

Social Media

GETTING STARTED

on Instagram



Real estate marketing calls for striking and unique visuals, which is why it's no surprise that Instagram has been a huge success for sales associates all over the world.

USE INSTAGRAM TO

- Showcase stunning listing photos and videos
- Highlight multiple perspectives of a property
- Post exclusive behind-the-scenes snapshots of your daily routine
- Celebrate client success stories by sharing photos of recent closings
- Connect with other real estate professionals, past clients, and prospective clients
- Sell a lifestyle by posting photos of your community and local events
- Build relationships with local businesses, clients, & consumers by commenting & "liking" regularly

HOW TO GET STARTED

1. DOWNLOAD THE APP AND SIGN UP USING YOUR EMAIL ADDRESS OR FACEBOOK ACCOUNT

Use Facebook to easily and instantly find friends on Instagram.

**Note: While you can access and "like" photos from your account on a desktop, you can only create an account or post photos from a smartphone or tablet device*

2. CREATE A USERNAME AND PASSWORD

This should be something similar to your other social handles.

**Note: If you don't have other social accounts, remember to use the same username across all accounts for easy recognition*

3. CREATE YOUR FIRST POST!

Clicking the blue square button on the bottom of your screen will allow you to post from your device's photo library.

4. DON'T FORGET TO USE RELEVANT HASHTAGS AND TAG OTHER USERS WHEN APPLICABLE

Follow us @bhhsocalifornia and find more tips in the **Social Media Best Practices Handbook** located on *MyConnect>Marketing>Social Media*.

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#Ventura #Socal #LosAngeles
#CALIFORNIA #SOCAL #REALTORLIFE
#SantaBarbara #DREAMHOME #ORANGECOUNTY
#BHHSCalifornia #INTERIOR #NEIGHBORHOOD

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