content educates on the home buying and selling process or highlights a service that you offer your clients.
- *Listings and Homes* - People are attracted to all things home related. Post photos of your listings, remodeled features, upcoming open houses, and realtor behind the scenes



Stories



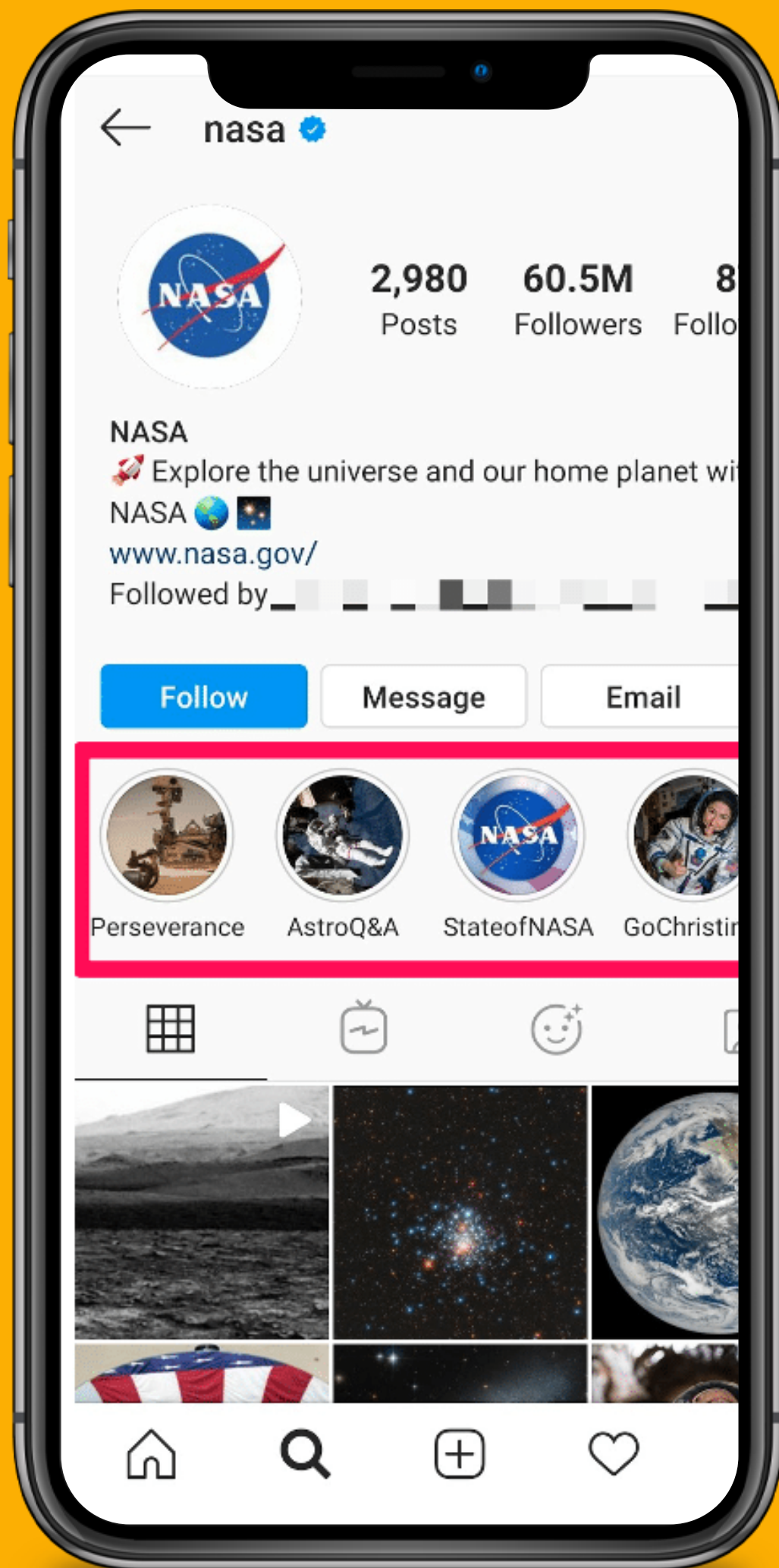
What:

- Vertical photos or videos (up to 15 seconds) that disappear after 24 hours. Instead of being displayed in the feed, they're displayed at the top of an active user's app.

When to Use:

- Stories are temporary, so they're typically casual. They're used as a real-time engagement strategy rather than a perfect, polished Instagram post.

Ex. Progress on a Remodel, Team Event



Highlights

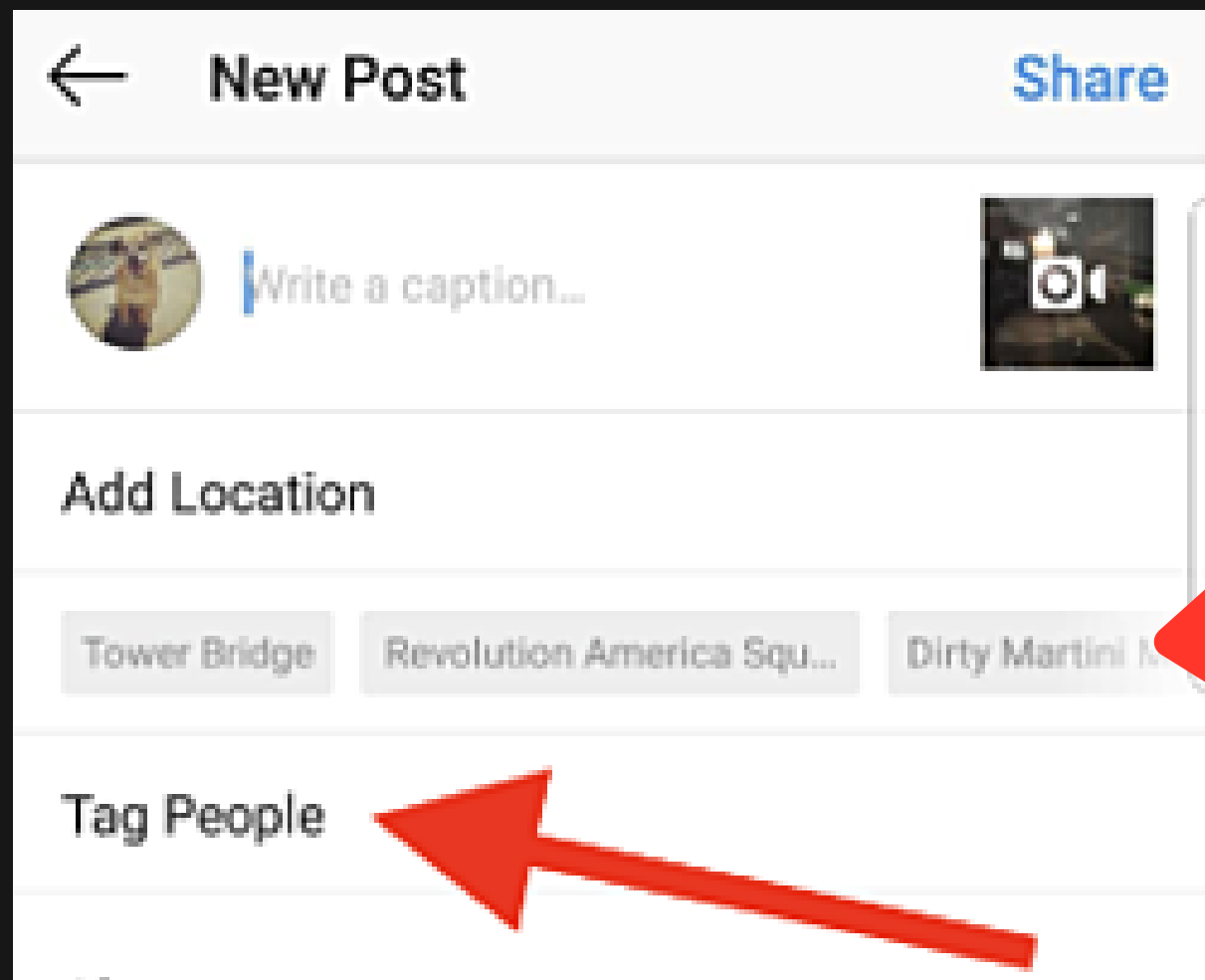
What:

- Your highlights live front-and-center on your profile. They're like curated collections of stories that your followers can tap into and watch any time

When to Use:

- Because of their prime location directly under your bio and above your Instagram feed, it's the perfect place to direct followers to your most valuable and interesting stories
- Categorize them to look polished: My Life, Listings, Sold, etc.

Ex. Community Service Highlight



Geotags

What: Adds a location to your content which is useful for letting your followers know where you are + helps other accounts find your page

When to Use: When posting in feed and stories

Ex. Add the "Palos Verdes" geotag to a post highlighting a new listing in PV

Tags

What: Tagging allows a user to identify someone else in a post

When to Use: When posting a friend, agent, brand, or local business - simply add their handle (THIS IS IMPORTANT!)

Ex. Tag @EstatePropertiesLA for RE/MAX related content



REELS

What: Reels are short, entertaining videos where you can express your creativity and bring your brand to life. People come to Reels to participate in cultural trends, collaborate with the community and discover new ideas.

When to Use: When posting in feed

- These are short (under 30 seconds) and mimic TikTok

Ex. Add the "Palos Verdes" geotag to a post highlighting a new listing in PV



IG Live + IGTV

IG Live: Let's you broadcast video to your followers in real-time as part of Instagram Stories - it is now used by 100 million people every day

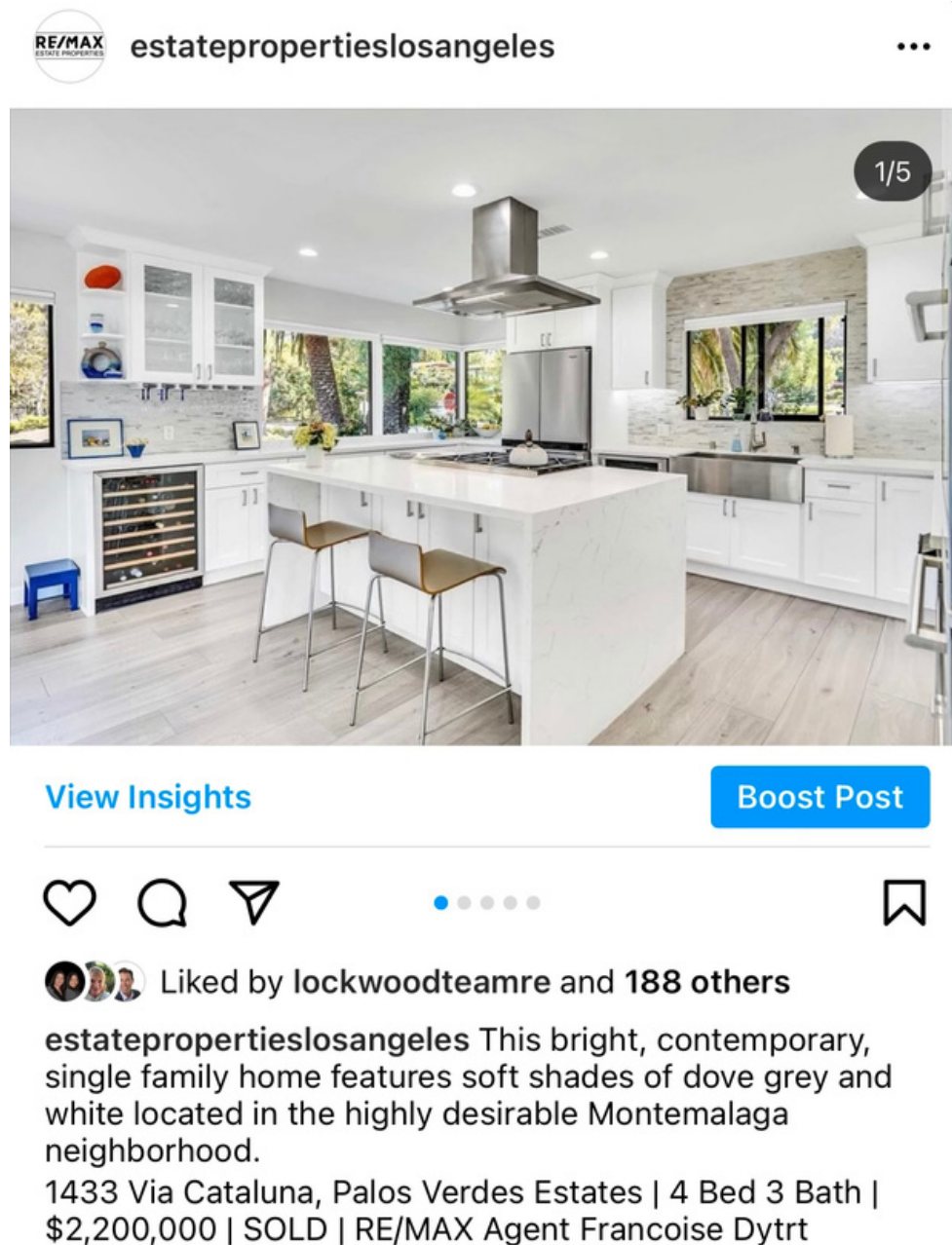
When to Use: When offering a behind the scenes look at a property or when interviewing/chatting with another agent

IGTV: Any video over 1 minute

When to Use: For longer property videos or in an interview setting

The Bottom Line

When it comes to Instagram it's all about quality over quantity



Our Recommendation:

Post relevant content, including a mix of real estate and your everyday life. Remember, Instagram is ultimately a social network. Potential followers aren't interested in following an account that isn't visually appealing and human.

Hashtags

We recommend using 20-30.
Hide them using the 5 stacked period method.
Make sure to keep your hashtags relevant and diverse.
Ex. #RealtorLife #PalosVerdes #ForSale

Captions:

For each post you will include a relevant caption to provide additional details and include your contact information
Ex. Check out this 3bed 2bath w/ lots of natural light!
Contact me: (Contact info)

Key Takeaways

- Post entertaining, helpful, and informational content
- Vary the kinds of posts you share
- Post consistently (2-4 times/week)
- Invite friends and family to like your page + interact with other IG accounts
- Make use of Instagram's other features like reels and IG Live
- Use hashtags and geotags to join ongoing conversations
- Focus on quality over quantity

**Do you
have any
questions?**

Open Q&A





Next Topic:
Instagram Advanced