



EXCEL

Instagram Audit

USERNAME AND DISPLAY NAME

@

- Clearly identifies you and your business.
- Includes relevant keywords: your name, realtor/real estate, your city.

IDEAS

San Diego Realtor
@johnsmithrealestate

John Smith, Realtor
@sandiegorealestate

John Smith Real Estate
@homesweetsandiego

John Smith - San Diego
@realestateinca

YOUR PROFILE IMAGE

- People want to get social on social media. Use a photo of your face as your profile photo - not your logo or a photo of a house. Only use a logo if the profile is for a company.
- Choose an image you'll stick with for a while. People will start to recognize your brand by this image. Make sure its clear, high-quality, and matches your branding color palette.
- If you are a team, I recommend having a photo of the team or team leader(s) if your logo isn't very recognizable. People are more likely to follow back a person than a company logo.

example



Louisa Blake Nauroth | Broker Associate
@soldbylouisa

YOUR BIO

Feel free to use this template to get started:

[who you are] helping [who you help] to [what you help them do] by [how you help them]

- Includes who you are, where you sell and who you help (your niche)
- Includes a dash of your personality - emojis are good for this, too. (informative, funny, creative, fun, etc.) If you have any awards or accolades, you can also add these but keep it short & powerful.
- Avoid having the bio cut off with a "more" link.

REALTY & MORTGAGE

CALL-TO-ACTION (CTA)

- The last sentence in your bio should be inviting your audience to reach out to you, or give them a next step.
- Make sure your link is entered correctly so they are going to the right URL.
- The website your audience is going to fits your brand and looks nice.
- You have set up a landing page or form that your followers can enter their email and receive a free guide or resource in exchange.

PROFILE SETTINGS

- Your profile is set to public, so you can be discovered on the Explore page
- Your business category is accurate, most likely "Real Estate Agent"
- Your Instagram is connected to your Facebook Page.
- We recommend Business or Creator, but it is your preference. We do not recommend Personal because it does not connect to your Facebook page or show insights. Business and Creator both have a lot of similar features, click [here](#) to read and decide which features you need. C&C uses a Business account.

CONTACT OPTIONS

- Under Edit Profile, make sure you fill out your information under Contact Options. Followers will be able to click "Text" "Call" or "Email" and reach you.

*To connect to your Facebook Business Page (not your personal profile):
Edit Profile > Page*

*To change your account category go to your profile then:
Edit Profile > Category*

*To change your account type go to:
Settings > Account > Switch account type > Switch to Business Account or Creator Account.*

Page	Sold By Louisa >
Category	Community >
Contact Options	Email >
Profile Display	None Hidden >
Recently Deleted	>
Branded Content Tools	>
Switch Account Type	
Add New Professional Account	

