



s Communications  
RESULTS-ORIENTED MARKETING



# How to Make Instagram Reels



Reels

2019

2020





# Overview

**In this course we will be talking about the steps to creating an Instagram Reels video.**

# What Are Instagram Reels?

**Reels are a new element to Instagram that allow you to post short videos that showcase you and your brand.**



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# **Reels Content Ideas**

# Real Estate Reels Ideas

- Show off a new listing
- Show a unique aspect to the home
- Talk about the neighborhood
- Show off fun things to do in the town of the listing
- Local market update
- First-time home buyer tips
- Behind the scenes look at what you do

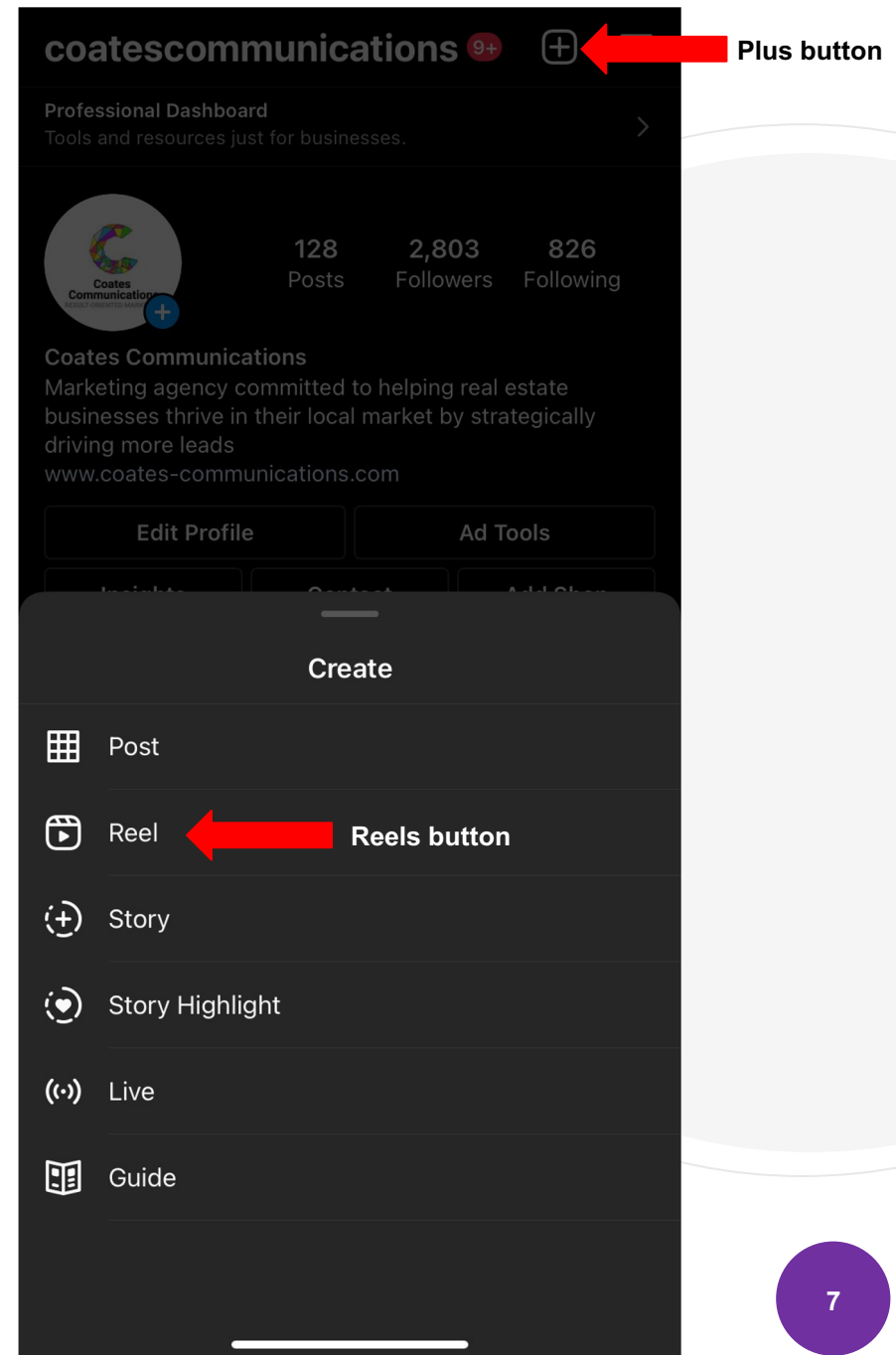


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# **Making Your Reel**

# Accessing Reels

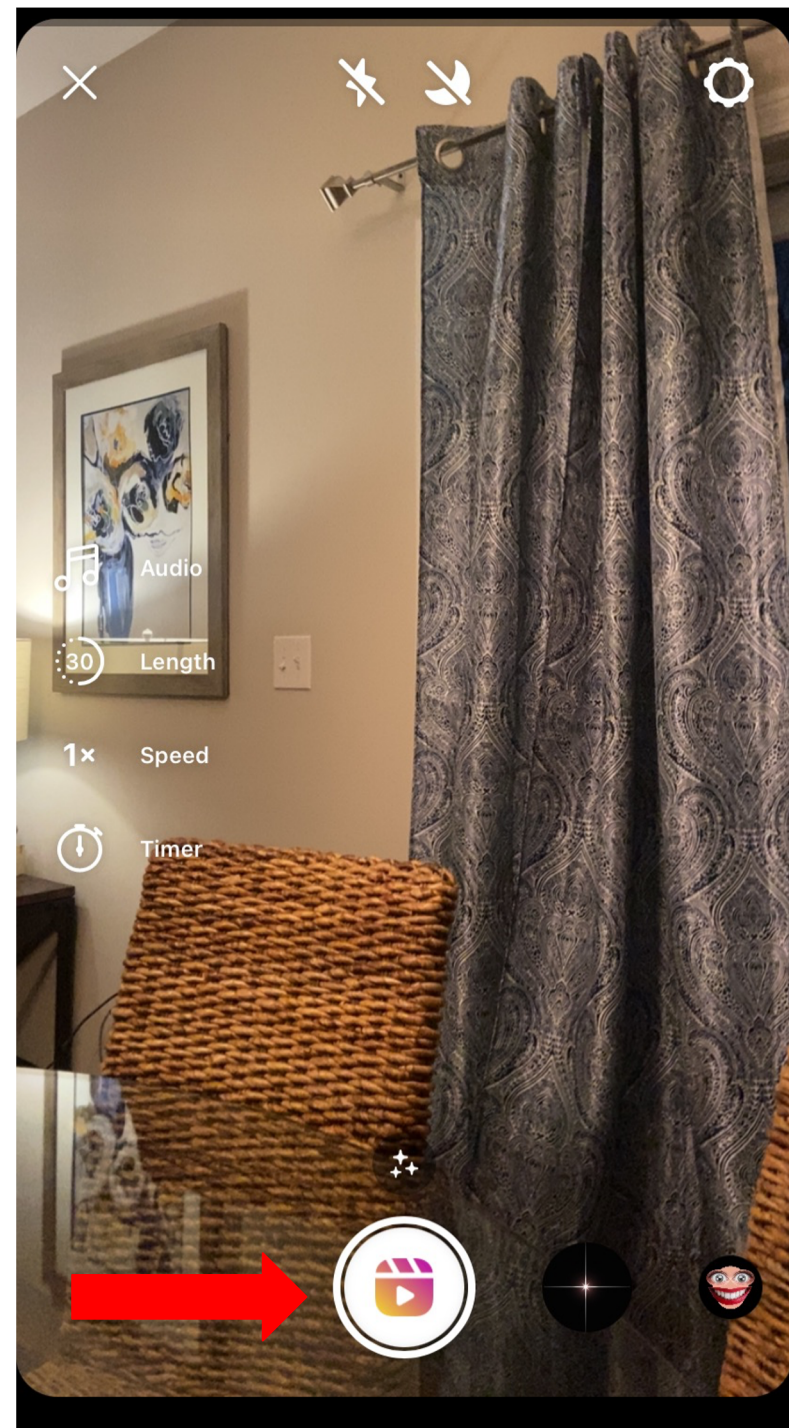
You can access the Reels feature by clicking the plus button on the top right corner of your Instagram. Click the Reels icon to begin filming your video.





# Filming Your Reels

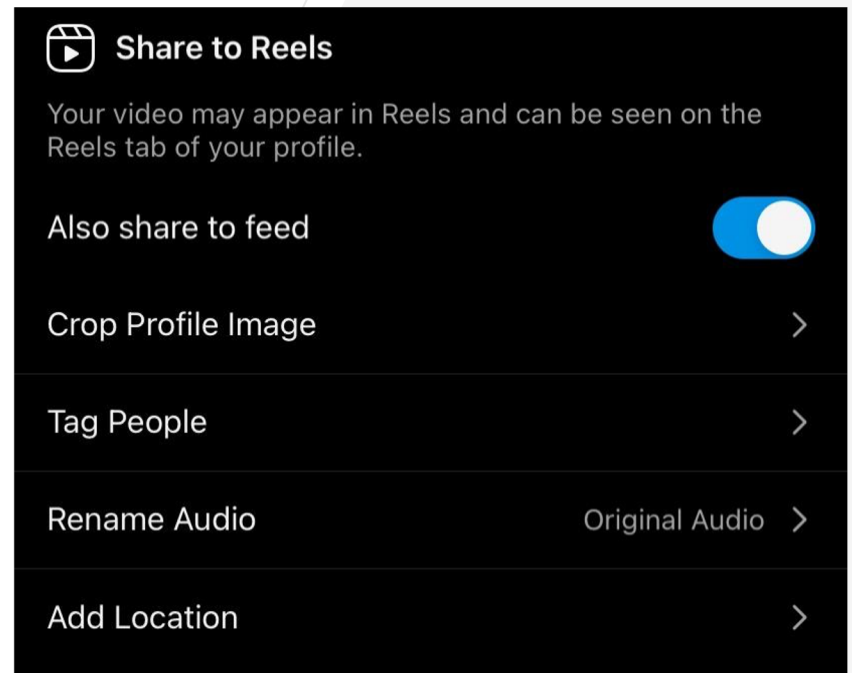
To film your Reels video, click the middle button. The video will begin filming and you can start to capture your content.





# Posting Reels to Instagram

**When posting to Reels, you will have the option to share your video to your feed as well or to keep it solely on the Reels page.**



The image features a solid purple background. A large, semi-transparent white circle is centered on the page. In the top-left corner, there is a smaller, dark gray circle with a white number '2' inside it. To the right of the large white circle, there are several concentric, thin white circles that overlap the purple background.

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# Tutorial



# Hashtags on Instagram Reels

Many suggest to use 3-5 hashtags for Instagram Reels. Make sure they are specific to your niche. For example:

- #[Location]RealEstate
- #[Location]NewListing
- #[Location]NewHomes
- #[Location]HomeListings
- #RealEstateReels
- #NewListingReels
- #NewHomeReels
- #HomeReels



# Getting Exposure for Your Reels

It is important to repost your Instagram Reels to your story to get more engagement on your post. Every time someone views your story it will count as a view on your Reels. This is great for increasing exposure to your page.



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# Thanks for Listening!

