



Instant Results with Instagram

by

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Instant Results with Instagram

Curriculum

Session Hours	Major Topics	Objective
<i>30 min</i>	Instagram Basics	Learn all the basics of this powerful app for real estate
<i>30 min</i>	Setting up an Instagram account	Know how to use it to build your future real estate connections
<i>1 hour</i>	Posting on Instagram	Use the features and understand growth and marketing opportunities
<i>30 min</i>	Following and Followers	Know how to build followers that could be potential future clients.
<i>30 min</i>	Taking the Next Step	Learn how to use advertising, hashtags, stories, messages and business accounts.

Instant Results with Instagram

By Natalie Danielson

In order to survive in Real Estate, brokers need to understand how to use social media tools to communicate and market to clients and prospects. Instagram is second only to Facebook as a social media platform with over 1 billion users. Facebook, knowing the power of Instagram, purchased the site. It is one of the fastest growing social media platforms on the planet.

Instagram, like many other social media platforms, is FREE! Imagine the cost of newspaper advertising over the years. Soon, a piece of newsprint will be obsolete. All print advertising is going away or changing.

Finding people has changed. We used to just pick up a heavy phonebook and flip through the white or yellow pages to find anyone and any company we wanted. Few people have those books any more. Now, it takes a few clicks on the computer to find a person or a company. The information available is far greater than any listing in a phone book.

This three clockhour course will focus on how you can create a presence and get connected to your clients and prospects on Instagram.

Course Objectives

As a result of taking this class the agent shall be able to:

- Understand how Instagram fits in the world of Social Media
- Learn how to effectively set up accounts.
- Learn how to use newsfeed to make relationships and potential sales
- Learn how to grow your list of followers.
- Learn how to post and what to post to create interest for your real estate business.

Instagram Basics

Instagram Basics

Introduce Instagram as a social media tool giving statistics and information about the app.

Tell the story about getting on Instagram for the first time.

Ask the class about their use of Instagram. How many currently use the app. How many have never used it.

Share a post you read or posted that affected you. It might have made you laugh or think or connect with another.

Ask the class if they remember a particular post that they read or shared.

Talk about the numbers of people on Instagram. How many followers do you have? Who do you follow? Does anyone “famous” follow you?

Share the importance of disclosure for the Dept of Licensing. When is your account personal and when is it business?

Talk about the importance of identifying yourself as a real estate agent and your firm name when having an Instagram account.

What is Instagram?

Now owned and operated by Facebook, Instagram is a social media app for mobile usage that features visual content including photos and videos. It can be used personally or professionally to socialize, network, and market.

How many people are on Instagram?

As of June 2018, Instagram has over ONE BILLION active users and climbing, Forbes reported in early 2018 that Instagram is one of the most popular social media platforms of today, second only to Facebook, their parent company.

The real estate business is driven by the relationships that agents have with prospects and clients. The advent of social media has taken the old forms of connections that were all a one way street... and made them two way streets with a back and forth connection. Instead of sending out a form newsletter, an ad in a homes magazine or a classified announcement of an open house, an agent can actually interact with those that get the newsletter, ad or event. We are no longer just agents just blasting information thru a bull horn... "Pay attention to me... I want your business!" Now with social media we are actually chatting with prospects and clients and learning more about them and their needs as they get to know us. Instagram statistics are staggering especially amongst young professionals and millennials, over 59% of Instagram users are between the ages of 18-29. Your family, friends, clients, and prospects are almost all on Instagram.

So though there are naysayers out there in your market place, social media is the way to connect with you past and future clients. Instead of one way communication with your sphere, you now have the opportunity to connect and learn about the people that you want to have as prospects in the future. And, in turn, they get to know you!

Social media is not a fad. It is here to stay and will grow and continue to change almost daily. Those who are not jumping on the train will be left behind. It is important to take those relationships past the computer keyboard and connect with people in the old fashion way including phone, mail and in person. But, it is much easier when you are connecting online.

Who is on Instagram?

Instagram statistics are staggering especially among young professionals and millennials. Over 59% of users are between the ages of 18-29.

- 33% of 30–49 year olds use Instagram.
- 18% of 50–64 year olds use Instagram.
- 8% of people 65+ use Instagram.

Also, of all of those age groups, the dominant gender on the photo-sharing site is still women.

- 38% of online women use Instagram 28% of online men use Instagram.
- 39% of adults living in urban areas use Instagram.
- 31% of adults living in rural areas use Instagram.
- 28% of adults living in suburban areas use Instagram.

The income of Instagram users.

- 38% of adults who make less than \$30,000 use Instagram.
- 37% of adults who make more than \$75,000 use Instagram.
- 32% of adults who make \$30,000–\$49,999 use Instagram.
- 32% of adults who make \$49,999–\$74,999 use Instagram.

Why should you use Instagram?

Nothing in our past could have prepared us for the new Web 2.0 where people interact on the internet. We used to look AT websites and now we “interact” with them. In order to best serve your real estate clients it is best that you meet them where they are. Statistics show that your clients ARE on social media and the number one place they are checking several times a day is Instagram. Go chat with your friends, family, past clients and future prospects. That is where they are!

What is the difference between Instagram and advertising?

Social media platforms like Instagram are not advertising sites as we used to think of print or television advertising. You can't directly measure your return on investment (ROI) just by having a profile on a website. Social media is all about connection and relationships. It is not about the connection to the keyboard, but to the connection to the people that are online.

Real estate agents should not be advertising listings, promoting themselves as agents (though they MUST have full disclosure as agents and their firm) or just promoting their firms. It is not a typical advertising platform.

Instagram is a platform to share primarily imagery. It is also where you can chat, create relationships, learn, discover, interact, etc.

If you have a listing that has a spectacular view, or a pool, or colorful gardens or a fabulous front door.. by all means post that photo. Tell them why you love the house, view, etc. But, to post the actual listing is just an advertisement. Chat about your work, what you do, how the inspection on the last property went great, how the market is active and you are busy, etc. Make posts personal.

Discuss how social media is not an advertising platform.

How can you evaluate any ROI?

If it is not for advertising, then why use it?

Important Terms of Service and Dept of Licensing disclosure

The actual Instagram “Terms of Service” are very lengthy and detailed. Every person signed onto Instagram must adhere to the terms in order to remain on the site. Just like the MLS and the county library, there are rules that govern our conduct when we use these services.

The most common violations from real estate agents most often center on setting up an account and include:

False information posted when setting up an account.

Not having full disclosure of your name and your firm name.

According to Washington State License Law, you must disclose the firm name (or assumed name) on all advertising. Best practice is that you also use your licensed name on all real estate advertising. This disclosure must be within “one click.” The firm name is not just the franchise name, but the name as licensed.

Discuss whether the agents currently have profiles.

Anatomy of Instagram

Instagram is much more than just your profile and your “feed”. Understanding some of the anatomy and language of Instagram will be vital to be successful on the platform.

Your *account* is the starting point of Instagram. This is where you choose your name, profile photo, and where all your posted content is displayed to followers. This can be public or private and can also be a personal or business account.

Your *feed* is the amalgam of all the content the people you follow have posted as well as targeted ads. This is where you create most of your interaction. The content you can see here is determined by Instagram’s ever-changing algorithm which is still a mystery.

Interaction pertains to your actual activity on the platform. This includes liking, commenting, sharing, following, and messaging others’ content.

The *explore page* is where content that Instagram deems relevant for you but is not something/someone you have already followed appears.

Your *story* is a place where you post daily content that can only be viewed for those 24 hours unless saved by you. This is a good place for live videos and posts that you may deem relevant or fun but that might not require a permanent place on your public profile. Put your food pictures here!

IGTV (Instagram TV) is a feature of Instagram that allows users to host long-form videos and post more durational content. It could be an attempt to be similar to YouTube. Remember, it is owned by Facebook, so it might morph into more. We don’t know yet as it is new.

DMs is an acronym for Direct Messages, this is your messaging outlet within Instagram and where prospects and clients may reach out to you! It is another way to do direct messaging.. like Facebook has messaging. The messages are private and not on your public feed.

The algorithm, this is Instagram’s ever-changing programming that determines whose posts are seen, by whom, and when. The algorithm favors certain content or people at different times and you may come across a lot of discussion online regarding this.

Setting up an Instagram Account

Setting up an Instagram account.

Make sure that the audience understands how to access Instagram.

Ask how many of the agents currently have an Instagram account? How many do not use Instagram?

Share a number of postings from people on Instagram. These can include: Real estate agent's listings? Agent sharing information to educate buyers and sellers. Photos of recent events.

Ask if agents want to share what they have posted on Instagram if they have an account.

Set up an Instagram account

When you first download Instagram, you will be asked to create your account. It is good marketing practice to use your name, a nick name or some name that is part of your branding. Your profile is all about identifying you. Your family, friends and potential clients need to know that they have reached your page.

If you type in your name in search on Instagram, you can find out how many other people with similar names are on the site. This will give you a clue as to how hard it may be to distinguish you from others with the same name.

Your profile typically includes your photo and basic bio and contact information. You can have your email and links to your website. All of this information should be in the bio portion of your account, visitors to your page will look to this first to understand who you are and what your page is about.

Select whether you would like a public or private account and if it should be for personal use or business. There are advantages to all options, if you are torn consider creating multiple accounts for different purposes (professional vs. personal) and keep all real estate business and content to one allocated account.

What information will the agents put on the profile? When do they disclose the name of the real estate firm that they are licensed with?

Security settings on Instagram.

Unlike Facebook where you can limit the viewers to your friends, Instagram postings are visible to any person on the site. Know that your posts will be visible. Check who is following you. If you ever feel concerned or put off by another user on the platform, simply block them from your account.

Steps to block a user:

- Click on their username to be taken to their profile
- Consider the content on their page, is this someone you would like to be distanced from or seems unsafe?
- If yes, select the ellipses button in the upper right-hand corner, it appears as three dots and will prompt a pop-up list of options
- At the top of this list is *Block*, simply select this option and the user will no longer have access to view your account or content
- If you feel the user has violated the terms or done something genuinely dangerous consider the button below that, *Report*, and send a complaint to Instagram so they may handle more serious infractions

Posting on Instagram

Posting on Instagram

Discuss how to be engaging and effective when posting on Instagram.

Ask agents who they are following on Instagram and why.

Show examples of Instagram postings.

Ask agents to create a simple Instagram post.

Discuss the list and use of hashtags

Ask agents to make a list of hashtags for real estate.

Instagram is a social media tool that is used in a variety of ways. Most people are online all day. Others check it once a day, once a week or once a month. Your posts can be as simple as a video of you at a conference or a photo of the view out a window.

The entire purpose of social media is to connect and engage. You might share pictures of your last vacation or a link to a fascinating article. Though you may not initially see a wealth of comments and interaction, it is amazing the eyeballs that see your posts.

Be Engaging

The most important thing to consider when posting on Instagram are “is this visually engaging?” It has been said the average Instagram user will spend less than one second viewing each post. So, your goal when using Instagram is to catch attention, make them stop for more than that one second to really look at something interesting that you have posted. The age of photos of your meal or a beautiful sunset is over. Users want to see well-considered content that pertains to your shared interest. In your daily life as an agent you may note some stunning architecture on your way to the office, or immaculate interior design in a home, these are things you could snap a photo of that then prospects and clients may come across and resonate with.

You can also think about “how does my page work as a whole?” when you post your content go back to your account and look at your entire profile. Do your posts work together? Do they share a similar visual voice, or do they look mismatched? Creating a cohesive page and posting content that your followers can immediately recognize came from you shows you are going the extra mile, and this will inevitably start building your brand and your following on social media.

Post interesting information about real estate periodically. One friend posts photos of interesting houses she sees as an agent. Another posts information about his town.

Instagram is not a site for classified ads. It is not meant for a place to advertise your listings. But, if you have a listing with some unusual feature, a gorgeous view, then posting that information would be interesting. A humorous video can get some attention, and you can even use your business account to advertise your post to new demographics using their promotional tools. However, you need to be wary about not

adding a personal touch to your presence, you may start to lose followers and your ability to influence people if you use your account exclusively for advertising.

Also remember that all social media platforms are not created equal, users may follow you on both Instagram and Twitter, or be your friend on Facebook as well and no one wants to see duplicated posts. This signals laziness or automated posting to the follower and will put them off. Make sure to post original content to each social media platform that you use!

Set yourself apart from the Crowd

The key to setting yourself apart on Instagram is attention to detail. Whereas you may see other agents simply posting a listing on Instagram as if it were an advertising platform, you may consider personalizing your content. You are able to connect directly with prospects and clients on Instagram so you want to create a personalized experience for them. People who may follow you want to connect with you personally and expect a variety of content that should include dynamic imagery and short videos, make sure to differentiate your posts on Instagram from other social media sites like Facebook. No one wants to see duplicates or feel as if you are spamming!

Consider what all of your posts look like together, check in on your profile often to see how your page looks to others. Are your posts aesthetically linked? Does it appear cohesive or even editorial? All your images the same size and in the same aspect ratio? Setting yourself apart on this platform means maintaining that eye for detail. Interact with other users, be thoughtful about the content you post and how it appears to others, and once you have this down move on to playing with additional features!

Make your Instagram effective

Instagram can be a way to build your business, have fun, learn, promote, and most importantly connect with others in your world. It can change your life and build relationships you always wanted to nurture.

Set up your Instagram profile. Add information about yourself under "bio". Connect with Friends and Family. Ok.. that is the basics.

Every day... usually several times a day... check your Instagram on your mobile device. You will see that you have followers that have babies, graduate, earn some reward, lose their pet, redecorate their house, take a trip, eat a hearty lunch, climb a mountain, paint a picture, etc. Connect with them. Like their posts. Write a comment. Send them baby booties for the new grandchild (Amazon is one click away!) If you don't have someone's mailing address it takes seconds to ask for it in a message or a text.

Then you need to post. There are so many people that are just "watchers." They just sit and read. But that is not engagement! That does not bring YOU closer to the people that may be your best clients in the future.

Use Instagram to interact regularly! It will help you grow your real estate business more than you can imagine!

Optimizing your feed and creating your first post!

Now that you are a master of Instagram you can think about what kind of content you want to post! There are a few optimal settings for your posts if you'd like to add that level of detail to your feed. You are no longer limited to squares when posting on Instagram! Ever since 2015 Instagram has opened up to portrait and landscape images as well as a variety of aspect ratios. In order to optimize your page, the ideal aspect ratios are as follows:

Images & Videos: 4:5 or 1080 x 1350 px

IGTV & Instagram Live: 9:16 or 1080 x 1920 px

These aspect ratios will allow your images to be viewed at the largest possible size on Instagram, they will appear large and beautiful, taking up most if not all of the screen. This is eye-catching and gives the user the best possible viewing experience.

Hashtags, how to use and search

You most likely are already familiar with hashtags and have come across them on Facebook or Twitter. These are just small words or phrases prefaced by the # symbol that are used to categorize or describe a post. You can add these in the caption section of your post to attract new followers to your page. Put things like #realestate #dreamhome #interiors to attract people who are looking at homes and property related content.

Whatever you post, there are many hashtags that you can use. They are like putting your post into categories. Someone searching for something in that category, will come across your post. You can go to your competition and see what they are posting for hashtags. You can google hashtags. You can make one up and put on all your social media!

Hashtag examples:

#seattlerealestate #Realtor #realestate #realestatetips #realestatenews #realestatebrokers #realestateadvice #realestatestyle #realestatelife #realestateteam #luxuryhomes #clockhours	#realestateseattle #realestatebroker #realestateexpert #realestatesales #salishsea #206 #pnw #seattle #realestateagent #realestatevideo #affordablehouseseattle	#realestateagency #realestateinvestor #realestateagents #realestatemarket #realestatephotos #tinyhomes #citydwellings #condolivingseattle #viewhouseseattle #househunting #justlistedseattle	#seattlerealtor #seattlerealestate #Seattleneighborhoods #UniqueHomesSeattle #HomeforSaleSeattle #LetsbuyahouseSeattle #houseforsaleseattle #seattlelistings #realestatelisting #milliondollarlisting #luxurylifestyle
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Following and Followers

Following and Followers

Discuss the importance of getting followers and following other people

Show examples of people in the real estate industry to follow.

Show how you can find followers by looking at who other people are following.

Ask agents that are currently on Instagram who they are following.

Discuss the importance of choosing followers.

Show how important it is to interact with others including prospects on Instagram.

Build your following

What is a social media connection if you don't have anyone to connect with? For many people to name of the game on Instagram is amassing as many followers as possible. While this may seem excessive, the more followers you gain the more favorable your content becomes to the algorithm as well as the more potential prospects and clients you reach.

Five Ways gain followers on Instagram

1. Follow other people – This is a primary way to gain followers. As you follow new people they may follow you back creating a mutual connection.
2. Be active – It is a good rule of thumb to want to post at least once daily on Instagram to remain relevant and in contact with your followers
Maybe aim for 2-4 times per week to start. The more you post and tag, the more opportunities others will have to find your page and follow you.
3. Interact with others – This is probably to number one way to gain followers on Instagram. Liking and commenting on other people's posts will expose your profile to a wealth of other people who can view your page
4. Hashtag – make sure to add a hashtags to each post to make sure that your content can be searchable and discoverable to new people.
5. Have quality content – this seems like an obvious step.
6. Never “buy” followers. Don't fall for any programs that promise to increase your followers or social media footprint.

Two approaches to Building Your Instagram

Social media is a powerful way to connect with current clients and future prospects. It can be used to build your brand and your business. There are two different views on setting goals for the use of Social media and Instagram.

1. Get as many followers as possible. One technique is to shoot for the largest number of followers. By making a giant footprint, there is an opportunity to get in front of a large number of potential prospects.
2. Make the effort to create powerful connections. Another technique is to choose your followers and make the effort to build connections.

Choosing who to follow

Following other people is an extremely important step in your induction to Instagram. By following others you increase the chances that they will follow you back, in turn growing your following and online community. Start by following the people who you know and that are close to you, family, friends, colleagues and other agents by looking them up by name. Once that is done look for big names or celebrities in your field that you would like to see content from. Follow people who have content you enjoy and admire and it will inspire you to improve your posts. Finally, follow companies and brands that are relevant to you and your business. Look at tags like design, architecture, real estate, homes and you will find heaps of amazing content and people to follow. Try to “follow back” people who follow you, this strengthens your connections.

The importance of interaction on Instagram

Interaction or engagement is what allows Instagram to be such a hub for creating connections with other people including prospects. This includes liking, commenting, and sharing other users' posts. When you like and comment on another person's post, they receive notification of that activity and many users will go and look at the things you have said and done. When they do this, they are likely to then go look at your profile and perhaps follow you. As well as the original poster, all of their subsequent followers can see your comment. This can also lure people to want to check out your page. Just like any other relationship, you must water it and give it attention in order to see rewards.

Taking the Next Step with Instagram

Taking the Next Step

Discuss how there are options to make Instagram more effective and help agents connect more.

Discuss how advertising is growing on Instagram because it can reach so many

Ask if any agents have paid for advertising on social media.

Show how an agent can see the statistics about their account

Learn about hashtags, stories and direct messages.

Ask agents if they use hashtags on any of their social media accounts.

Discuss the importance of a business account.

Ask if any agents are using a business Instagram account

Ads and promotion on Instagram

For many people as the number of users on Instagram continues to grow, it becomes a ripe platform for business marketing. Instagram has seized this opportunity and gives people with business profiles the option to advertise and promote their posts in an effort to reach new audiences. If you have ever used the paid promotion on Facebook this feature works in the same way.

You can always post normally and add hashtags to your caption with the hopes of new followers discovering your post, but if you have a listing, or an image you feel is especially strong and you would like to reach a larger pool, promotion might be a good option for you. You simply select the post you would like to promote and Instagram will lead you through selecting the area and demographics you would like to target, then you will be prompted to select a payment plan that reflects how many users you would like to see your post and for what duration of days. This feature only has to be utilized if you want to and starts around five dollars or so for a post, up to as much as you'd like.

When using Instagram you will come across many ads from other users promoting their content, to ads from brands and companies retargeted to you, to the more sly sponsored post from a paid influencer. These are all conditions of the platform so just be thoughtful about what you click on and how you want to participate. Think about how you are being influenced by what you see and how you can best influence others.

As mentioned before though, do not get sucked into the idea that your page is just a collection of advertising listings.

How to save a post

If you would like to save a post to view later push the little flag button on the lower right hand side of someone's post. It looks a bit like a forked ribbon. This will save the post to a tab for you to access. To then view your saved posts go to your profile, click the 3 lines button in the upper right hand corner and this will show a sidebar menu, second from the top is a selection that reads *Saved* with the same forked ribbon icon. Your saved posts will be there. Then you can reconnect with that person later.

Analyzing your statistics

When you go to your profile next to your profile picture you should see a list of 3 numbers, your number of posts, your number of followers, and the number of people who you follow. Check in on these amounts every now and then to make sure they seem like a reasonable ratio to each other. You don't want to have 100 followers but be following 2,000 people, that would indicate something is off in your approach. You also don't want to see on another person's page someone with 2 posts and 10,000 followers, that would indicate they purchased their following using an online service and isn't trustworthy. Just check these digits periodically to make sure you are on the right track.

You can use the analytics when you have a business Instagram account. They can give you an indication how effective you are being when reaching others using your Instagram account.

How to use messaging, what are DMs?

Your DMs are your direct messages to your private inbox on Instagram. NO one else will see these messages except yourself and the sender and this will be the main location that you can use to reach out to clients and prospects or they may use to reach you. To find this inbox look for the small paper airplane icon in the upper right hand corner of your home page. This will take you to your DMs which function in almost the same way as Facebook messaging or email. Check this inbox periodically for messages and beware of anything that seems like spam or too good to be true. Most users don't receive very many spam messages on Instagram but you might come across and brand asking to work with you on occasion and if the offer seems sketchy, just delete the message or block the user if you feel so inclined.

Using Hashtags to build followers and find those to follow

On Instagram when you go to the search bar you can search by hashtags by simply typing in the words you are looking for and you can now follow certain hashtags as well. Instead of following just one specific user you can also follow a hashtag and see varieties of posts listed under that tag. This will be a good way to find others and for them to find you.

How to use your story

Your Instagram story is where you can post daily content that is personalized to you. The people who usually view your story are those who either are close to you like friends, family, and colleagues, or people who are very interested in you and your page. Your story appears on your profile photo. When you have a story, you will see a colorful circle surrounding your picture. To add to your story, go to your profile and click on your circular profile photo, usually there will be a small addition symbol there. This will take you to a camera where you are encouraged to post a live photo or video or some great saved content. Look at other people's stories to see what they post and this will help you understand what this function is used for and what you might want to post there. Anything you post here only is displayed for 24 hours since the time you post it unless you select to Save or Pin your story to your page at which point that day's content will be displayed as a small circle icon for people to view below your bio on your profile.

What is IGTV and how to use it?

IGTV is a long-form video hosting feature on Instagram. This feature came out as direct competition to YouTube. Whereas you can only post up to 60 seconds of video in a single post on Instagram, you can post videos of any duration on IGTV. This might be a good spot for something like a vlog or promotional video if you are going the extra mile. You can access IGTV on your home page in the upper right hand corner next to the DM icon. A small tv set icon with an electric bolt through it symbolizes IGTV.

What are the advantages of business profiles?

If you have decided to opt for a business profile you need to become familiar with the additional features available. With a business profile you can now promote and advertise your posts as we have discussed above. **With a business account you have access to your Analytics**, meaning that once you have gained 100 followers on your profile you can view your demographics, how many people are viewing each post, when, what age range, gender, and location they are in etc. This can help you optimize your content by seeing what posts get the most attention and interaction. You also will be listed as a business profile meaning you can select a sub-heading from your profile that describes you such as Public Figure, Artist, Entrepreneur, Agent, etc. This gives your account a more professional and trustworthy look.

Statistics pulled from:

<https://www.statista.com/statistics/253577/number-of-monthly-active-instagram-users/>

<https://sproutsocial.com/insights/new-social-media-demographics/>

<https://www.omnicoreagency.com/instagram-statistics/>

Instant Results with Instagram Quiz

Complete answers on this form. Scan to clockhours@gmail.com with Evaluation.

This class requires you to sign on to Instagram.com on your cell phone and start an account.

1. Search Google for information on Instagram statistics. Statistic _____ Source _____
2. Join Instagram using a name and fill in basic profile. _____
3. Think of one reason that you, as a real estate agent should be on Instagram. _____
4. Have you ever used Instagram? _____
5. In a few words, compare Instagram to Facebook _____
6. Where do you have to disclose your firm name as licensed? _____
7. Instagram is a platform to share primarily _____
8. How can you evaluate any return on investment (of your time) on Instagram? _____
9. Your _____ is the starting point of Instagram. This is where you choose your name, add photo and where you post content.
10. IGTV stand for _____. It is an attempt to be like YouTube.
11. Set up an Instagram account on your cell phone. What is your name on Instagram? _____
12. In the search box, type in your name to see who might have a similar name. Did you find many? _____
13. Find a post from another real estate agent. What did they put in their profile? _____
14. Create a post on Instagram. Click on the plus and go to your photos. Post a photo. What was the photo of? _____
15. The entire purpose of social media is to _____ and _____. See page 10.

16. Post something that is real estate related on Instagram. Add the Hashtag #SeattleRealEstate. (if you are in another city, substitute the city name). Did you make that post and add the hashtag? _____
17. Click on the magnifying glass and search using a hashtag. What did you find? _____
18. Search on the magnifying glass for real estate brokers in your area using hashtag #Seattle realestateagents. (or your city) Did you find any real estate agent or broker that you recognize their name? _____
19. Click on a local real estate agent and see what they post. Is it engaging and interesting? _____
20. Put up another post and see if you get any person "liking" it. _____
21. Follow someone famous. (If there is a blue checkmark... it is legitimate. Do not click on a famous name without the blue check!) Examples include Ellen, William Shatner, Chris Hadfield (astronaut), Julia Roberts, Tom Hanks. Who did you follow? _____
22. Find friends on Facebook that are also on Instagram and follow them. Go to search in FB and type Instagram. You can filter results. Did you do that? _____
23. Click the heart to like a facebook post. Did you do that? _____
24. Interaction or engagement is what allows Instagram to be such a hub for creating _____ with other people including prospects. Page 14
25. Do you see ads on your Instagram feed? _____
26. Click on IGTV and see what videos are in that feed? _____
27. If you created a business account you can have access to your _____.
28. On Home, click on the circles above the feed. They are "stories." What stories are in your feed? _____
29. Instagram gives you suggestions for people to connect with. Connect to two of them. Did you do that? _____
30. Instagram does not take that much time. Try to post at least 3 times a week minimum. Each time you post see who liked your post. Add people. Do you see yourself doing that? _____

You must attach this to the evaluation and return to Professional Direction at [clockhours@gmail](mailto:clockhours@gmail.com) with tuition to get clockhours.



Mandatory Evaluation

Did you read the material in the booklet on this date? YES / NO

Did you complete the quiz and attach answer sheet? YES / NO

Did you enclose Tuition (\$30 for 3 hrs) YES / NO

Did you fill out and sign this form? YES / NO

Paid by using the payment link on the front of the website. Did you pay? YES / NO

Why did you choose to take this course? Topic? Time? Cost? Ease? Other?

A "clock hour" is 50 minutes. This 3 hour class should take about 2 hrs 30 min. How long did it take you to complete the course? _____

	No			Yes	
Will the material you learned improve your performance?	1	2	3	4	5
Were the course materials easy to follow?	1	2	3	4	5
Were the course materials relevant to your profession?	1	2	3	4	5
Were your objectives met by attending the class?	1	2	3	4	5

What are 3 things that you learned from the course?

1. _____ 2. _____ 3. _____

Instant Results on Instagram

Print Name CLEARLY	Signature	Company
Address	City Zip Code	Phone
	Email	
License Renewal Date		Date class taken

Thanks for taking this class! I really appreciate the agents that take clockhours from my school! I am always working on my classes and writing new ones!

Professional Direction, 13148 Holmes Pt Dr NE, Kirkland, WA 98034 email: clockhours@gmail.com

www.clockhours.com