

# INSTAGRAM LAB

FOR REAL ESTATE



REELS

# INSTAGRAM LAB FOR real estate

## WHAT ARE REELS?

Reels is a feature on Instagram where you can **create and discover fun and entertaining videos up to 90 seconds long**. You can include multiple clips, edit it with audio, effects, and other creative tools. This is an opportunity to create fun and engaging videos. Like Instagram Stories, Instagram Reels are supposed to showcase light and fun content and they are not as formal as videos on IGTV. It is supposed to be fun and casual which makes it a good opportunity to highlight yourself as a business owner. It lets people know who you are as a person and as a real estate agent.

Moreover, unlike Instagram Stories, you can publish your Reels with your followers on Feed, and, **if you have a public account, it will be available to a wider Instagram community through a new space in Explore**.

## NOTES

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## WHAT ARE REELS?

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Reels are gold mine for helping you grow your following.

Like Instagram Stories, Instagram Reels are geared to showcase light and fun content and they are not as formal as other video content you may have created in the past.

It lets people know who you are as a person and as a real estate agent.

## NOTES

# WHY INSTAGRAM REELS IS A GREAT TOOL FOR YOUR BUSINESS

Reels can be an effective way to get your business in front of the right audience and help grow your following.

To further introduce your business to your audience, ask yourself these questions:

- What do I want to be known as the expert in?
- What are my special strengths?
- What makes me unique?
- What do I want people to feel when they come to my social media page?

You can use your answers to these questions as a foundation on what you can post on Instagram Reels.

**Be candid!** Instagram Reels aren't supposed to be perfect. What's more important is for it to be engaging and interesting.





## CONTENT PILLARS

Below are the 4 main phases (a.k.a content pillars) that you can use to create reels. Each phase serves a different purpose so be sure to use a healthy mix of each.



### Awareness Phase

*This is the stage when someone is just getting to know you.*



### Consideration Phase

*Offer your potential lead a helpful lead magnet, guide or checklist.*



### Nurture Phase

*Nurture them with valuable information and tips.*



### Purchase Phase

*Show them what it's like to work with you.*



## NOTES



There are so many options for creating content for Reels. **Think about what you can share and what in your daily life and operation** is worth sharing to your audience. Watch some reels to have a better understanding of what you like. What reels resonate with you? What reels did you like? What reels are informative? You can take inspiration from there on what you can post about as well.

**Reels are limitless.** You can talk about anything under the sun. It can be silly or informative - whichever you feel like posting.

## IDEAS

- Market Update
- Listing Tours
- Home Seller Tips
- Home Buyer Tips
- Checklists
- Day in the Life as an Agent
- Showing Tips
- Life Hacks
- Realtor Humour/Life
- Preparing for Open House
- Happy Clients
- Staging Advice
- Best Houseplants
- Local Highlights, Restaurants, Parks, Stores
- Decluttering Tips
- How to Paint a Room
- Organizing Tips
- Landscaping Ideas
- Design Trends
- How to Make Your Bed Cozy
- DIY Tips

You can revolve your content around these topics and explore A LOT more along the way.

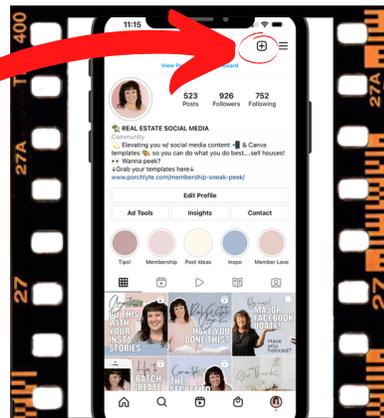
# HOW TO MAKE A REEL

You can create Instagram Reels in a few simple steps.

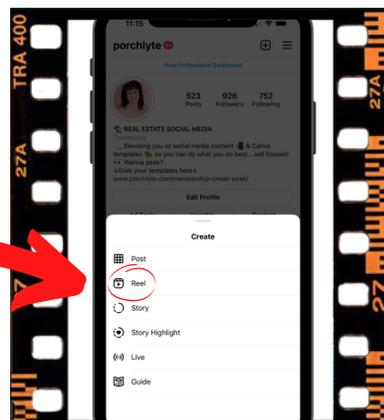
1. Log into the app



2. Go to your profile page & select the (+) sign at the top right



3. Select Reel near the top of the screen



# EDITING features

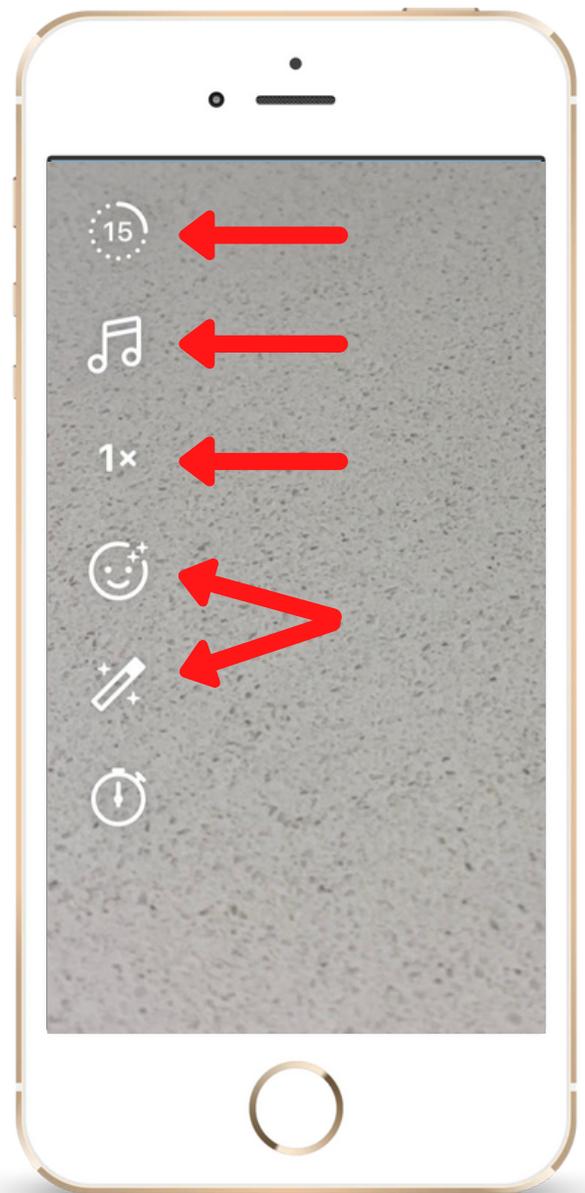
LENGTH, AUDIO, SPEED, FILTERS, TIMER, AND ALIGN.

**Length:** Choose between 15, 30 or 60 seconds

**Audio:** Pick out a piece of music in the Instagram music library. Tip: If you are watching Reels and you like someone's audio, you can click on the audio name to use it for your own Reel!

**Speed:** Speed up or slow down a portion of the video or audio you have selected.

**Filters:** Add Filters or Effects to your video



# EDITING features

LENGTH, AUDIO, SPEED, FILTERS, TIMER, AND ALIGN.

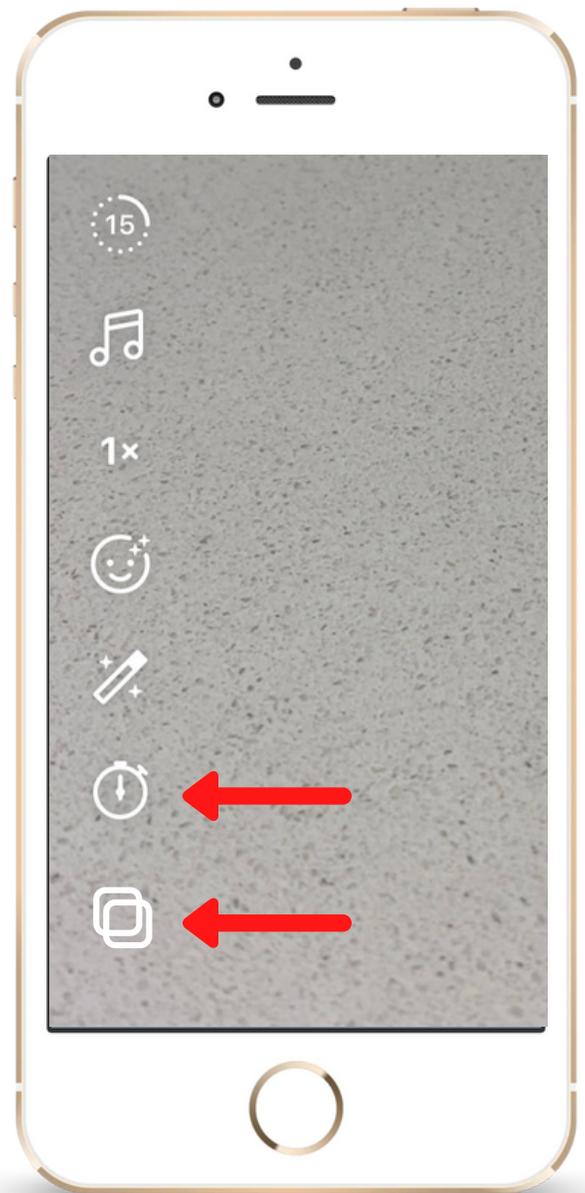
*\*PLEASE NOTE: Features change often or may only be available to certain users. Don't be alarmed if you don't have a particular feature. It might be as simple as you needing to update your app!*

## Timer and countdown

**timer:** Record all your clips without holding your phone with the help of the timer.

After pressing the record button, you will see a countdown from 3 to 1, after which the recording of your clip will start for the time you have selected.

**Align:** This option will help you create smooth transitions, such as between changing outfits or adding new friends to your Reel.





## STEP 01

### Record or Upload a Video

You can record in the moment OR you can add a previously recorded video to a Reel. You can also piece multiple videos together in one reel.

If you want to record in the moment, hold down the center reel button to start the recording. If you want hands free, make sure to select the “timer” editing option and set the timer.

You will see a pink bar at the top of the screen that will show you how much time you have.

If you want to use already recorded videos, select from your library from your phone.

You’ll notice when you add a video, you have the option to slide the bar to select which part of the video you want to add. When done, select “Add.”

You can then repeat this same process if you want to add additional videos. You will see a pink bar at the top of the screen that will show you how much of your allotted time you are using.

You will see a pink bar at the top of the screen that will show you how much time you have.



## STEP 02

Add some flare

After you are done recording or uploading your video(s), click the right arrow next to the record button to edit further.

Now you can now add some FLARE to your Reel.

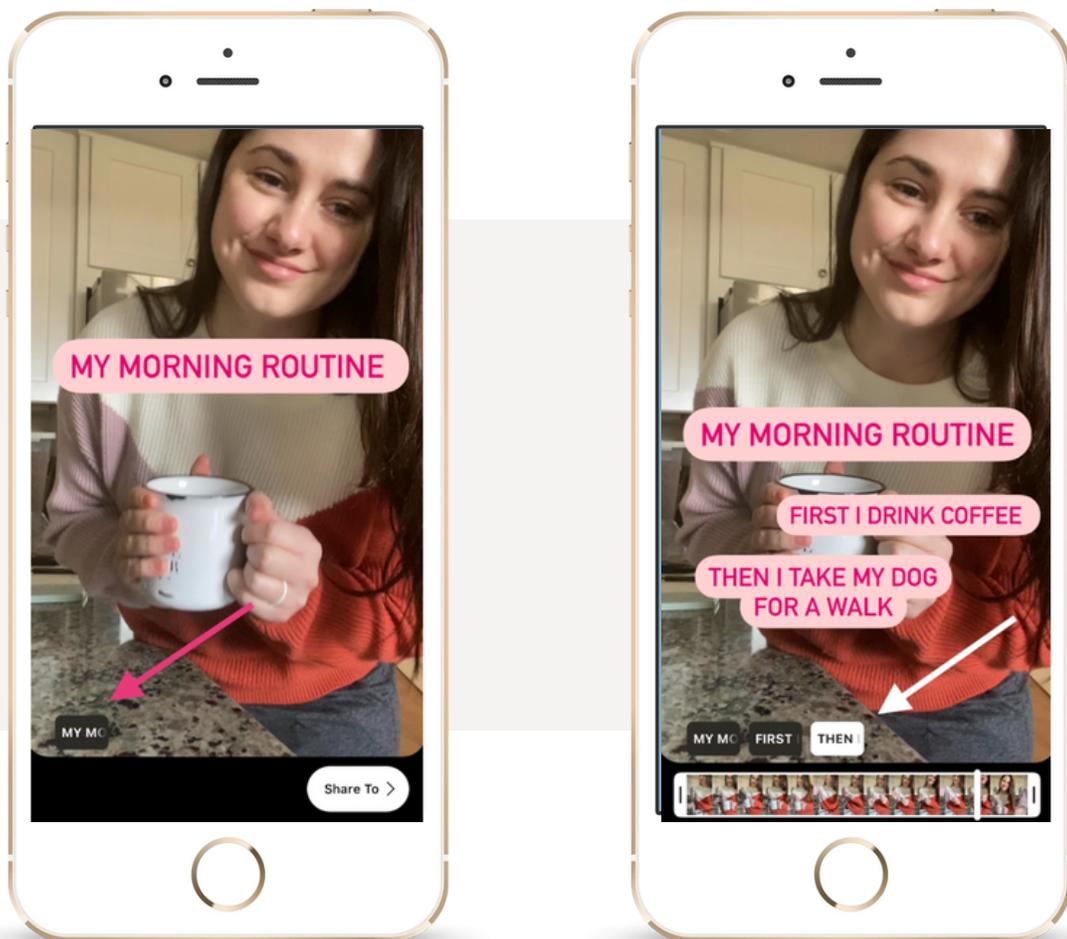
At the top right of this screen, you will see an option to download your video, add a sticker, mark-up, or add text.



If you want to add **text that pops up** at different times in your video (Like the infamous pointing videos)

**Write out your text separately and drag them to where you want them positioned** on the screen during the video.

**Then select each text layer individually** at the bottom of the screen and use the sliding bar to select the period of time that it will be visible. Do this with each piece of text and select “Done” when finished.



To upload your Reel when you are finished editing, click “Share To.” Write a caption for your Reel and don’t forget to add hashtags so that your Reel gets more visibility.



have fun!

Instagram Reels are actually easier to create than a usual Instagram post. Since it doesn't need to be perfect, it lessens the pressure to create a very polished post like what you see on your Instagram feed. **Just be creative!**

With all the editing features and tools that you can utilize within Reels, your creativity will surely be put to great use.

Hope this has been informative for you. **Don't forget to tag @porchlyte so I can watch your Reels on Instagram!**

I can't wait!

Xo Tracy