

INSTAGRAM STORIES BASICS FOR REAL ESTATE PROFESSIONALS



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HELLO MY NAME IS DOM, THANKS FOR DOWNLOADING THIS FREE RESOURCE. I LOVE HELPING REAL ESTATE PROFESSIONALS JUST LIKE YOU BE SUCCESSFUL IN THE DIGITAL WORLD.

INSTAGRAM STORIES BASICS FOR REAL ESTATE PROS

This is a free guide for you, however, I have personally spent thousands of dollars on tools and hundreds of hours to bring you the best tips/resources. If this resource helps you, please share with your friends and colleagues. Thanks, Enjoy!

Objective: Learn the basics of Instagram Stories. Earn TOMA (top of mind awareness)

What's the Benefit for YOU: Showcase your business. Fast & Easy. Please learn the basics listed below and then see my guide on BEST TIPS for Instagram Stories.

How to Activate:

To get to "Instagram Stories" go your Instagram Profile Homepage. On the upper left, click on the profile picture plus sign, the camera will be activated. Click on the two arrows to activate selfie mode or tap to take a quick photo/press and hold for video. Once you take a photo you can add text overlay, draw, click on the upper right to see all the options. (You can also activate IG Stories from the feed menu, upper left, click on the camera icon. Try this out and test this if you have never used this before. Please test and then delete immediately.

How to Delete:

Photos and videos you share to your story disappear from the Feed and your profile after 24 hours, unless you add it as a highlight. But you want to retake a photo, you delete on the spot on the upper left there is a X icon. After the fact, you can delete each photo from the stories by clicking on the three dots on lower left, confirm and delete.

How to Upload Existing Photos:

Activate the Instagram Story Camera Mode, Swipe up and chose a photo from the last 24 hrs. Pinch the Photo to re-size as needed. Delete any icon or timestamp, by holding on the icon and dragging into trash icon if needed. *This is super important especially if your going to upload photos of a listing, maybe high resolution photos that were taken with a DSLR.*

How to Share/Save Photos: After you have taken the photo or Video. Click on lower right, there is three dots. Tap Save photo. This is a GREAT TIP, You can upload to other platforms such as Snapchat story, text to a friend, add to Facebook Stories, and use in the future.

BONUS TIP: Once your "Story" is posted. You are on the TOP of the your friends FEED. This is prime time Real Estate in the IG World. It is based on the most recent posts. Top of mind for your potential clients and friends. For the BEST TIPS, refer to my additional guide.

Thank you for reviewing this FREE PDF.

If you are interested in going deeper with a personalized 1-1 Digital Consulting & Brand Strategy. I offer customized "All in One", social media management and much more for Real Estate Professionals in the Southern California area.

STEP 1.) Text the word "DIGITAL" to 33222

STEP 2.) Let's connect & Strategize STEP 3.) Execute

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