

# GETTING THE MOST OUT OF YOUR REAL ESTATE CONTENT



## Instagram

### Post Options:

#### FEED

- Up to 10 photos
- Up to 1 minute videos
- IG Reels
- Preview of IGTV video

#### IGTV

- 1 - 10 minute videos

#### STORIES

- Photos
- Videos
- Share posts
- Use Instagram Stickers to make post "pop"

#### REELS

- 15-30 second videos
- Add popular music
- Add effects
- Create on IG or upload your own video

#### GUIDES

- Places
- Products
- Posts

Content provided: Photos, Listing Video, Aerials, Virtual Twilights, and Webpage.

#### Monday

5-10 photos of listing to Feed.  
↓  
Share post to your Story later in the day.  
↓  
"Sneak peek" Listing Video to your Story. (Use IG Reels and a popular song)

#### Tuesday

1-3 unique photos to Feed. (virtual twilight, detailed shot, aerial photo, etc.)  
↓  
"Sneak peek" Listing Video to Feed. (IG Reel)  
↓  
Share "sneak peek" video to your Story.

#### Wednesday

Full length Listing Video to Feed.  
↓  
Share Listing Video to your Story later.  
↓  
1-5 aerial photos to Feed.

#### Thursday

Share 1-3 unique photos post to your Story.  
↓  
Day and night exterior photos to Feed. Ask "Which is your favorite?"  
↓  
Mention property webpage in your Story. Be sure to put URL in your Bio.

#### Friday

Share to your Story the posts that performed best that week.  
↓  
Day and night exterior photos to your Story. Pole: "Which is your favorite?"

Things to remember:

- Always tag accounts when you can!
- Use "Stickers" with your Stories!

