

REALTY PRO 100SM

Social Media Workshop Week 2 Instagram Bio and profile setup

Go to your Instagram app

Step by step to make sure your profile is public:

1. Click on lower right for your profile
2. Click 3 lines at top right
3. Settings
4. Privacy
5. Make sure you are not a private account – the top choice should be switched off.
6. Now back to your profile using the top left back arrow to start working on your bio. Your bio is your main hub, where you have all of your contact info, and where your ‘niche’ is defined. *For example, your actual account name and a personal hashtag that you create. We’ll cover hashtags at the end if we have time. Otherwise, you can use the instructions for Homework.*

Step by step to edit your bio:

1. Go to your Profile. Click on Edit Profile. Here is where your ‘bio’ info is.
2. Make sure that your bio includes the following.
3. Make sure that your photo is uploaded.
4. Name: Your name with the word Realtor or Real estate agent on that top name line. You can use a line divider between your and agent, an emoji, a plus sign, etc. You can get creative here later, but make sure it has realtor in it so it will come up when people search you.
5. Username: can be the same as your Name or different than your name but it should be geared towards your name and niche such as: realtyprojo or therealslimsammi. You don’t need to change this now, this is something you can think on or we can brainstorm something creative maybe to do with your name, etc.. at a later time.
6. Pronouns – completely up to you mine is blank
7. Website: skip for now, because we will cover this next week.
8. Bio: This is where you are going to inform the public about your services and about you. Press Done to save your work so we can show you an example of a Realtor who is doing a great job with these tools.
9. Bottom left search button type in: `_myrealtorkristina` and give her a follow if you want inspiration. She is Florida she is not local.
10. Now why we are here – let’s look at her bio. Screenshot if you would like for inspiration and we now go back to yours.
11. Navigate on your own back to your profile so we can work on your bio. Try to do this on your own right now.



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12. Now if time, work on your bio. Remember to put your DRE #, contact info (phone, and stick to your niche.

Examples:

Realtor at (put your company's Instagram, for us it would be: @realtypro100)

Serving Southern California

Helping Buyers and Sellers

Use some emojis

DRE #

Phone number

And a hashtag if you want:

13. You can create Hashtag(s) related to your business which is like your niche (you are a realtor). You can create one or use one that has already been created. *Sidenotes: Remember - when you step out of your niche, your engagement goes down. So any time you post anything you will put your hashtag (and other hashtags) at the end of it.*

Example: For Joanne, my Name is realtyprojo and the Hashtag I created is #realtyprojo.

Other Examples of hashtags people have created:

Daryl Valdez uses: #yourrealtorinrhythm

Kristina uses: #homematchmaker

Homework

- Link your Instagram to Facebook step by step:

1. Make sure you are logged in on your mobile device on Facebook
2. Go back to Instagram
3. Click on lower right for your profile
4. Click 3 lines at top right.
5. Settings
6. Accounts Center in light blue in the middle of the page
7. Set up Accounts Center
8. Follow the onscreen instructions

- Hashtags

- Follow your colleagues

- Follow 5 out of state Realtors for posting inspiration

- Google My Business

○ Have you verified your account?

○ Have you asked for reviews from your friends, family and past clients?

○ Have you replied to all of your reviews?



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