
INSTAGRAM STRATEGY WORKSHEET

An easy-to-use visual guide for helping you get organized and get more effective at marketing your real estate business on Instagram!

WHY INSTAGRAM?

Every real estate professional has a story to tell and with [over 500 million daily active users](#), Instagram is a popular place for you to share the stories that matter with your sphere of influence.

Use the “Instagram Strategy Worksheet” to get your gears turning with interactive, fill-in-the-blank sections designed to help you plan and take action on Instagram.

Overall, this is a great tool for getting started or upping your game with Instagram marketing. Use it to figure out where you are, where you’d like to be, and how you can get there.

WHAT ARE WE WAITING FOR?

Let’s do Instagram!

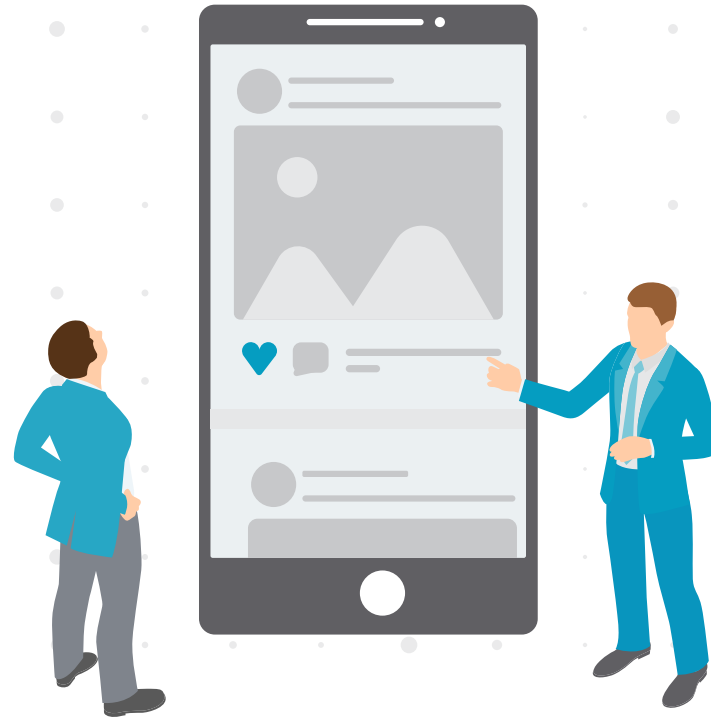


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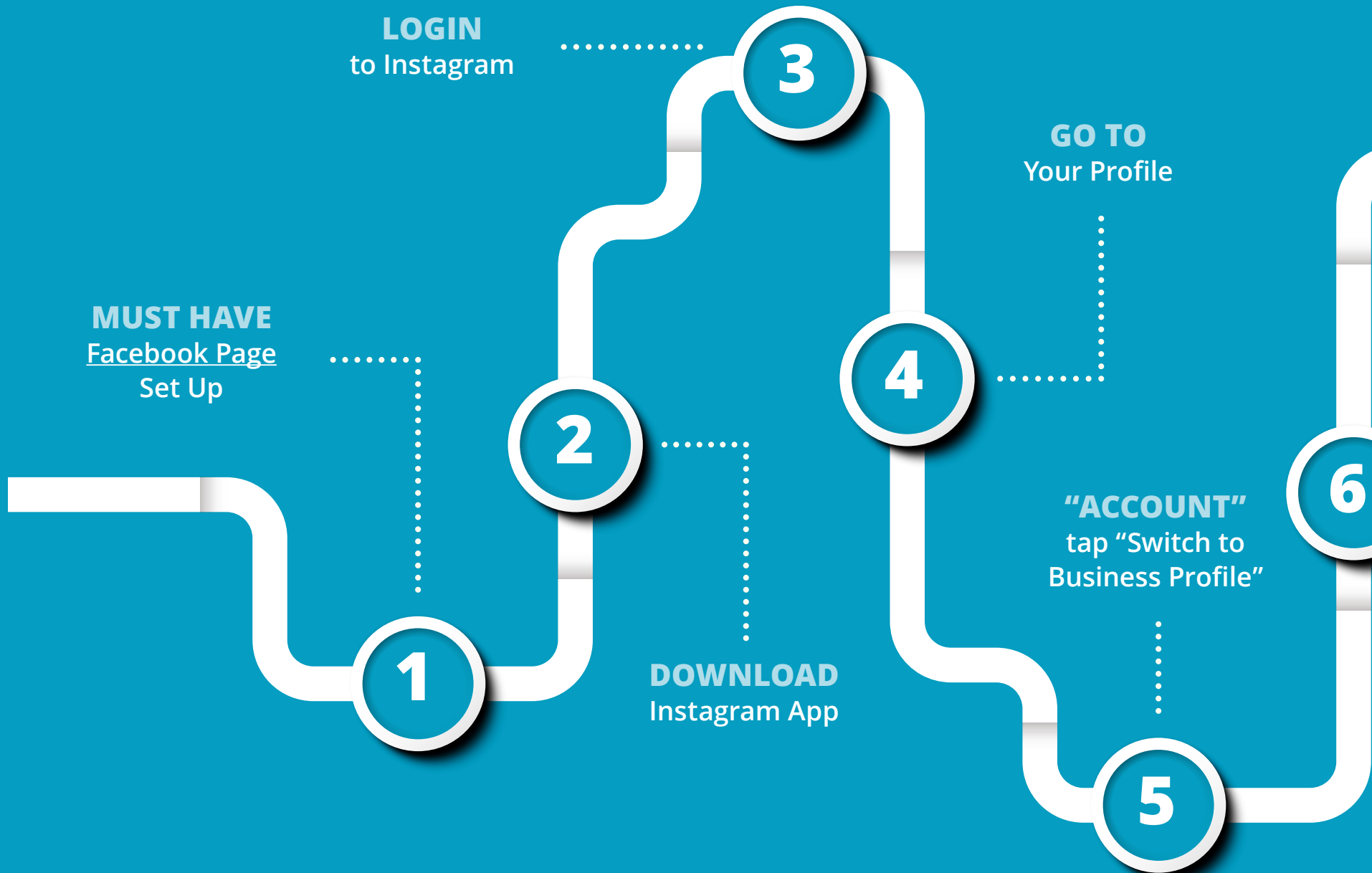
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SETTING UP YOUR INSTAGRAM BUSINESS ACCOUNT

Instagram makes it really easy to set up a business account. Follow the steps below to get up and running in no time!



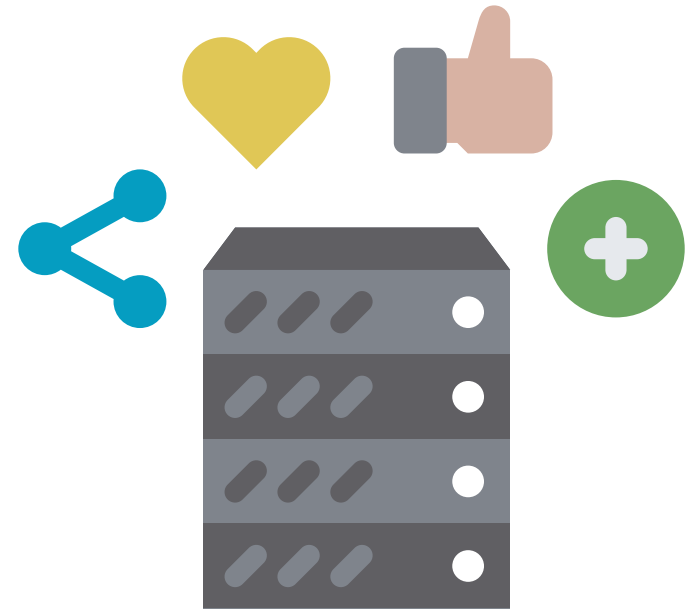
AUTOMATICALLY
Pull Contact Information
From Your Facebook Page

7

TAP
"Done" &
You're All Set!

8

TAP
Gear Icon Beside
"Edit Profile"



DATA IS YOUR FRIEND

You don't have to be a numbers person to see the value of data.

Knowing who's liking, sharing, and commenting on your posts is critical to getting value from Instagram. Before we get too far, let's take a look at the kinds of results you're currently getting with Instagram.



LET'S LEARN FROM PAST **POSTS**

For this activity, use [Instagram's analytics feature](#) to find two of your best performing posts, and two of your worst performing posts. If you're just getting started with your business account, no problem! Do a quick overview of your past posts to get a feel for where you stand and add your findings to the chart.

Tip: Take advantage of Instagram's direct message feature to follow up on conversations started in the comments section. Just tap the profile photo of your commenter, then tap "Message."

Your Post	Your Take <i>Why do you think it was good or bad?</i>	How many people saw the post? <i>Tap "View Insights" under the photo.</i>	What results did you get from this post?
Picture of a downtown art festival.	It was good! It showed off the downtown area, it was colorful, and lots of people liked it.	It reached 40 people.	One person asked if I could help them find a downtown condo!

ENGAGEMENT ON INSTAGRAM

Just like with other social media channels, Instagram makes it easy to connect with people, like their posts, make comments, share interesting content, and engage with friends, family, and clients. And measuring engagement is a good way to learn if our efforts on Instagram are effective. Pick a few goals from the list below, select a method for tracking engagement, and then write down your results.

Your Goal	Post Type	Track Progress Through	Your Results
Build brand awareness.	A short "about me" video.	<input checked="" type="checkbox"/> Likes <input checked="" type="checkbox"/> Comments <input type="checkbox"/> Appointments	42 people liked my post and it got 7 comments!
		<input type="checkbox"/> Likes <input type="checkbox"/> Comments <input type="checkbox"/> Appointments	
		<input type="checkbox"/> Likes <input type="checkbox"/> Comments <input type="checkbox"/> Appointments	
		<input type="checkbox"/> Likes <input type="checkbox"/> Comments <input type="checkbox"/> Appointments	
		<input type="checkbox"/> Likes <input type="checkbox"/> Comments <input type="checkbox"/> Appointments	

STAYING CONSISTENT

Consistency is key on Instagram. Showing up on a consistent basis makes a massive impact on your Instagram credibility... and can lead to more leads and sphere-building opportunities.

Let's get practical and plan out some actions to keep you moving in the right direction.

Tip: Hashtags are great for giving your posts added personality and reach. Use them to highlight your brand, community, local events, home features, and more. Here are a couple of short lists to get you started: [30 Twitter Hashtags Every Real Estate Agent Should Know](#), [50 Real Estate Hashtags: How to use them](#).



Day	Post Type	Time	Comment	Hashtags
Monday				
Tuesday				
Wednesday				
Thursday				
Friday				

Use this handy planner to help you stay on track. Then use a tool like [Buffer](#) to remind you to share your posts.

QUALITY PHOTOS & VIDEO

Since Instagram is primarily a visual social media platform, making sure you use high quality photos, videos, and graphics is essential.

RESOLUTION

Is your image or video high quality?

LIGHTING & COLOR

Your subject backlit (meaning there's light in the background that makes the subject appear dark). Ask yourself the following questions:

Is there too much light?

Are the colors natural looking?

BRANDING

Try including a logo or using a specific filter to reinforce your brand image.

Tip: Tools like [Canva](#) make it easy to create custom graphics, add logos, and touch up photos.

CHECKLIST

Follow this quick checklist to help you make sure your posts are Instagram ready!



PHOTOS

- High resolution
- Even lighting
- Logo



VIDEOS

- HD video (720p to 1080p)
- Natural color
- Filter

INSTAGRAM CHALLENGE

Need a creative boost? Take our Instagram challenge and start the week off right! Each day includes a post idea to help you share the value of your real estate business with your fans and followers. Check off each day’s activity as you go through the week. Don’t forget to track reach, likes, and comments.

NOTES	MONDAY	TUESDAY
<hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p data-bbox="913 607 1165 638">Kitchen Feature</p> <p data-bbox="814 646 1264 735">(Take three kitchen photos at one of your listings, and share them as a multi-photo post).</p> <p data-bbox="791 784 1289 815">REACH: _____</p> <p data-bbox="791 880 1289 911">LIKES: _____</p> <p data-bbox="791 976 1289 1006">COMMENTS: _____</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>	<p data-bbox="1541 607 1772 638">Yard Highlight</p> <p data-bbox="1474 646 1839 735">(Use video to capture the best views of the front or backyard of your listing).</p> <p data-bbox="1409 784 1906 815">REACH: _____</p> <p data-bbox="1409 880 1906 911">LIKES: _____</p> <p data-bbox="1409 976 1906 1006">COMMENTS: _____</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>

WEDNESDAY

New Testimonial/Interview

(Get your latest buyer talking about how you helped them navigate the buying process).

REACH: _____

LIKES: _____

COMMENTS: _____

THURSDAY

Local Hangout

(Snap a photo of a favorite local restaurant or shop and share it).

REACH: _____

LIKES: _____

COMMENTS: _____

FRIDAY

Friday Fun

(Casual Friday? Office luncheon? Let your followers in on the fun!).

REACH: _____

LIKES: _____

COMMENTS: _____

Tip: Instagram gives you lots of space to tell the story behind your photo or video. Always include a comment, and bring others into your story by tagging the people and businesses featured in your posts.

USING INSTAGRAM STORIES

Over 250 million people are using Instagram Stories daily. What started out as a fad has quickly garnered a lot of attention. *And for good reason!* Instagram Stories show up at the top of your followers' feeds, they're interactive, and they offer lots of customization features, making them entertaining and easily accessible to the members of your sphere.

- 1** Tap the small "+" icon on your profile picture at the top left of your screen. This opens the camera function & allows you to take pictures or record video.
- 2** Take photos by tapping the white button at the bottom of the screen, or hold down the white button to record video. You can add text, drawings, and emojis to each photo and video.
Note: You can create a story by uploading existing photos and videos from the last 24 hours, or you can create your story throughout the day.
- 3** Once you're finished adding text, drawings, and emojis to each photo and video, tap the "+" button at the bottom of the screen to add it to your story. You will then be taken back to your feed.
Note: If you'd like to download your image or video before adding it to your story, tap the "Save" arrow at the bottom left hand corner of your screen.
- 4** Tap the small "+" icon on your profile picture at the top left of your screen to add more photos and videos to your story.
That's it! Keep posting and add life to your story.

Tip: A good way to learn how to use Instagram Stories is to see how other people are using them. Try following some local or national real estate professionals you respect to get some ideas.

WANT HELP CREATING & SHARING YOUR STORIES ON SOCIAL?

PARADYM CAN HELP!



We're a technology & coaching company that makes it easy for real estate professionals to create & share stories about properties, places, and people so they can win more listings & grow their online sphere.

LET'S TALK



INSTAGRAM STORY **PLANNER**

Now that you know the basics, let's get creative and think through some ways to tell your real estate story. Use (and reuse) the following planner to create your very own interactive stories.

Topic	What I need	When will I post my story	Frame 1 BEGINNING	Frame 2 MIDDLE	Frame 3 END WITH CALL TO ACTION
Community highlights story.	Two photos & one video clip of the best community features that surround my latest listing.	Two days before my open house.	Park photo.	Video clip of main street.	Photo of award winning BBQ restaurant. Include a call to action inviting viewers to send me a DM about their favorite community feature.

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