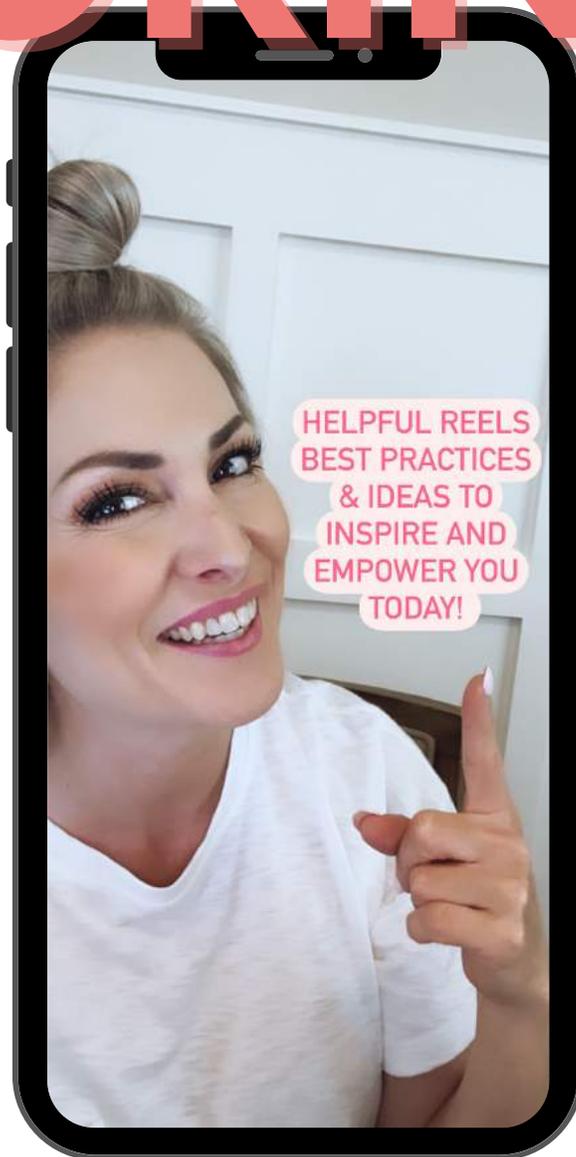
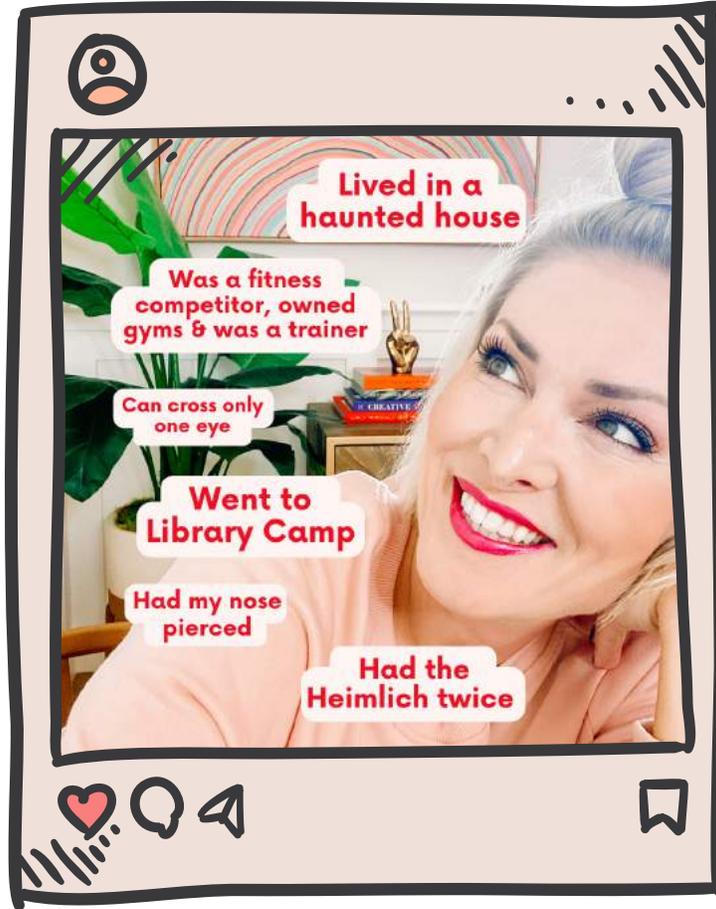


How to Make Real Estate Reels That Aren't BORING





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 ChelseaPeitz.com

Ready to get real about Reels? Too late, you already downloaded this...

Creating Reels is one of the top growth strategies for 2021 (maybe even beyond!). It's currently the fastest way to increase your reach, discoverability and targeted audience growth because IG promotes your Reels to new accounts not already following you.

Trends lead to the next normal which means industry is irrelevant but human behavior isn't. Our content consumption behaviors are being trained by algorithms pushing micro videos into our feeds and now exists in Instagram, YouTube and TikTok.

Full-screen, micro video has become more than a trend for dancing - This short form content gives our brains a hit of dopamine every time we swipe to the next video. Short videos means more content consumed in a shorter time period = finely tuned algorithms serving you content you didn't even know you wanted! Many content consumers may find themselves choosing to watch multiple 10-30 second videos instead of one 10-minute video.

This guide will break down HOW Reels differ from other IG video formats, WHY you should add them into your content strategy and provide Reels ideas starters to fuel your creativity.

P.S. Share a photo of this guide on your IG Stories & tag me so I can say thank you!

Chelsea 

REELS | STORIES | IGTV

How Do Reels Compare?

micro video

REELS



Drive Growth

- Permanent micro videos up to 30 seconds long
- Typically, more edited than a Story
- Variety of creative editing features included in app
- Typically includes audio/sounds/music
- Shared to multiple Feeds throughout IG = reach/growth
- Currently video-only; record in app or upload saved videos
- Helps with reach, visibility & attracting new Followers

STORIES



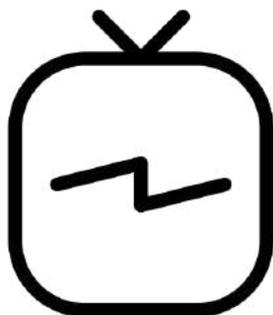
Create Relationships

- Micro photo/videos that disappear after 24 hrs
- Typically, faster to create due to less editing
- "Human", camera-first content = personal brand/trust
- Encourages one-to-one engagement via Direct Message
- Typically "behind the scenes" unedited content
- Multiple posts per day encouraged, throughout day
- Seen mostly by your Followers = Builds the "like, know, trust" relationships, conversations that lead to conversions

*Reels help new accounts discover you and Stories help those new Followers become connected and acquainted with your personal brand through relatable unedited content and private conversations. Reels + Stories = Unstoppable IG Strategy

macro video

IGTV



Establish Credibility

- Longer form video (up to 10 minutes)
- Typically educational/informational/interview/vlog style
- Can create "series" of themed videos = binge watching
- Can add clickable links into description (lead gen!)
- Easy to turn your IG Live into an IGTV post
- Vertical & Landscape video; auto-generated captions
- Creates credibility and showcases your expertise; Create custom audiences of video viewers

BRANDING, VISIBILITY & GROWTH

This is the first time IG has automatically posted a piece of content to multiple locations. Typically, when you make a post on IG, it's posted to your profile's content grid and the home feed - occasionally it may make its way to the Explore page and can also be found through hashtag searches but Reels is different! These short videos are being shared to all of these places:

1

THE HOME FEED

Mostly Current Followers*

This is the 'main' Feed you see when you tap on the Home icon and where your Feed posts appear. This Feed contains content from accounts you Follow.

Mostly - If you're following a hashtag, occasionally you will see content in your Home Feed from accounts you are NOT already following.

2

THE REELS FEED

Mostly Non-Followers

A separate Reels-only Feed accessed by tapping on the Reels icon at the bottom of your IG app. The majority of the content shown in this feed will be from accounts that you don't already follow = discovery focused

3

YOUR PROFILE

Current Followers or 1st Time Visitors

Reels will post to two different sections of your Profile- your main content grid & also a dedicated tab for Reels. You can elect to remove a Reel from the content grid & keep it only on the Reels tab, however this is not a best practice according to IG.

5

EXPLORE FEED

Both Followers & Non-Followers

IG features Reels throughout the Explore page based on your in app behaviors. Reels are 2x as large as a regular Feed post in Explore!

6

AUDIO/EFFECT/ HASHTAG 'PAGES'

Mostly Non-Followers

Reels will also be posted to Pages dedicated to the audio tracks, hashtags & effects used in each Reel.

BONUS

7

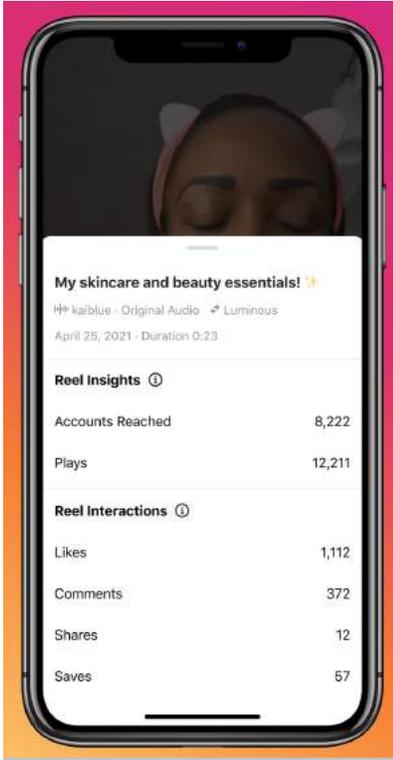
YOUR STORY

Current Followers

While not automatically shared to your Story, you can manually share your Reel to your Story for increased viewership- yes, those views are counted!

REELS INSIGHTS

To access Insights, go to your Profile, tap on the three line menu > Insights.
**You must have a Professional (Business or Creator) Acct to access Insights



What Can Be Measured?

Plays: It's not yet confirmed what *exactly* counts as a "play." For other types of IG video, it's 3 seconds of watch time. Unknown if this is the same for Reels. This is the number of times your Reel has been viewed, not necessarily completed.

The insights do not currently show "completion" or "retention" info, however because the competitor does, I can assume Reels will one day soon.

Accounts Reached: How many **unique** accounts saw your Reel. This number may be lower than 'Plays' as some viewers may watch your Reel more than once!

Interactions: Likes, Comments, Shares, Saves

To improve transparency around how your content is being distributed, the types of accounts your Reels are reaching & which format of content is getting the most reach, Instagram now shows you:

Followers & Non-Followers: What % of your Reels are seen by accounts following you & non-followers

Content Type: Which content format gets the most reach

Top Reels: Which Reels have performed the best by reach



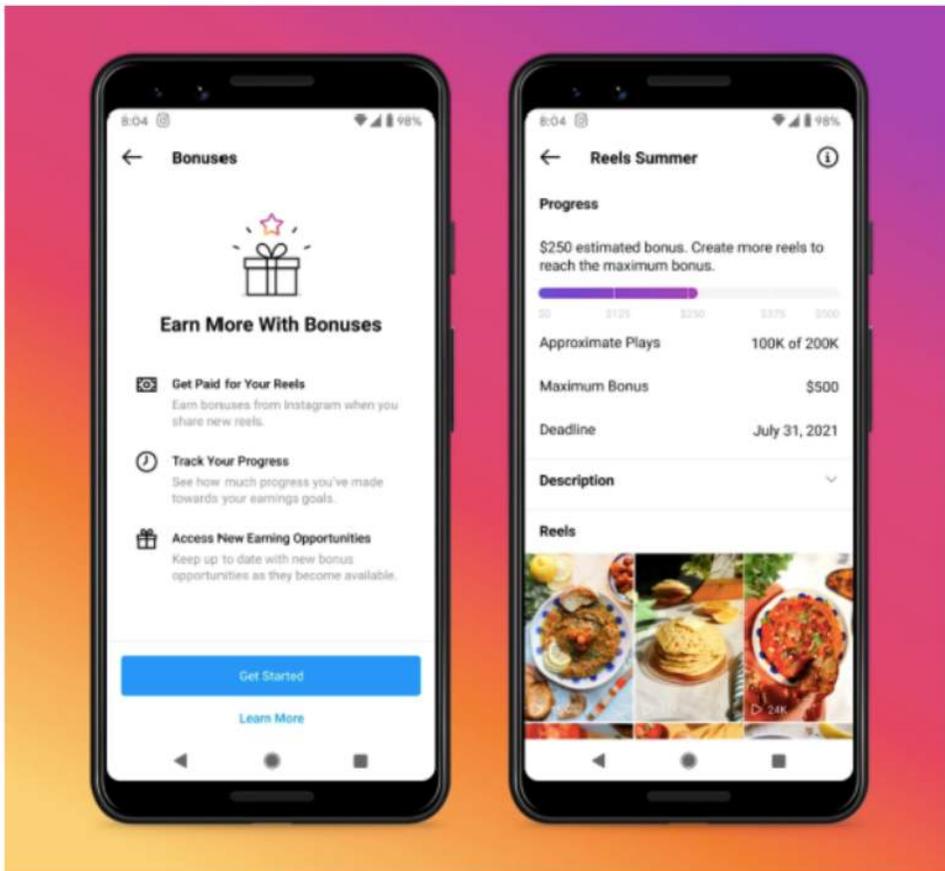
*IG stated that an expansion of insight timelines beyond only 7 or 30 days should be rolled out in the future & the ability to access insights via Desktop website

Image Credit: <https://business.instagram.com/blog/introducing-instagram-reels-and-live-insights-tools>

MAKE MONEY WITH REELS!

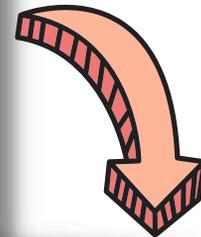
Yep, you read that right - Instagram is rolling out a variety of ways for creators to monetize their content. More information should be shared about this new offering from Instagram. IG has shared this info:

- The **Reels Summer bonus**, launching in the coming weeks to creators in the US, will pay creators for creating great Reels content on Instagram. Creators can find the Reels summer bonus in the new Bonuses section of the Instagram app and will earn based on how their reels perform.



We plan to roll out more bonus programs between now and the end of the year.

The above screenshots information was released July 15, 2021 and screenshots have been sourced from: <https://about.fb.com/news/2021/07/investing-1-billion-dollars-in-creators/>



Our Approach to Bonus Programs

We want to be transparent as we develop these programs so it's clear to creators where and how they can earn. To do so, we will follow a set of principles to guide how our bonus programs distribute the investment:

- **Authentic:** Designed to reward creators who are creating original and high-quality content that people enjoy.
- **Attainable:** Developed to support creators of all sizes across a wide range of verticals, with earning opportunities for a variety of content on our apps.
- **Simple and Actionable:** Easy-to-understand requirements that creators can take action on to help them grow their businesses.

Creators in all bonus programs must comply with our [Partner Monetization Policies](#).

REELS

Algorithm Info & Best Practices



What is the Reels Algorithm Promoting?

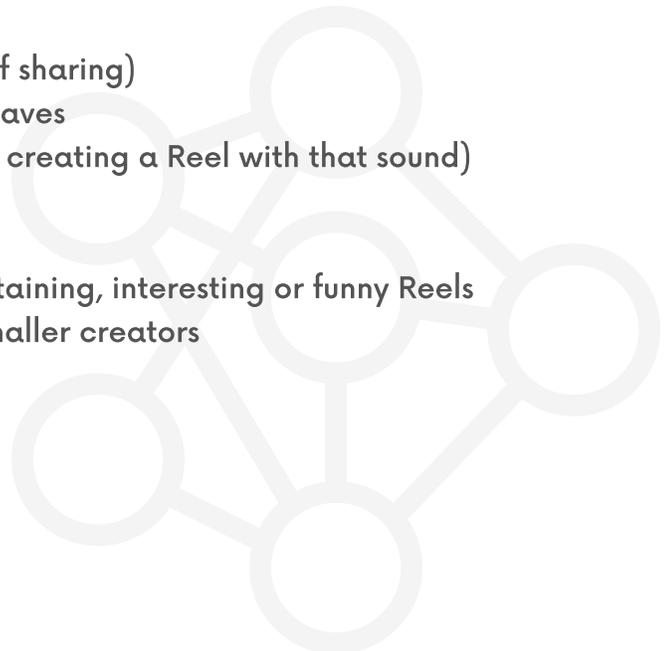
During a phone meeting I had with an Instagram marketing team rep, I was told that IG is promoting Reels that are: **Recognizable, Achievable & Relatable**.



While Instagram hasn't specifically confirmed the exact specifics of the Reels algorithm (yes, there are multiple algorithms at play within IG and each area of the platform Stories, IGTV etc. has it's own), we can assume that the following behaviors/actions provide useful data points to the algorithm which impacts what content you see more or less of:

*not in any particular order:

- Watch time of a Reel - likely used to recommend other similar Reels
- Completion of the Reel (If these are weighted, this is one that would be important)
- Re-watching of the Reel (Very important)
- Sharing Reel via DM or to Story
- Tagging another account in comments (a form of sharing)
- Engagement behaviors: like, comments, shares, saves
- Tapping on the Reel's audio (shows possibility of creating a Reel with that sound)
- Re-mixing someone's Reel
- Possibly turning on volume of Reel
- Instagram has confirmed the promotion of entertaining, interesting or funny Reels
- Instagram has confirmed a goal of promoting smaller creators



What is the Reels Algorithm Promoting (cont.)

Follow @Creators Instagram account to stay updated on all of the latest IG announcements & best practices and weekly Reels trend reports:

Instagram's @Creators account shared some Reels do's & don'ts:

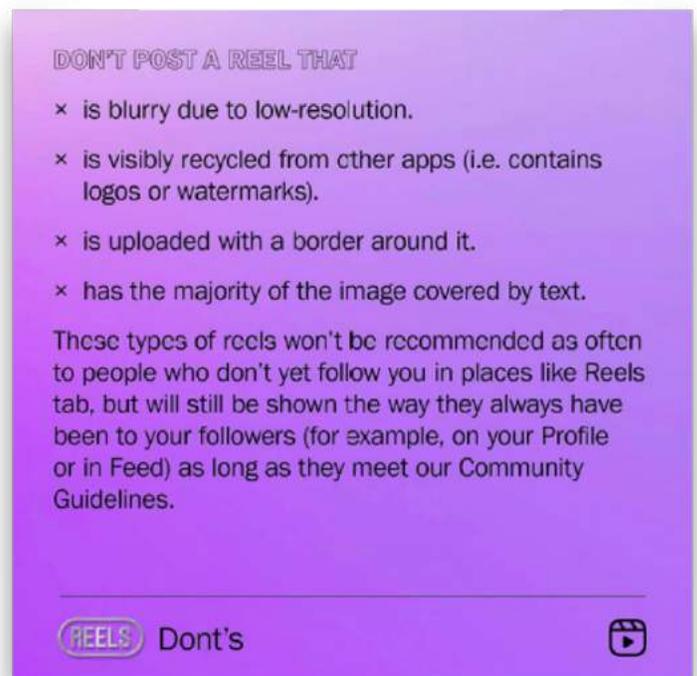
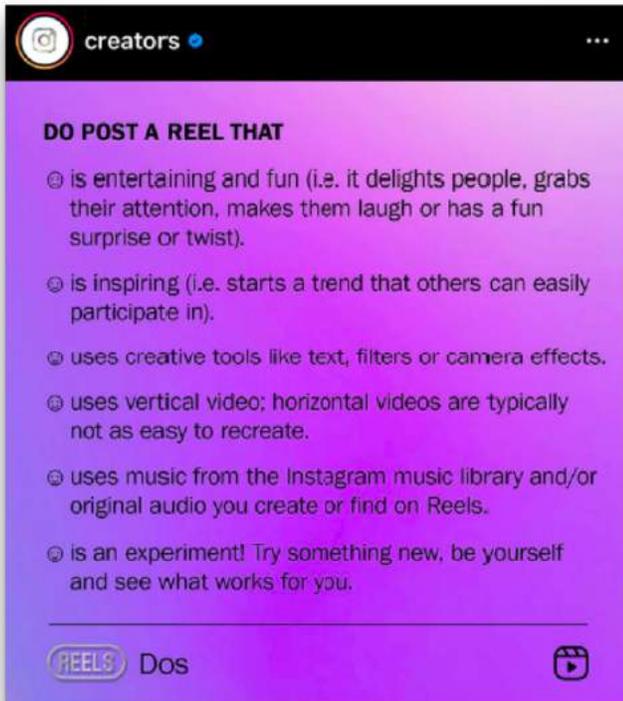


Image Source: @Creators account on Instagram

Data, metrics, insights, analytics & best practices can be helpful guidelines - don't stress out over making Reels meet every one of these points. Have fun and make stuff 😊

Best Practices



Using Multiple Video Clips

Movement grabs attention and helps keep our brains engaged which ultimately increases the chances that viewers will consume that video longer. One way to achieve 'movement' is to record multiple video clips (1-3 sec) instead of recording one clip. Changing angles and incorporating movement improves visual interest, attention, completion rates & engagement.

It may be helpful to plan out the creation of our Reel by thinking in terms of 'clips' for example:

Reel topic- Touring a local coffee shop:

Clip 1: Approaching the coffee shop door & opening while recording a voiceover narration |

Clip 2: An inside panning shot of the baked goods section | Clip 3: Clip of your latte art being

poured | Clip 4: You tasting the coffee and talking to screen

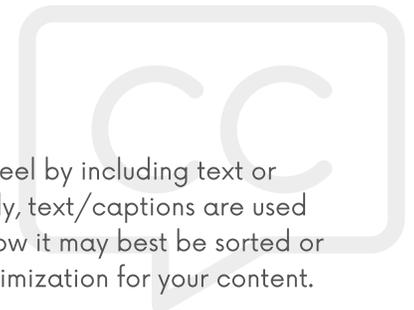


Length - Shorter *May* Be Better

Completion of a Reel is one of the data points the algorithm uses to determine if that Reel should continue to be pushed into more feeds. Re-watching a Reel also positively impacts reach.

Shorter videos are more likely to be watched completely HOWEVER, your Reel can be successful regardless of length as long as it's providing some kind of entertainment, emotional content or educational tips that reach an audience who wants to consume a video regardless of length.

Generally speaking, keeping your Reel between 3-15 seconds may result in more completions = more views/reach overall.



Include Text/Closed Captions

At this time, Reels play silently within the Feeds. Providing context for your Reel by including text or closed captions increases inclusivity, accessibility & watch time. Additionally, text/captions are used as data to help the algorithm understand what your content is about and how it may best be sorted or categorized - in other words, text/captions are form of "search engine optimization for your content.

Talk-to-text transcription is currently being tested for Reels. If you prefer to add captions using a third party app, try "Captions: Speak to the Camera."

Text placement matters! Too high towards the top of your Reel & it will get cut off in the home Feed; Placing text too low will become unreadable as it will be covered by your username, audio title and caption. Press and hold down on your text and move it around to activate grid lines to help you place the text in optimal space.

Best Practices

continued....



Use Trending Music

IG has confirmed that using a 'trending' sound could potentially improve your reach. The right song that can help you further the story-telling quality of your Reel without requiring you to speak! IG offers a comprehensive and searchable audio library & allows you to save sounds you might want to use in the future.

Find trending songs by checking the weekly posts on the @Creators account. Perhaps the easiest way to find a trending sound is to simply scroll through the Reels feed & take notice when you hear something more than 1-2 times as that is likely a trending sound. (I'm hopeful that IG will create a "trending" sound section in the audio library)

You can save any song or audio by tapping on the name shown in the bottom left corner of any Reel and tap on save. Access all saved sounds by tapping on "Saved" within music library.

Pro Tip: want to use a trending sound but also want to talk in your Reel? You can easily adjust the audio playing in the background in the editing section.

**All Reels with music added to it will only be able to save to your camera roll without the audio. If you want to post your Reel elsewhere, note that the music will not save with the video.



Use Relevant Hashtags

Hashtags help IG sort & serve your content to an audience who has expressed an interest in that hashtag/topic by searching for that word or phrase, clicking on similar hashtag or using those hashtags in their own posts. It's important to use hashtags that your ideal audience would search for and those may or may not be words that describe WHAT you do such as "Realtor". What's the content about? What audience should see it?

During a call I had with an Instagram marketing rep regarding Reels best practices, it was recommended that using less hashtags (keeping them hyper-relevant) *may* help the Reel get sorted and served to the ideal audience without becoming diluted. You can use up to 30 #s in your Reel's caption. Ultimately, test, test, test and try different strategies to see what works for you.

Best Practices

continued....

Post Consistently

How many Reels should you post per week? That's totally up to you! Think long-term sustainability - can you post a Reel every day for the next 30 days, 30 weeks, 30 months? Burn out is real!

1-3 per week is an excellent starting (and continuing!) point. Consistently doesn't have to mean daily. The algorithm is using your consistent activity over time as data points. Consider batch creating your Reels once per week or month for efficiency, save each Reel as a "Draft" within the app and post each week.

The First 2 Seconds Matter - Grab Their Attention

Micro video + micro attention spans = important to grab attention in the first few seconds! You can achieve this with movement or text or verbal 'hooks' like asking a question. Start with a "hook" then tell the story and bring to an end or resolution.

Example: Start out your Reel with a relevant question and then answer that question by the end of the Reel. "Do you want to know how to save thousands of dollars on your first home purchase? I'm going to give you 3 ways to do it...."

Add an Eye-Catching & Descriptive Cover Photo

Imagine a viewer visiting your profile for the first time and tapping on your Reels tab. All of your Reels will be side by side and if the cover photos are just images without any context, it will be much harder for viewers to scroll through your library and find a Reel they may want to watch.

The cover photos will only be seen in the Profile content grid & dedicated Reels tab. Think of these cover images like a YouTube thumbnail - does it grab my attention & can you easily find the topic you're interested in?

Keep it simple, descriptive, text large enough to read & eye-catching.

*You can select a cover photo from the Reel itself or upload a cover photo image from your camera roll



POSTING TIPS

ALWAYS add a Cover photo for your Reel! Tap on the image of the Reel to select a frame that's eye-catching or thumb-stopping or you can upload a pre-designed cover photo graphic with descriptive title from your camera roll.

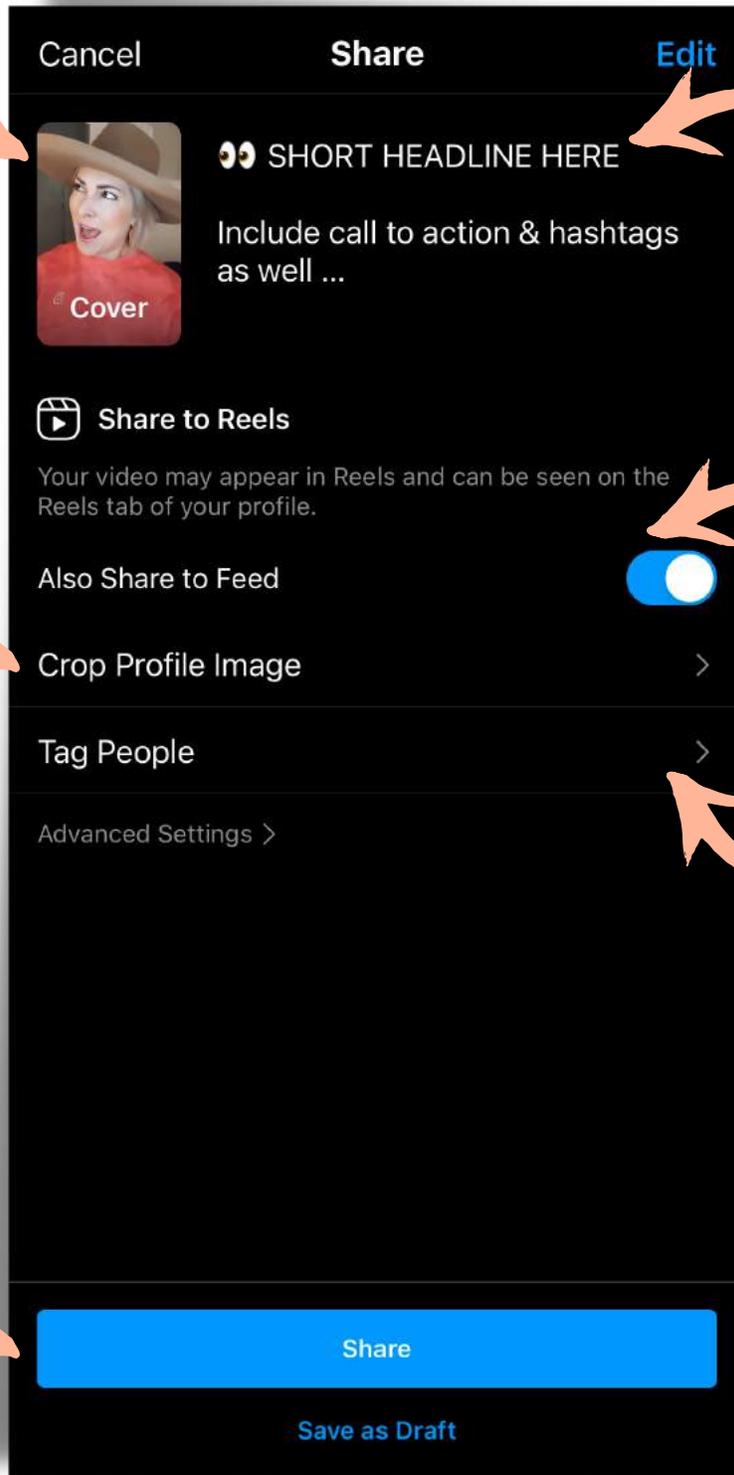
Pro tip: if you're creating educational tips or a series, important to include text that's large enough to read as well as title with "part one" etc.

*If you prefer a themed content grid or a specific aesthetic, uploading a cover photo may be your best option.

Once you've added a cover (or selected one from the Reel itself) you'll be able to adjust it's grid positioning by tapping on this option

Publish your Reel by tapping on the blue Share button or Save as Draft to edit or post at a later time

Pro tip: Save your Reel to your camera roll as well as a back up. I've personally experienced glitches and lost Reels in Drafts before



Write a short headline (about 50 characters) The first line matters as the remaining content will be 'hidden' unless a viewer taps on caption to expand it!

Type your caption, call to action and hashtags in this section

Make sure this toggle is switched to 'ON' as the default to ensure that your Reel gets maximum posting exposure to multiple Feeds

Tag people in your Reel just as you would a Feed post! The accounts tagged will receive a notification.

*All Drafts are saved to your Profile's Reels tab as the first 'tile' and they are NOT visible to the public

REELS Idea

*Consider organizing your content ideas into different 'pillars' or themes such as: Local community info, Real Estate Tips, Personal Interests, Educational, Just for fun etc. to help you stay organized and inspired.

THE REMIX

One of the easiest ways to create a Reel is by using the 'remix' feature. This feature allows you to create an original Reel that is side-by-side to the original Reel. Find a Reel you want to ReMix, tap on the three dots & then 'ReMix this Reel'. Create a "reaction" to the original video or add your own original twist to further the original Reel's story.

THE TIME MACHINE

Fast forward a project or your day by recording multiple video clips of your real estate activities, your vacation, a home decor/staging project, a home tour, or anything at all! Edit the clips within Reels camera, add a music track & any text you desire.

*Consider using 2x speed when recording clips or a 3rd party app like VideoShop to speed up the videos. Limit each video clip to .5-2 seconds keep the viewers' attention.

THE WHAT YOU GET FOR

Learning what your budget can buy is a top priority for many homebuyers. Showcase what --- can buy you in -- city or zip code or the costs of common home improvement projects such as installing a pool or compare which home improvements add the most re-sale value

THE SOUND TRACK

Record a video(s) & select an audio track with lyrics that do the storytelling for you! Including text for additional context - Ex: Using the song "Oh No, No, No" the lyrics themselves communicate the message & emotion of the Reel's storyline

REELS Idea

THE BEST OF SERIES

Showcase your favorite local businesses, places or products. Use the voiceover feature to narrate. Add a cover photo with text & tag the business featured.

THE INSIDERS GUIDE TO

Know a secret food item not on the menu? Or where the best place to park your car at the local mall is? Share your insider tips about your community or a business within your area. Use the voiceover feature to narrate. Add a cover photo with text & tag the business featured.

THE Q&A

Answer your most asked questions! Use the Question Sticker in your IG Stories or screenshot comments or DM's (with permission) to add to your Reel or simply use the text function to add the question across the screen

THE HACK

Share some helpful real estate or life hacks. Tips could range from real estate focused: 'How to Avoid Wirefraud' to 'How to Pick the Right Home Loan Program for You' or to personal interest categories like cooking, fitness, DIY, gardening, shelf decorating, bed making etc etc

THE BEHIND THE SCENES

We love to feel like insiders - Share what it's like to prep your new listing with home staging or the process of creating your marketing videos, office meetings, client meetings, things you find during home inspections or your daily life outside of real estate.

REELS Idea

THE TREND

Being inspired by a trend is one of the foundational elements to Reels content. Find out what's trending by checking the weekly @Creators posts or by simply scrolling through the Reels feed. Can you find a trend and make it relate to your industry by putting your own unique twist or take on that trend?

THE CHALLENGE

Try the latest challenge trending on Reels! Challenges can range from dance to fitness and everywhere in between- the most important part is that you have some fun while trying it! Use the challenge hashtag in your post.

THE MOTIVATOR

This Reel is all about creating an inspiring, motivational or uplifting message to share with your viewers! Pick an audio track with lyrics that helps share this positive vibe's messaging!

THE QUICK CHANGE

With a little practice, you can use the editing features to create quick, seamless transitions commonly used in Reels. Whether it's a before & after home staging or an outfit change adding these eye-catching edits can increase watch time and entertainment value.

Ex: An empty listing turns into a beautifully staged listing

1) Record the home with no furniture 2) Tap on the "align" icon to perfectly position the second video and record the home fully staged 3) add music

This is the Align icon - it will not appear until you record a video first



REELS Idea

THE COLLAB

Collaborate with other creators - Each person can record a video clip and send it to the other to upload into Reels camera and edit with their own video. Ex: One person records a video of themselves while passing a coffee mug to the right side of the screen. The other person records a video of "reaching" for that mug from the left side of their screen. When these clips are edited together, it looks as though the mug was actually passed.

THE VOICEOVER

No face to camera required! Record clips of a home tour, community location or tutorial and use the voiceover editing tool (microphone icon) to narrate- you can also add music in the background and lower the volume to allow viewers to clearly hear your voice over the music.

THE GREEN SCREEN

Wish you could record from Paris? Grab a photo online and use it for your background! The Green Screen effect allows any video or photo in your camera roll to be used as your Reel's background. Elevate the story-telling aspect of your Reel with a background image or if you're making an educational Reel, consider typing out the tips in your phone notes app, taking a screenshot & using as background while you're talking to act as a visual aid.

THE BLOOPERS

If you're making videos, you're bound to have some bloopers! Instead of deleting them, create a Reel of bloopers and share some laughs.

THE MEET THE TEAM

Introduce your team, fun facts about each person or how your team has grown.

REELS

THE STORYTIME

Share a story about your life, your why, an impactful memory or event that impacted your life and or business

THE REVIEW

Review your favorite products, places and more! Top leadership books, favorite business podcasts, places to take kids for free during the summer or anything else you personally enjoy talking about. It's totally ok to build a brand for real estate related content AND other topics you're passionate about!

THE CO-STAR

Create a Reel with multiple characters by being your own co-star(s). Play multiple roles by simply changing your clothing or adding some accessories like a hat or glasses. I recommend planning out the scenes and shooting all of one characters clips first then changing clothing and playing the other character.

THE LIP SYNC

Lip-sync to any audio track including a song or an audio of a movie or tv show. Your original audio track can be used by another user to lip-sync to as well!

Ex: I created a Reel about the fear of showing your face on camera and selected an audio track of someone speaking these words: "I'm ready to change my life... I will not do that...."

THE WATCH ME MAKE

Putting together closing, welcome home gifts or any kind of project or product? Show a time lapse of your assembly process set to music with descriptive text or voice over narration.

REELS Idea

THE PET DOING ANYTHING

Who doesn't love cute animal content!? Let your creativity run wild by selecting a funny audio clip or a song that adds some entertainment value

THE HIDDEN TALENT

Have a talent someone would be shocked to learn about - share it! Even better, can you tie it to real estate like writing and performing an original song about being a Realtor (LOL, come on, I'm trying to think creatively!)

THE MEME

Memes can become a source of inspiration for Reels! Did you see a real estate meme that made you laugh out loud? Can you create your own video version with an original twist? Typically, these Reels will include text that might say "When you..." or "When the..."

THE REPURPOSE

Review content you've previously posted & create a Reel from that topic/tip/story

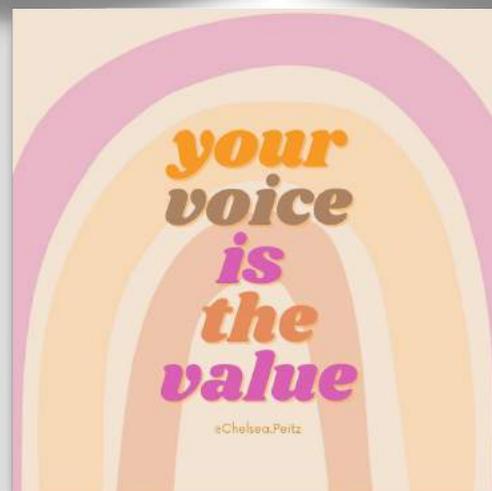
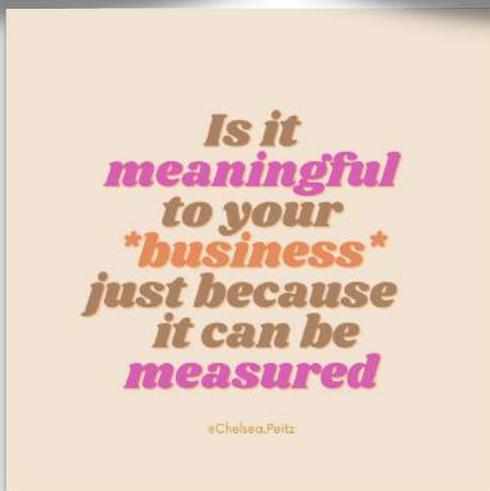
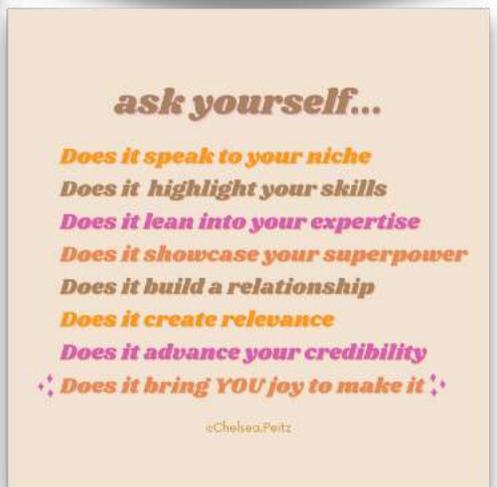
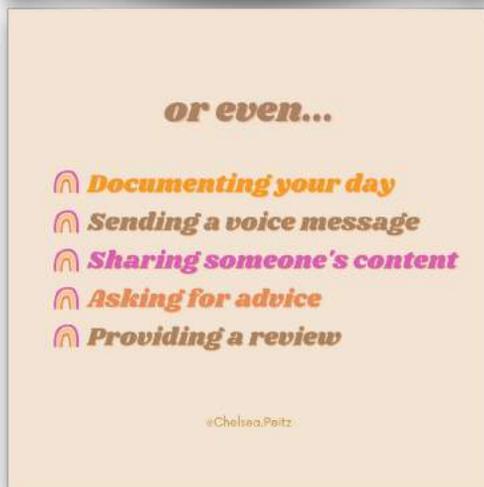
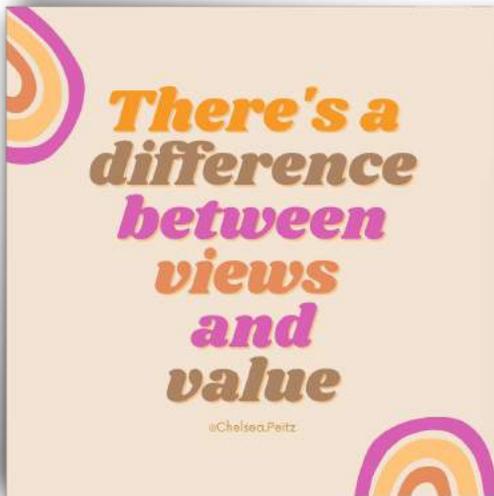


Try these for more inspo

- What's your superpower?
- What are your guilty pleasures?
- What are your pet peeves?
- What are your unique 'quirks'?
- What brings you joy?
- What are the top 3 things you LOVE to do when you have time?
- What are 1-3 things that you are REALLY good at?
- What are 1-3 things you WISH you were good at?
- What are your fears?
- What kind of content do YOU like consuming?

VIEWS vs VALUE

Don't get too caught up in "views" - it's important to build your brand in a specific niche to attract your ideal audience and position you as a credible resource. Jumping on a trend can be fun and may get more views but doesn't always lead to more conversions. Here's a post from my Feed on this topic:



One Month of ^{*1 per week}
REELS OUTLINES

Reel #1

Sound:
Topic/Trend:

Clips

01

02

03

Reel #2

Clips

01

02

03

Reel#3

Clips

01

02

03

Reel #4

Clips

01

02

03



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thevoiceofsocialsales.buzzsprout.com

PODCAST

CHELSEA PEITZ

🗣️ (my last name rhymes with "lights"!) 🗣️

Oversharing ✨ **uncomplicated** ✨ and highly effective social media strategies that authentically grow your real estate business and help you make more money doing what you love.

Teaching you how to create relevant, brand-building content that is:

SEARCHABLE

SAVEABLE

SHAREABLE

STORY-FOCUSED

STARTS-CONVERSATIONS

I'm an internationally recognized real estate keynote speaker whose superpower is breaking down complex concepts into actionable, easy-to-execute social media strategies.

For over 7 years, I've taught the real estate community how to leverage social media and technology to build a powerful personal brand and develop content that generates real leads without feeling 'salesy.'

I became a licensed real estate agent in 2001 B.F. (Before Facebook) and did business the "old fashioned" way for over a decade. While I'm no longer an active agent, I've continued to work within this niche and merge old school strategies with new school technology to teach others how to become more human by using tech.

I'm a frequent industry conference presenter and podcast guest whose signature style is to share actionable insights and tactical how-to's rather than high-level fluff. Offering digestible step-by-step plans that empower agents develop a powerful personal brand that attracts their ideal audience.

My latest book "What to Post: How to Create Engaging Content That Builds Your Brand & Gets Results" launched in February 2020 and is a #1 best seller in 6 different categories.

My most important role is being mom to Mason, wife to husband Brian and rescue-dog-mama to as many chihuahuas as possible. My favorite thing to do is wine-tasting in Napa (or anywhere with a vineyard!)