

How to Use Instagram Reels for Land Brokers

Create Your First Instagram Reel Step-by-Step

1. Requirements: Smartphone, business Instagram account, excellent content idea.
2. Create the content
 - A. Start with the add button at the bottom of your Instagram home page
 - B. Select "Reel" at the bottom carousel
 - C. Start creating your Instagram Reel
 - D. Choose from your library of pictures and videos, or start filming straight from Instagram.
 - E. Add background music or your voice-over.
 - F. Use the Instagram editor to trim and edit clips and add stickers, captions, polls, etc.
3. Add a cover photo or choose a frame from the video
4. Create a fun and engaging caption with keywords and hashtags for real estate
5. Post!

View Your Instagram Reel Insights Step-by-Step

1. Once you posted an Instagram Reel, click on your post and click the three dots in the bottom right
2. Click the "Insights" button and see:
 - A. Accounts reached
 - B. Reel Interactions
 - C. Plays
 - D. Initial plays
 - E. Replays
 - F. Watch times
 - G. Average watch time
 - H. Follows

Ideas for Land Agent Instagram Reels

- + House showing tour
- + New listing announcement
- + Personal introduction
- + Client testimonials
- + Home & land marketing tips
- + Expert insights
- + Day in the life

For pricing and upgrade information,
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