

Instagram Reference



Inside: Getting Started Guides, Helpful Tools and Tips

Instagram Interesting Stats

- 6th most popular media platform with over 1 Billion users
- Mobile first, photo and video sharing network that is owned by Facebook
- Instagram Stories released in 2016 and Instagram TV (IGTV) in 2018
- Over 60% of users log in daily, making it the second most engaging platform
- 75% of its users are between the age of 18-24; 95% of users are younger 35
- Used daily by 63% of users
- Of the top 100 brands in the world - 90% have an Instagram account
- Engagement with brands is 10x higher than Facebook
- At this time, photos see more engagement than videos

(source: Brand Watch, May 2019)

Your Account

Read full blog posts here:

[How to Set Up an Instagram Business Account](#) or [How to Use Instagram for Business: A Practical 6-Step Guide](#)

You will want a Business Account, in order to be able to:

- View analytics
- Add links to Instagram Stories (after 10K followers)
- Auto publishing options
- Advertise

Your Profile

Your Photo
Your Bio
Your Posts
Your Stories

The screenshot shows a social media profile for 'royal_lepage'. The profile picture is a circular logo with the text 'ROYAL LEPAGE' and 'Helping you is what we do. Votre complice Immobilier.' A red arrow points to it with a callout box labeled 'Profile Picture'. The profile name is 'royal_lepage' with a 'Follow' button and a dropdown menu. Below the name, it shows '483 posts', '5,344 followers', and '515 following'. The bio reads: 'Royal LePage Home. It's who we are. | L'immobilier vit en nous. Royal LePage www.rlpredmarket.com'. A red arrow points to the bio with a callout box labeled 'Profile Text and Clickable Link'. Below the bio, it says 'Followed by macdermotholmes, mathieujbedard, melissa.peters.bicanda + 21 more'. There are four story highlights: 'Red Market', 'NEW GIFs', 'Leading Ed...', and '#RLPNSC'. A red arrow points to these highlights with a callout box labeled 'Highlights (from Stories)'. Below the highlights, there are two tabs: 'Your Posts or Tags' and 'TAGGED'. A red arrow points to the 'Your Posts or Tags' tab. The main content area shows a grid of posts. The first post is a photo of hands holding a pen over a document with the text 'On your journey to your new goal, you don't have to make the trip alone.' and 'RHONDA ABRAMY'. The second post is a golf-themed advertisement for 'The Red Market' featuring a golfer and a golf bag, with text 'My favourite 4-letter words are Golf & Sold' and '\$330 Titleist Premium Golf bundle'. The third post is a car advertisement for 'Genworth' and 'ROYAL LEPAGE Canada' showing a steering wheel, with text '59% of TORONTO first-time home buyers prefer a home that is closer to work, rather than more square footage. In ONTARIO 52% make the same choice.' The fourth post is a quote: 'SUCCESS ISN'T ABOUT HOW your life looks to others - IT'S ABOUT HOW IT FEELS to you. -MICHELLE OBAMA'. The fifth post is a photo of a woman hugging a child, with text 'Happy Mother's Day' and 'ROYAL LEPAGE'. The sixth post is a photo of a group of people holding a banner for a 'Garage Sale for Shelter'.

Your Bio

Read full blog posts here: [How to write a good Instagram Bio](#) and [Anatomy of a Perfect Instagram Profile](#)

- **Important:** Your name and user name are the only fields that Instagram uses for search queries. Make sure your actual name is in the Name field, not your user name, since most people will be searching for YOU.
- Recognizable profile picture; can be a logo - photo might be better for real estate. Square shape 110x110px
- Explain in your bio what you do. If you specialize, let people know. Think about what sets you apart from competitors and add that too.
- Add in your email address, phone # to make contacting you simple
- **Instagram only gives 1 clickable link** and that is in your bio, many use their website (more on this later)
- Consider using emojis to highlight different aspects of your business, if you have a branded hashtag - include that too
- Indicate you are a **"insert brokerage"** Agent

Your Posts

Read full blog posts here:

[11 Instagram Tips for Beginners](#) and [Instagram Marketing: The Definitive Guide \(2019\)](#)

Posts are used to showcase your personality, products and services.

- They are square (1080 x 1080 px), can be single photo, multiple photo or video
- Instagram is always about the visual aesthetic - **always use High Quality Images**
- Instagram is famous for their filters - for a cohesive brand, sticking to 1 or 2 works best - more natural looking the better in most cases
- Pick a colour scheme (warm, dark, colourful etc.)
- Each post should be well shot, interesting to the viewer and relevant
- Consistent, regular posts is key to keep followers engaged
- Hashtags increase your reach and engagement. Make sure they are relevant keywords (resource: [Hashtagify.me](#))
- If reposting someone's image - ask for permission first and give credit
- Comments: If you are using social media...respond to comments! Make sure your notifications are on. Be engaging and have fun.

Ideas to Post

- Properties - new listings, open houses, dream homes, cool features
- Behind the scenes - your peers, your assistants, other people that make your business better!
- Showcase customer stories and testimonials
- Events and causes you care about
- Neighbourhoods and communities, life in your city!

Your Stories

Read full blog posts here:

[The Ultimate Guide to Instagram Stories for Business](#) or [Best Practices for Instagram Stories in 2019](#)

Free course but need to provide an email - [How to Use Instagram Stories for Business in 2019](#)

Stories were designed to let you share additional moments of your day without adding a permanent post to your profile.

- Available for 24 hours only
- There is a live broadcasting feature, or you can add up to 3 images or 15 second of video created in the last 24 hours (if longer than 24 hrs, open in an edit program and resave)
- Stories make use of vertical space - rectangular shape (1080 x 1920 px)
- Designed to be fun and creative with stickers, face filters, text overlay, doodles, music etc
- Instagram stories are discoverable - people that don't follow you can see your story
- Followers are automatically notified of new stories - circles at top of their feeds
- You can add stories to appear as Highlights at the top by your bio

Stickers



INTRODUCING Royal LePage Gifs -

Before sharing your story, tap the Sticker Icon and search 'Royal LePage'

Read full blog post here: [Instagram Stories Stickers: 8 Features That Are Perfect For Businesses](#)

You can get creative and playful by adding 'Stickers' to your Stories AND they can help grow your business. Here are a few options:

- Location Sticker - let's you tag a location like a neighbourhood or restaurant. When you do this, anyone that searches for that location could see your story (gives you more views, engagement and draws attention to physical location)
- Hashtag Sticker - similar to Location Sticker, where your story will be visible on the page for that Hashtag. Great for promoting YOUR branded hashtag
- GIF Stickers - Mentioned at top of page - Royal LePage has created some and you can also create your own custom ones! (very good for highlighting links and CTA's - adds movement and flair)
- Poll and Emoji Slider Stickers - find out what your followers like, dislike, are interested in! (Add numbers to the side of the sliders and get your followers to guess the house price!)
- Question Sticker - other users submit questions for YOU to answer. Host a Q&A session, ask for feedback, show off your expertise, run a contest etc.)

Highlights

Read full blog post here: [How to Use Instagram Stories Highlights to Wow Your Customers](#)

Highlights help new visitors discover who you are and what you do. They are a collection of Instagram Stories that visitors can tap and watch at any time - available permanently on your profile.

- Feature the content you want visitors to see first
- Make sure you have [Instagram's Auto Archiving](#) feature on
- On your profile, beneath the Bio section, you will see a 'new' or '+' button. Click that to create a Highlight
- Select the Story or Stories to feature, choose a title and a cover image
- To stay on brand, create custom cover images for your Highlights
- Tap and hold a Highlight to edit or remove it
- Group Story Highlights together in categories, use them to explain the Market, Hot Trends, Open Houses, New Listings, Community Events, Client Testimonials, Your Marketing Plan etc.

Utilize Available Tools

Read full blog posts here: [20 Tools to Grow Your Audience](#) or [10 Instagram Tools You Need in 2019](#) or [20 Instagram Tools to Design, Plan, Schedule and Analyze Your Content](#)

Design:

[Canva](#) - you can create beautiful branding with this drag and drop platform (free and paid versions) It's a much simpler alternative to using Adobe Photoshop with thousands of ready made templates

[Over](#) - is a mobile app only. Also has beautiful templates and numerous overlay options (Free with paid upgrades)

[Unfold](#) - very popular right now -branded template collections for stories. **For iPhones only (Free with paid upgrades)

Video:

[In Shot Video Editor](#) - Great for resizing videos, many filters, add music, sound effects etc. (Free with paid upgrades)

[Clipomatic](#) - video editors that turns all that you say into live captions! **For iPhones only \$4.99

Schedulers: (allow you to visually plan and schedule posts ahead of time - many from Laptop or Desktop)

[Later](#) - Free and paid versions - great blog for info.

[Planoly](#) - Free and paid versions

Bio Links: (allows you to direct that **1 clickable link** you have in your bio to MANY destinations)

[LinkTree](#) - free and paid versions

[Linkin.bio](#) - can turn posts in your feed to clickable landing pages. This option starts at \$19/mth plan

Paid Advertising

There are many different ways to create a sponsored ad for Instagram. The easiest are 'Boosting' (Facebook) or 'Promoting' (Instagram) a post you have already shared in your feed. When you click these buttons you will be walked through the various steps. Find more options and detailed instructions in the blog posts below.

Read full blog posts here:

[Build Your Business On Instagram](#) or
[3 Easy Ways to Create Instagram Ads](#) or
[3 Ways to Use Instagram Stories Ads for Business](#)

