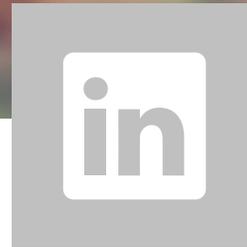


SOCIAL MEDIA 101



INSTAGRAM

**BERKSHIRE
HATHAWAY**
HOMESERVICES

ELITE
REAL ESTATE



bhhselitere

Following

Message



1,216 posts

5,831 followers

1,493 following

BHHS Elite Real Estate

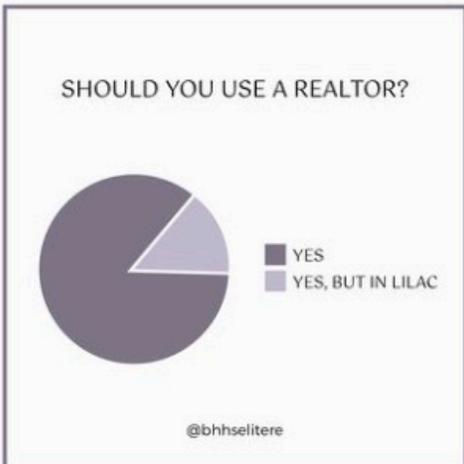
Nearly One In Three Homes In Utah County Are Sold By Berkshire Hathaway HomeServices Elite Real Estate. 🏠🏠🏠 #BHHSelitere www.youtube.com/watch?v=-Tr6XrixEG8

Followed by truettgchamberlain, stvelorirobinsonrealtors, gaylejex_realtor + 18 more

POSTS

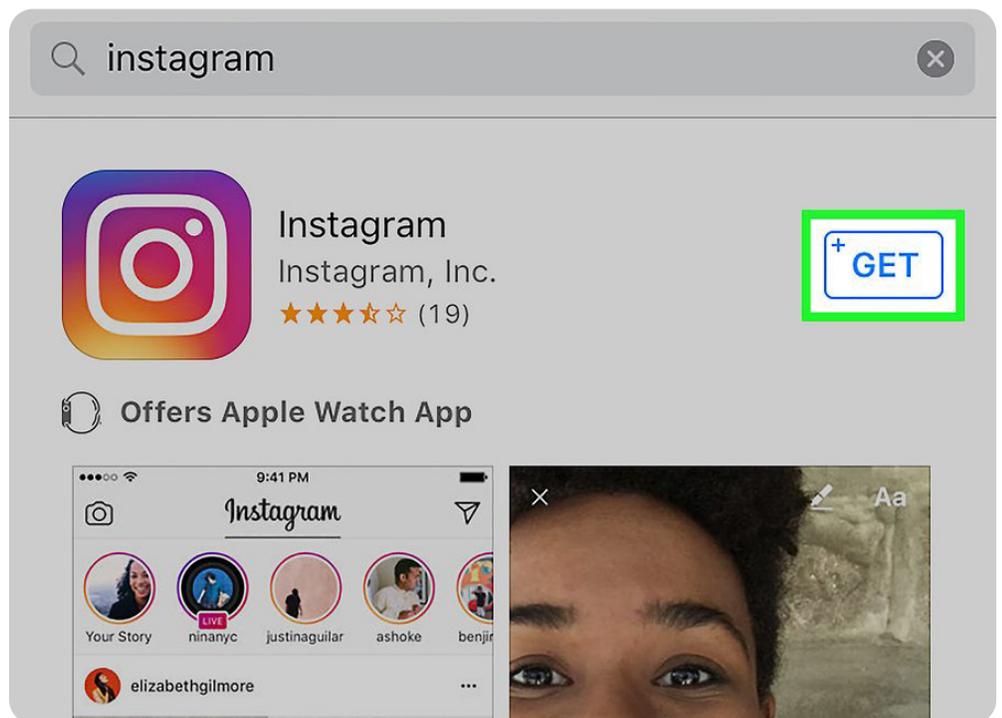
REELS

TAGGED



PART 1 INSTALLING INSTAGRAM

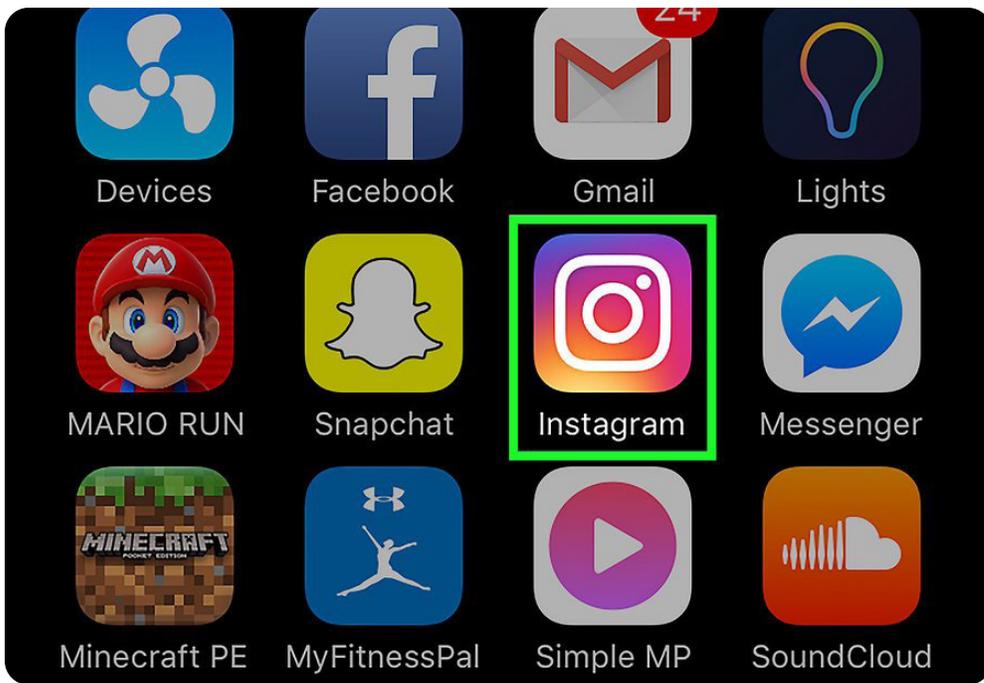
CHANCES ARE, IF YOU'VE GOT A SMARTPHONE, YOU'VE GOT INSTAGRAM. IF YOU'RE A NEWBIE TO THE INSTAGRAM GAME, LET US HELP YOU FIGURE IT OUT.



1

DOWNLOAD THE INSTAGRAM APP.

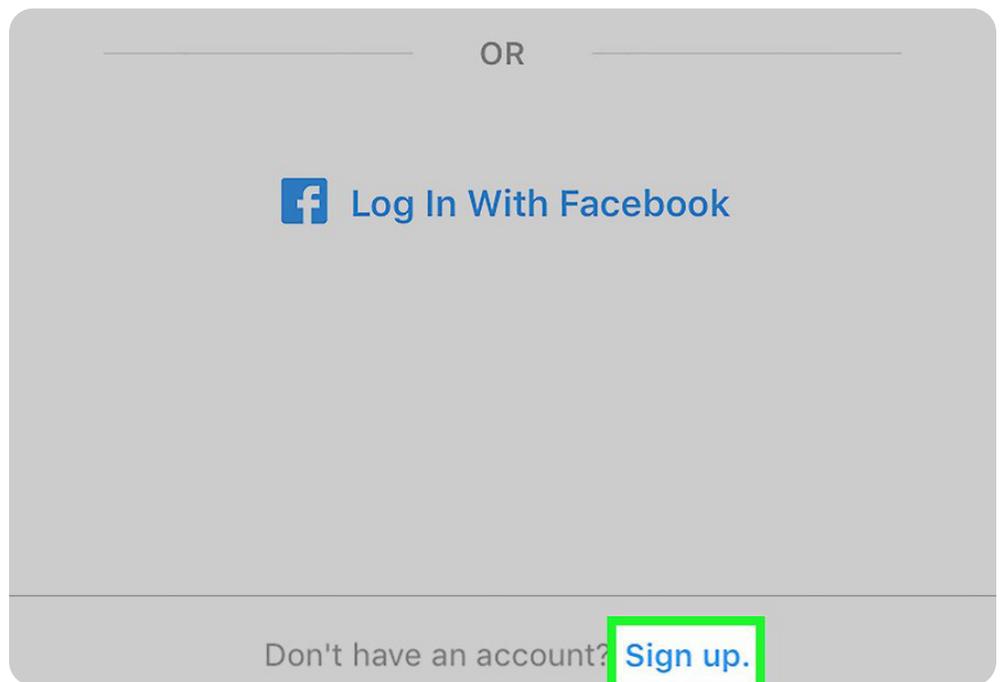
You can do this by searching for "Instagram" in your device's app marketplace (e.g., the App Store on iOS or the Google Play Store on Android) and then selecting the pertinent search result for download.



2

OPEN THE INSTAGRAM APP.

To do so, tap the Instagram icon (it resembles a multicolored camera) on one of your device's home screens.



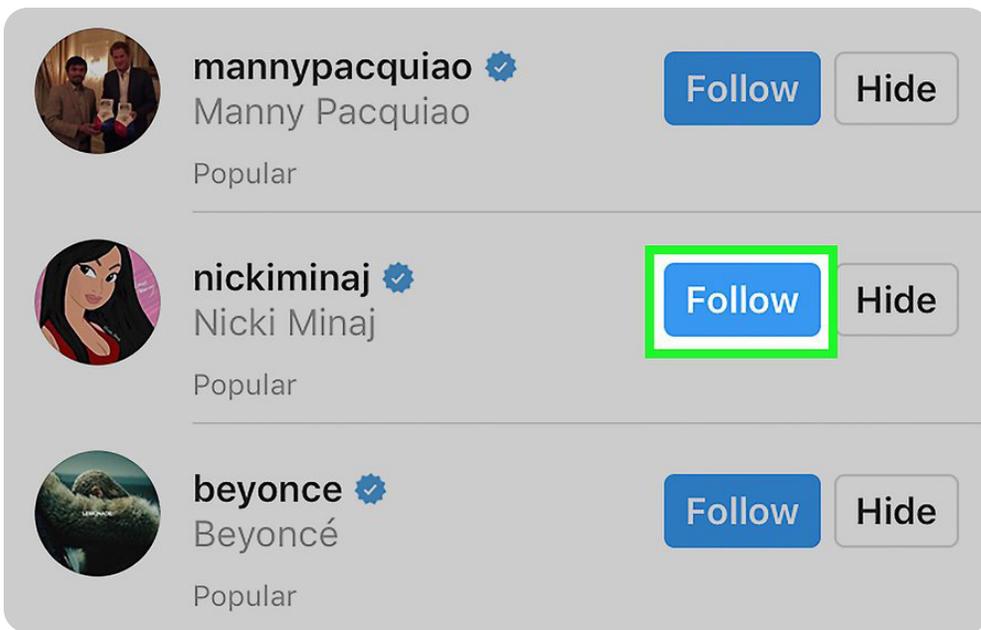
3

CREATE AN ACCOUNT BY TAPPING SIGN UP AT THE BOTTOM OF YOUR SCREEN.

From here, you'll need to enter your email address, preferred username, password, and phone number (optional but recommended). You'll also have the opportunity to upload a profile photo before continuing.

- You can choose to add a bit of personal information in the "About" section as well, including a first and last name or a personal website.
- If you already have an Instagram account, you can tap Sign In at the bottom of the Instagram login page and enter your account login information instead.





4

SELECT FRIENDS TO FOLLOW.

After finishing your account creation, you'll have an option to choose to find friends from your contact list, Facebook account, Twitter account, or by manual search. Note that you will need to provide Instagram with your Facebook or Twitter account information (your email address and relevant password) before you'll be able to select friends from either of these platforms.

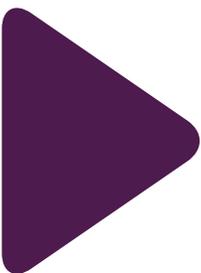
- You can choose to follow suggested Instagram users by tapping the "Follow" button next to their name.
- Following people allows you to see their posts in your "Home" page.
- You will be able to add friends at any time from within your account, even after you create your account.



5

SELECT DONE WHEN YOU'RE READY TO PROCEED.

Doing this will take you directly to your Instagram account's Home page, which is where you will see posts from the people you've chosen to follow.

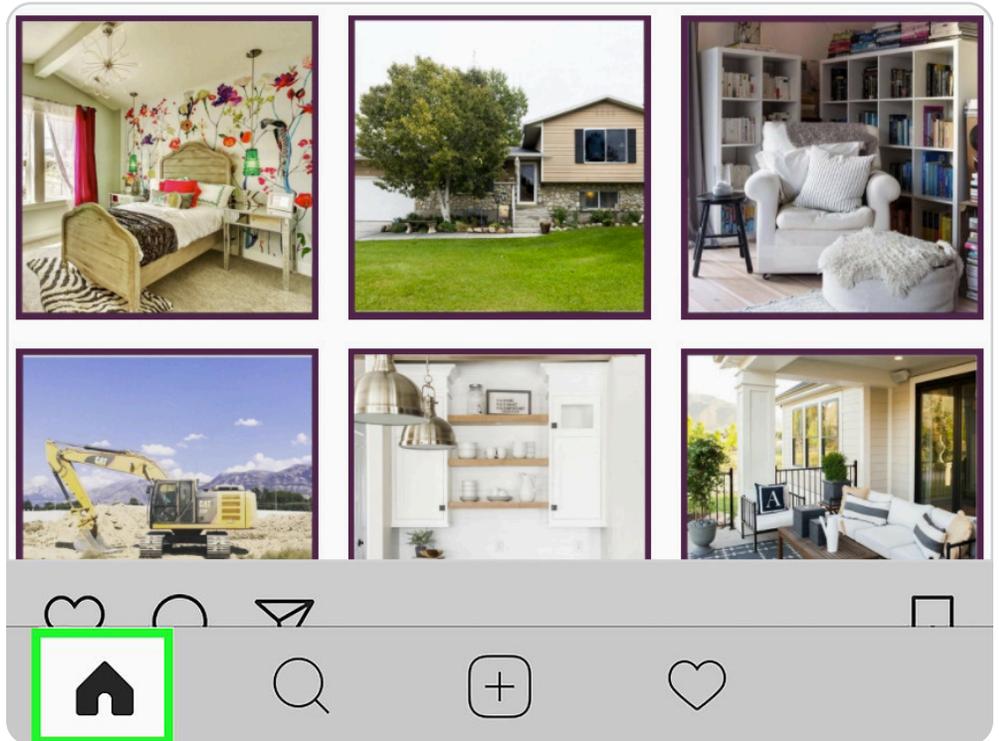


SOCIAL MEDIA BENEFIT:

BUILDING TRUST AND PERSONALITY

WITH BRANDED CONTENT BEING MORE POPULAR FOR GENERATING ENGAGEMENT, ONE OF THE KEY BENEFITS OF INSTAGRAM IS THAT IT CAN HELP YOU BUILD TRUST. PEOPLE BUY FROM PEOPLE AND INSTAGRAM WILL HELP YOU TO CREATE THAT EMOTIONAL CONNECTION WITH YOUR AUDIENCE. THE GREAT THING HERE IS THAT IT ALLOWS YOU TO SHARE THE DAY-TO-DAY EXPERIENCES OF YOUR BUSINESS IN AN INFORMAL AND CASUAL WAY - THEREFORE GIVING A PERSONAL FEEL TO YOUR BUSINESS.

PART 2 USING THE TABS ON INSTAGRAM

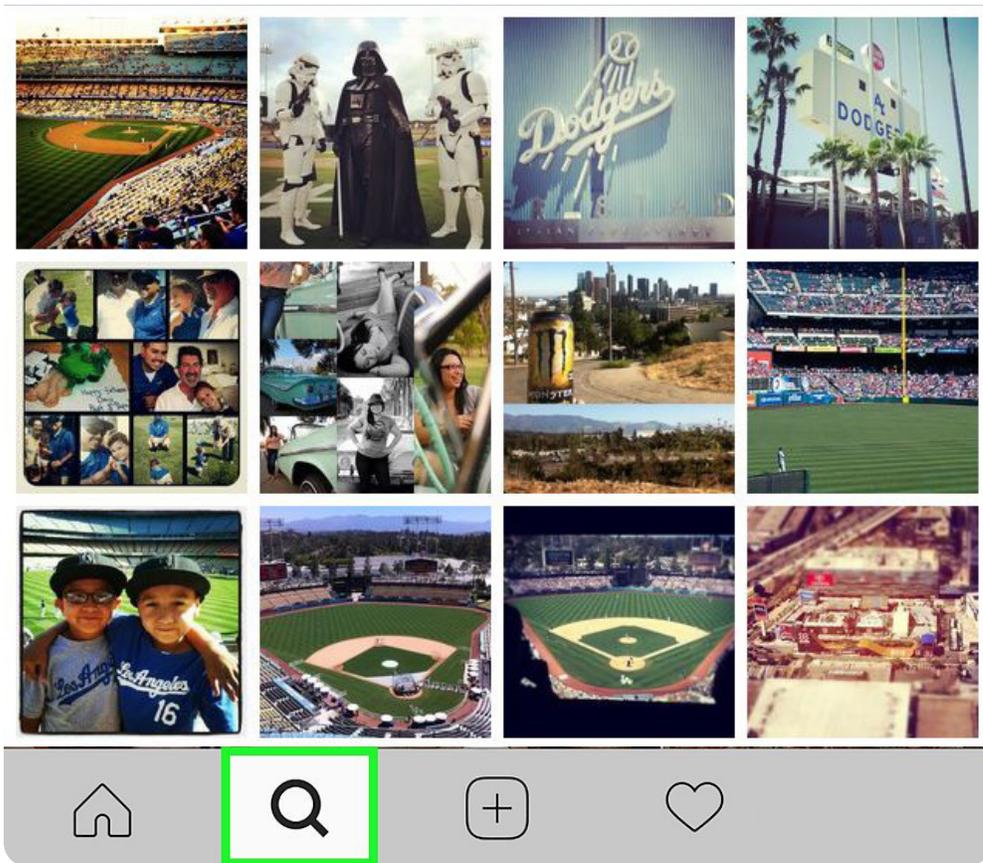


1

REVIEW THE HOME TAB.

This is the default tab on which you begin—it's also where the media from the people you're following will appear. From here, you can do the following:

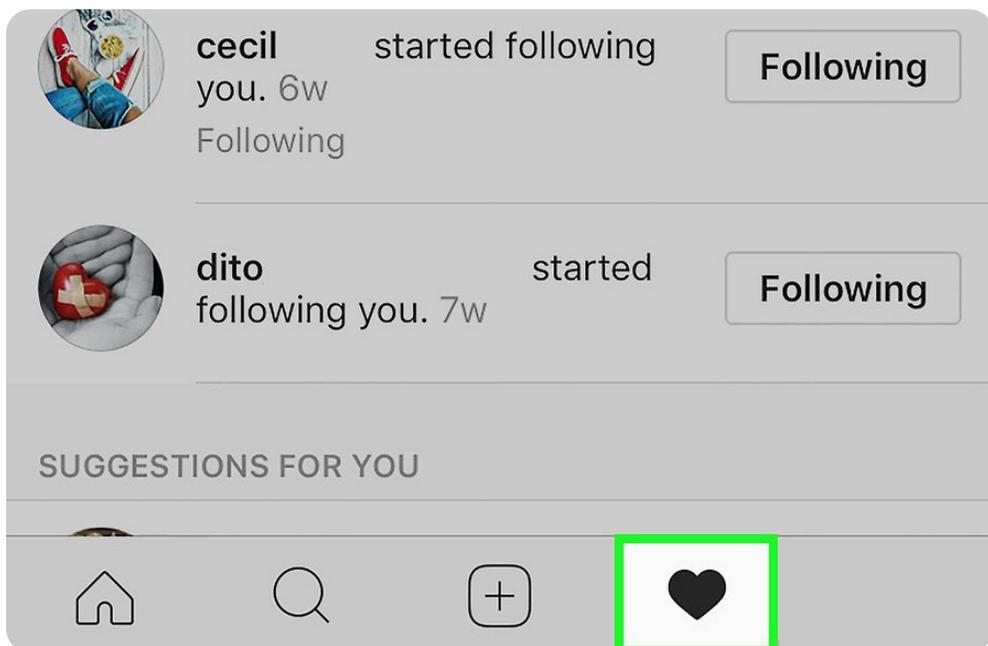
- Tap the + icon in the top left corner of your screen to record and post an Instagram Story for all of your followers to see. You'll need to allow Instagram access to your microphone and camera for this to work.
- Tap the delta symbol in the top right corner of your screen to view your Inbox. Direct messages will appear here.



2

VIEW THE "SEARCH" PAGE BY TAPPING THE MAGNIFYING GLASS ICON.

It's to the immediate right of the Home tab at the bottom of the screen. From here, you can search for accounts and keywords by typing in the "Search" bar at the top of the screen.



3

VIEW YOUR ACCOUNT'S ACTIVITY BY TAPPING THE HEART ICON.

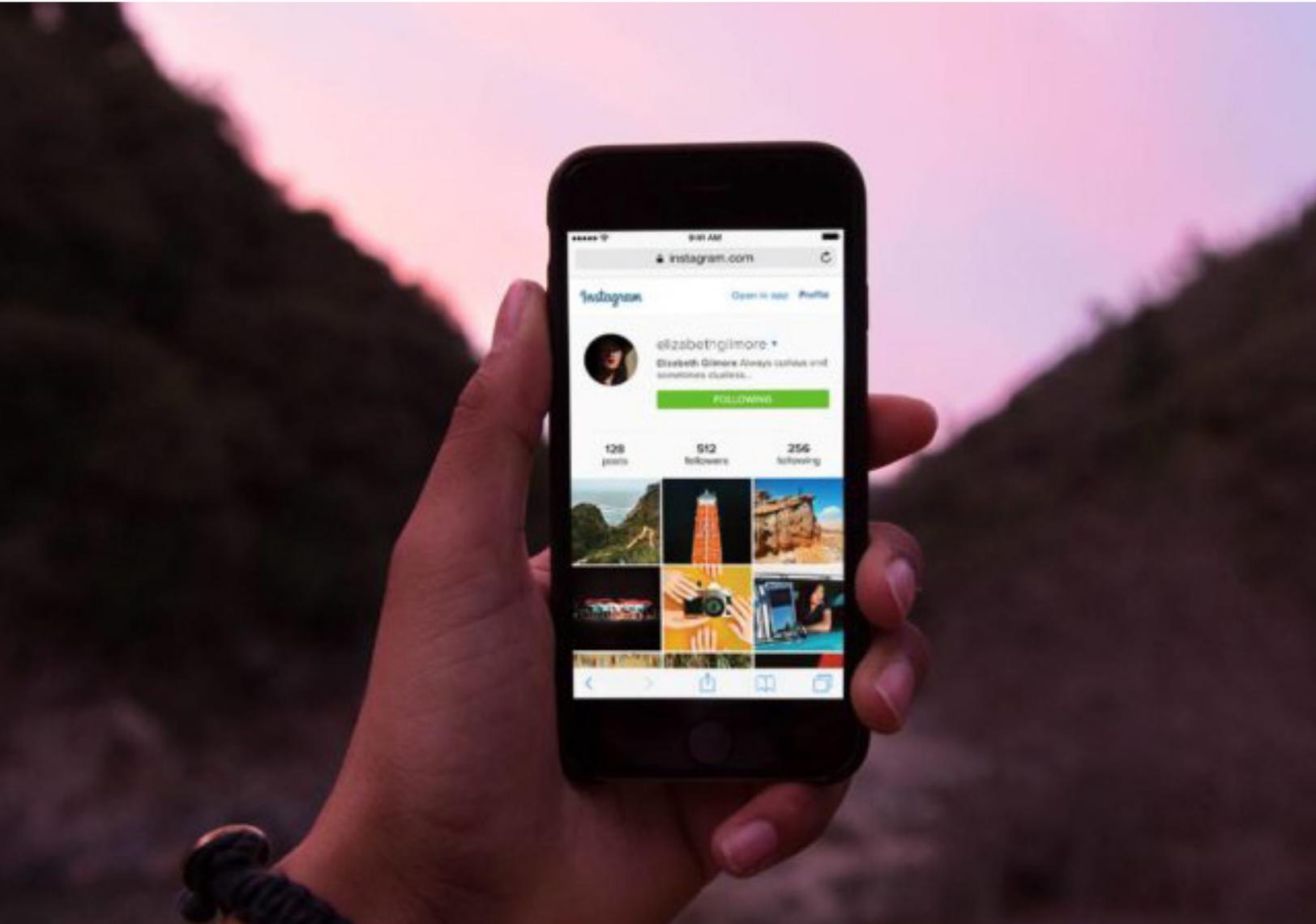
It's two icons over from the magnifying glass icon. This is where all of your in-app notifications will appear (e.g., photo likes and comments, friend requests, etc.).



4

RETURN TO THE HOME TAB BY TAPPING THE HOUSE-SHAPED ICON.

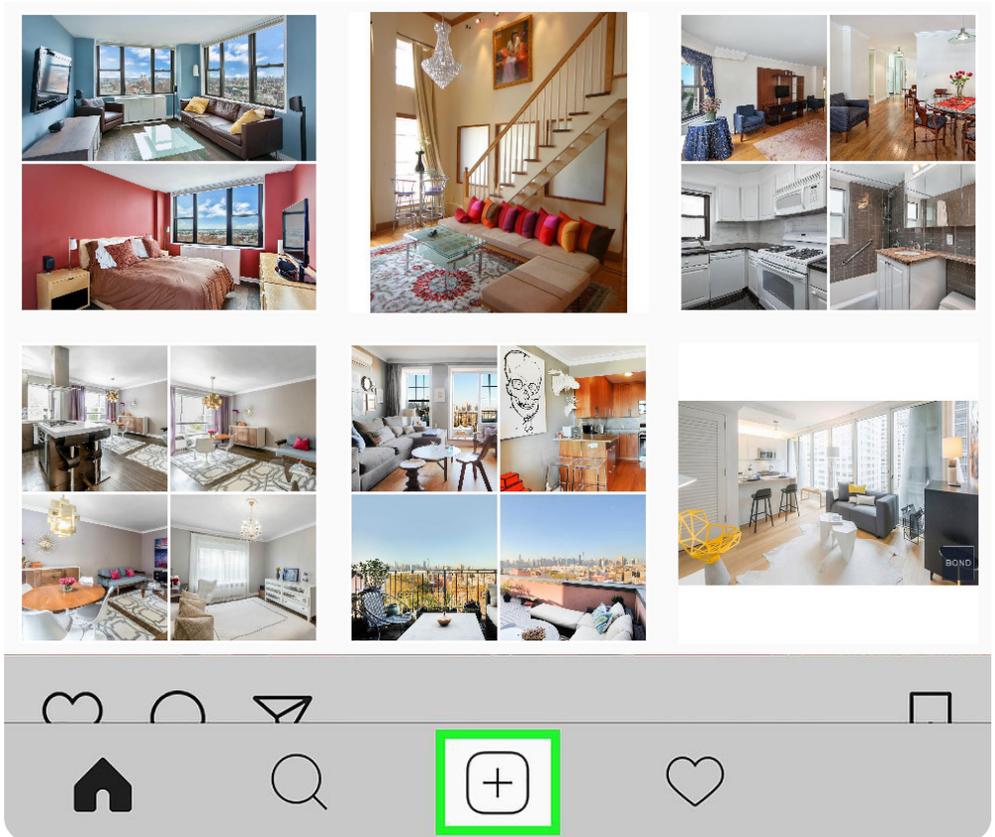
It's in the bottom left corner of your screen. If any people whom you follow have posted since you've last visited this page, their new content will appear here automatically.



SOCIAL MEDIA BENEFIT:

FROM A SELLING PERSPECTIVE, INSTAGRAM'S USER-FRIENDLY LAYOUT AND PHOTO-ENHANCING CAPABILITIES MAKE IT INCREDIBLY EASY TO SHARE PHOTOS OF YOUR HOME WITH POTENTIAL BUYERS. BY PAIRING THESE IMAGES WITH LOCATION-SPECIFIC HASHTAGS, YOU'LL BE GAINING EXPOSURE TO A WIDE AUDIENCE FOR ABSOLUTELY NO COST. ADDITIONALLY, INSTAGRAM'S NEW VIDEO FEATURE ALLOWS YOU TO GIVE USERS A VIRTUAL WALK-THROUGH OF YOUR PROPERTY FROM THE COMFORT OF THEIR COUCH.

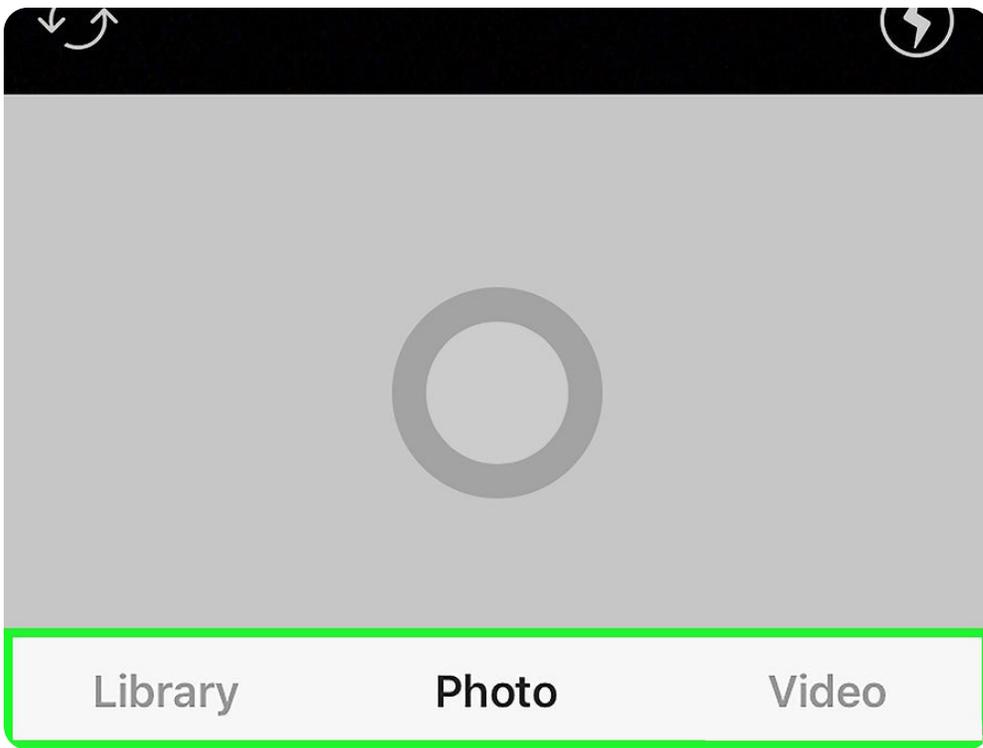
PART 3 ADDING PHOTOS TO INSTAGRAM



1

OPEN INSTAGRAM'S CAMERA PAGE.

It's the "+" sign at the bottom center of your page. From here, you can add pre-existing photos from your camera roll or take an original photo.



2

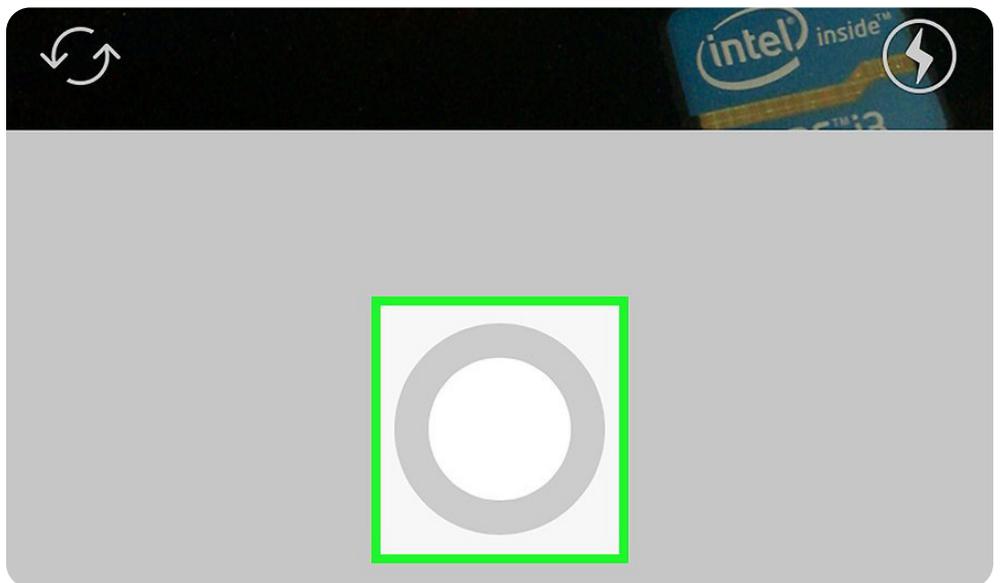
REVIEW THE CAMERA OPTIONS.

You have three upload possibilities listed at the bottom of this page:

LIBRARY - This option lets you upload a photo already in your library.

PHOTO - You can take a photo using Instagram's in-app camera here. You'll need to allow Instagram to access your camera before taking a photo.

VIDEO - You can record a video using Instagram's camera here. You'll need to allow Instagram to access your microphone first.

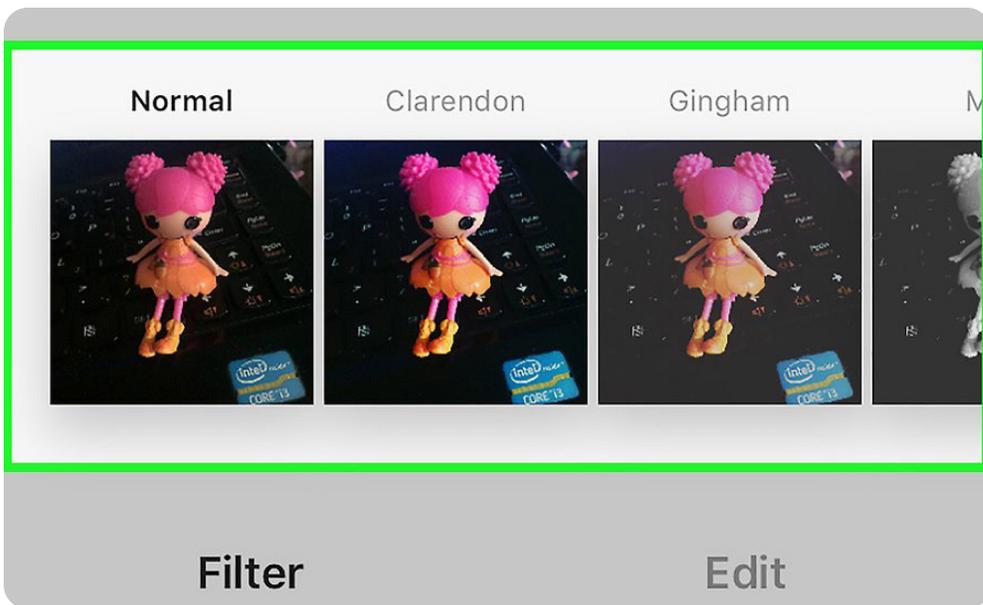


3

SELECT OR TAKE A PHOTO.

If you're taking a photo or video, you'll need to tap the circular button toward the bottom of your screen to do so.

- If you're selecting a pre-existing photo, you'll need to tap "Next" in the top right corner of the screen to proceed.



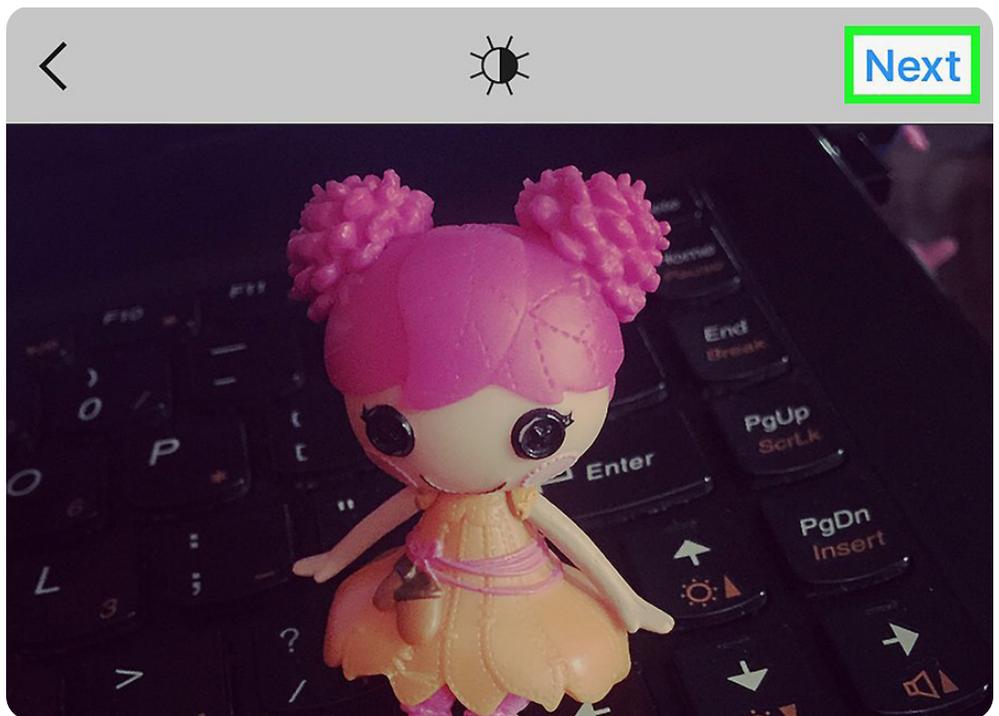
4

SELECT A FILTER FOR YOUR PHOTO.

You can do this from the bottom of the screen. Today on an average 11 filters are available in your Instagram account. The main intention of it is to make boring images interesting. You can even download Instagram filters. Filters change the color palette and composition of your photo—for example, applying the “Moon” filter changes your photo to a washed-out black-and-white color.

- You can also tap “Edit” in the bottom right corner of the screen to adjust aspects of your photo such as Brightness, Contrast, and Structure.

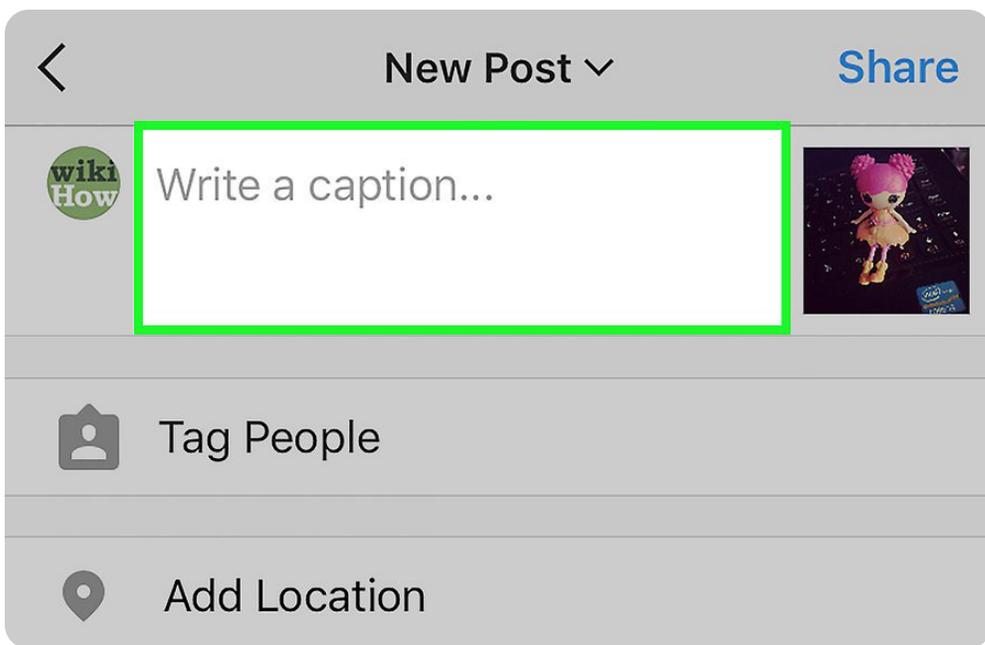
PHOTOGRAPHY TIP:
 While it can be tempting to go filter-crazy, don't go over the top when editing images of your property. The last thing you want to do is misrepresent your home to buyers, so resist the urge and save filters like “hefe” and “x-pro II” for tonight's sunset or your next gourmet meal.



5

TAP NEXT.

This is in the top right corner of your screen.



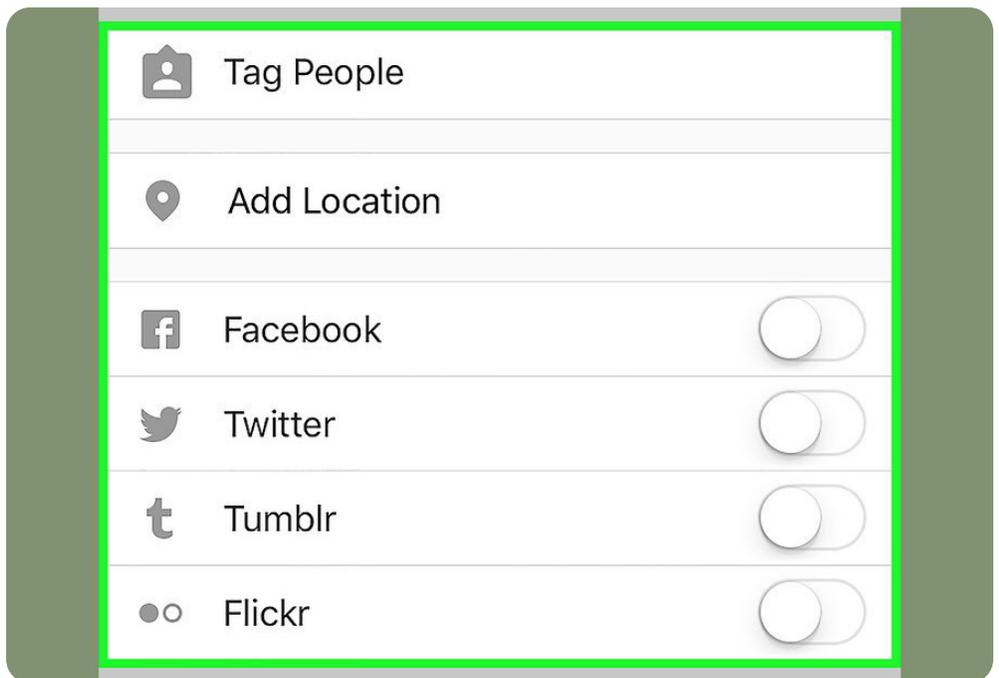
HASHTAG TIP:

Try combining your location (i.e. #Orem, #Utah-County) with the hashtag #dreamhome. As of July 2017, it's being used over 280,000 times! Other popular ones to try are #RealEstate, #ForSale or #JustListed. And don't forget, make sure to use the hashtag #bhhselitere to be connected to the company Instagram account!

6

ADD A CAPTION TO YOUR PHOTO.

You'll do this in the "Write a caption" box at the top of the screen. If you want to add tags to your photo, you'll do that here as well.

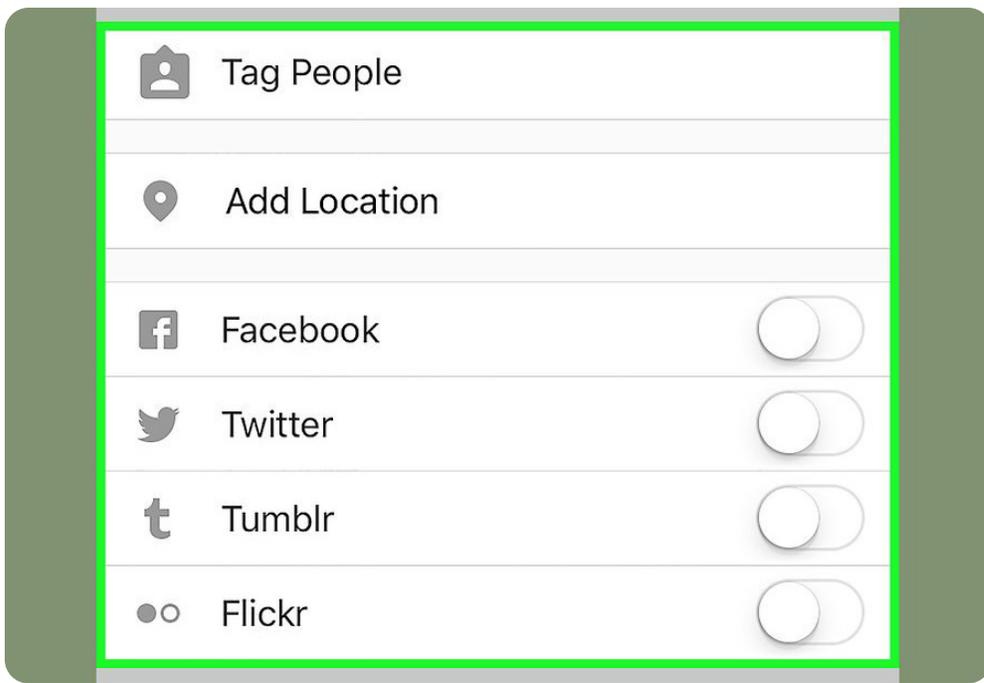


7

REVIEW YOUR REMAINING PHOTO OPTIONS.

Before sharing your photo, you can do the following things:

- Tap "Tag People" to tag followers in your photo.
- Tap "Add Location" to add your current location to your photo's description. You'll need to allow Instagram to access your location services to do this.
- Post your photo to your Facebook, Twitter, Tumblr, or Flickr account by sliding the pertinent switch right to the "On" position. You will need to link your Instagram account to the external account in question before you can do this.



8

TAP SHARE IN THE TOP RIGHT CORNER OF YOUR SCREEN.

You have successfully posted your first Instagram photo!

READY TO STEP UP YOUR
INSTAGRAM GAME?

READY FOR THE NEXT STEPS? TURN THE PAGE AND
SEE HOW YOU CAN UP YOUR INSTAGRAM GAME.



PART 4 INSTAGRAM TIPS AND TRICKS YOU CAN'T AFFORD TO MISS

TELL THE WORLD MORE ABOUT YOURSELF (OR NOT)

In the Edit Profile menu, you can determine how you want your name displayed (real or pseudonym), change your Instagram handle, link to an external website (just one is allowed), and a bio. You can also list private information like your phone number and gender, although these aren't shown to the public. The nice thing is that Instagram does not require you to fill any of these fields.

FIND PEOPLE TO FOLLOW

Now that you've created your Instagram account, you're ready to find users to follow. By now, a lot of your friends are probably already using Instagram, so you can go to your profile tab and select Find Friends in the Options setting (the gear icon in the upper-right). Here, you can search for friends that have connected their Facebook and Twitter accounts to Instagram. You can also search by name, username, or tag. You can also follow celebrities or people whose photos you admire. Following interesting people is a great way to get inspired, and it helps Instagram's algorithms learn what you like and suggest photos and videos in the Discovery tab.

POST YOUR FIRST PHOTO OR VIDEO

To post your first photo or video, simply tap on the camera icon in the middle of the bottom menu of the app. You can then either snap a photo, record a video, or choose one from your gallery. Once you choose the photo you want, hit Next. From there, you'll be able to apply filters and adjust the photo in other ways, like cropping, quickly change the exposure (Lux), add vignette, etc. With videos, you can edit the clip length (up to a minute) or compose a montage from multiple videos, and choose sound on or off. Hit Next again and you'll be prompted to add a caption, tags (of other Instagram users), location, and any other social network (Facebook, Twitter, Tumblr, Flickr, or Swarm) where you would like to post a link to the Instagram post. When you're ready, hit Share and the photo or video

HOW TO PERFECT YOUR INSTAGRAM PHOTO

Instagram offers a good selection of filters and editing tools to make your photos stand out and take them to the next level, or even rescue bad ones from the trash. For example, you can overlay a filter on a poorly shot photo and transform it into something creative (in photography, there's really no bad photo if you say you meant to shoot it that way, so tell your friends to chill). You can also liven a flat photo by adjusting the perspective, changing the brightness and contrast, add warmth or saturation, manipulate the colors, put a tilt-shift look on it, and more. You can spend a long time tinkering, and you should experiment.

There are also plenty of photo-editing apps like VSCOcam, Filmborn, Snapseed, Aviary, and Adobe Photoshop Express (we linked to the iOS version of the apps, but you can also find them in the Google Play store), although you'll have to use these apps outside of Instagram. Within those apps you can find the best filter that works for you, so you can really make your photos pop.

THINKING OUTSIDE THE SQUARE

For years, Instagram only let you upload square photos – you would either have to crop into a photo, or shoot in square mode. In August 2015, Instagram lifted this restriction, so you can now also upload in landscape and portrait formats. The reasoning is that sometimes, a photo needs more space than a square to tell the story. To pick the original aspect ratio, simply tap the icon in the bottom-left corner of the photo, and cycle between square or landscape/portrait.

HOW TO TAG PEOPLE

If you're uploading a new photo and want to tag someone, tap on the person or object in the image that you want to tag and enter their name or Instagram username. If for some reason you don't see the person you're looking for, Instagram makes it easy to search for people you know. If you want to tag people in a photo that you've already uploaded, go to the photo, tap menu on iOS or Android, and tap Tag People.

HOW TO MENTION OTHER INSTAGRAMMERS

To mention a friend in your caption, type @ in front of their username (e.g., "great article, @karn-jar84!"). Your friend will then receive a notification in their activity feed letting them know that you mentioned them. If you want to reply to someone in a comment thread, just mention them, and they will get a notification in their activity feed as well.

HOW TO LIKE, COMMENT, AND SEND PHOTOS AND VIDEOS

To like a photo or video on Instagram, simply double tap the photo or video, or you can tap the "heart" icon below the photo. If you for some reason liked a post, that you later decide you don't like, just tap the icon again to unlike it.

Next to the heart icon is a bubble icon, which you tap to make a comment; a comment box pops up, and there isn't a limit to how much you can write (although, for the sake of the Instagram community, keep it brief). Next to the bubble icon is an arrow; tap this and you can send a photo or video that you particularly like, to any Instagrammer or multiple Instagram users. The content you send to others become a private message between you and the other user or users (more on this later).

HOW TO POST MORE THAN ONE PHOTO AT ONCE

In February, Instagram introduced the ability to post more than one photo at a time. Now, you can post up to 10 photos at once for your followers to swipe through in their timeline.

To post multiple images at once, simply tap on more than one image when uploading from your device. Instagram will automatically create an inline, carousel-style album that your followers can swipe through one-by-one. You can post up to 10 photos at once using this feature, but keep in mind that you're limited to a single caption for the entire album, and images can only be shared as squares. Instagram has hinted these limitations are only temporary, however, saying it's only "for now."

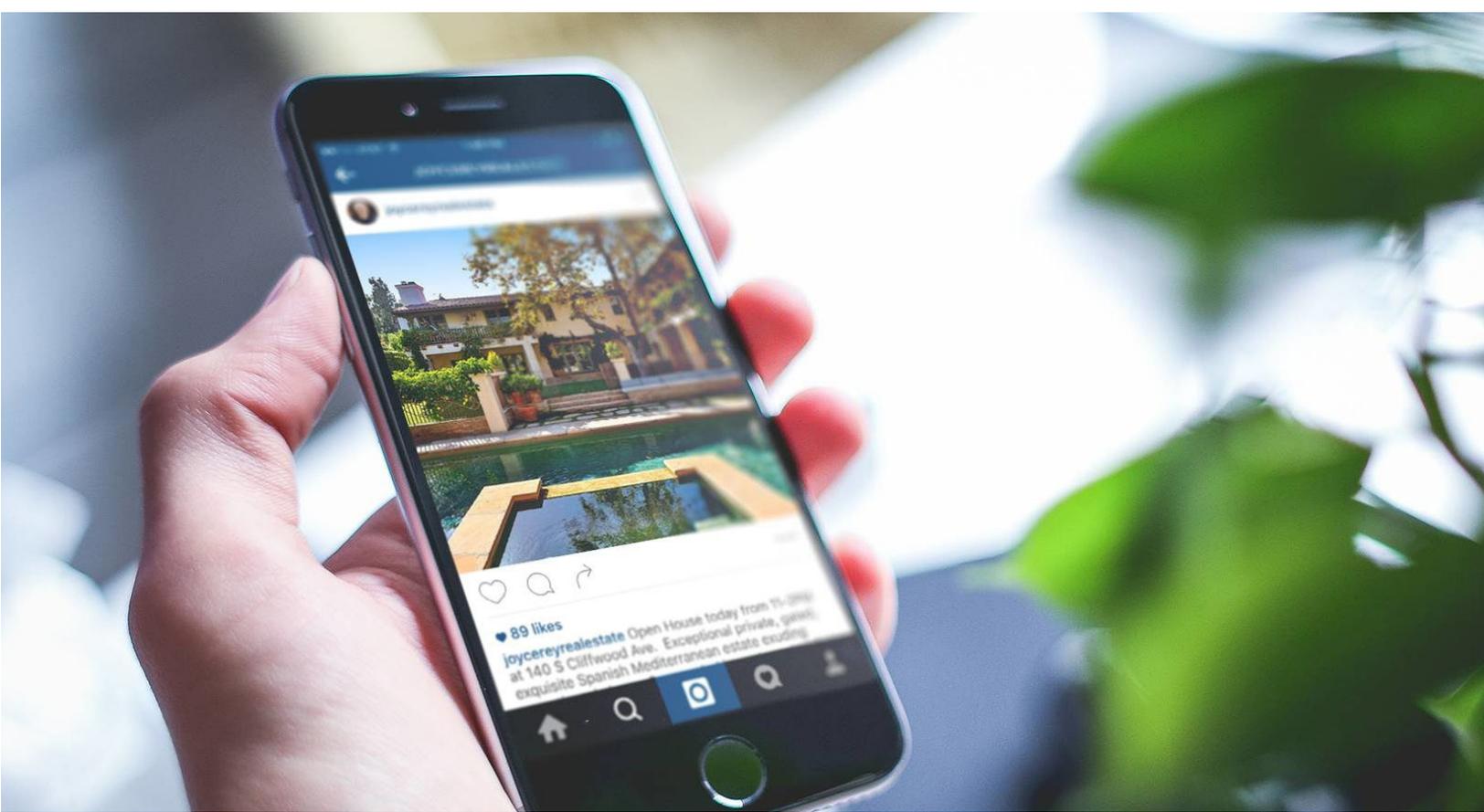


HOW TO MAKE YOUR PHOTOS AND VIDEOS PRIVATE

When you first create your Instagram account, anyone can see your profile on Instagram. If you want to make your posts private, go to your profile, tap on Settings, and turn on the Private Account settings. If you want to make it so anyone can see your photos and videos, skip this step.

HOW TO LINK INSTAGRAM TO YOUR TWITTER, FACEBOOK, TUMBLR, AND FLICKR ACCOUNTS

Because Instagram is one of the most popular social apps, you may want to connect all of your social accounts to get the most out of it. You can choose to link your Twitter, Facebook, Tumblr, and Flickr accounts; there are also less-popular networks (in the United States, at least) that you can link to, including Ameba and VKontakte. To get your social accounts linked, go to the Profile



Tab > Linked Accounts > Share Settings, then select which accounts you want to connect. Every time you upload a photo to Instagram, you'll have the option to select which photos you want to share to each of the social networks. You can also choose to share your photos on Instagram only.

HOW TO EMBED YOUR PHOTOS ON THE WEB

Did you take a photo that is absolutely amazing and you want to share it on your blog? Go to Instagram on the web and find the picture you want to share, click on the symbol shown as three dots, and choose the Embed option. You can copy and paste the code anywhere on the web to show off the photo you took. If your content is set as private on Instagram, you won't be able to share the photo.



HOW TO REMOVE PHOTOS YOU'RE TAGGED IN

If one of your friends tags you in a photo, it will show up in the Photos of You section on your profile page. When you come across a tagged photo of yourself that you don't like, you can choose to hide it. To remove a single photo, tap on the embarrassing photo and you will see your Instagram handle. Tap on your handle and you'll instantly see a menu, then select Hide from My Profile or Remove Me from Photo (in More Options).

HOW TO SEND DIRECT MESSAGES

At the top-right of the Instagram homepage is an icon that looks like a drawer. Tapping on this will take you to the Direct menu where you will find your private messages with other Instagram users. While Instagram is better known for photo sharing, it has a messaging function which lets you send notes, photos, or videos that aren't meant for public viewing. To compose a new message, tap the cross icon in the upper-right of the Direct menu, choose Send Photo or Video or Send Message; the former lets you pick content from your library, while the latter lets you chit-chat with another Instagrammer.

HOW TO USE POPULAR HASHTAGS

Adding hashtags (#) is a great way to get new followers and share your photos with more people. Choosing the right tags will help you connect with other people who have the same interests on Instagram, but it's important to make sure that you use tags that describe your photo. For example, if you take a picture of a Volkswagen Bus, you can use the hashtags #vwbus and #volkswagen. If you use the "wrong" hashtags, you might not get any followers because it isn't trending, i.e., people aren't actively searching for that tag. A nice feature is that when you type the hashtag, Instagram will display similar tags as well as how many posts there are.

HOW TO USE INSTAGRAM ON THE WEB

To access your Instagram account on the web, you can go to Instagram.com and log in with your Instagram username or password. In the past, Instagram has made the mobile app the preferred method, and the website as a view-only platform. You still can't post via the web, but you can now search and follow, and edit your profile.

HOW TO GET FEATURED BY INSTAGRAM

You can easily gain thousands of new followers each day by getting featured. Unfortunately, Instagram doesn't really share how they choose users, but if you get added to their suggested users list, you'll get tons of exposure. If you do get added to the suggested users list, you'll get to stay there for at least one week. To have a good chance of getting on the list, make sure that your photos have a consistent and identifiable niche or style that will get you noticed by other Instagram users.

HOW TO SHARE GIFS

GifShare is an app that allows you to share GIFs to your favorite social networks. You can search for GIFs or upload from your camera roll. GifShare accepts GIF, MP4, MOV, MPG, and M4V file formats. You can download GifShare from the App Store, or use any of these Android alternatives. Another iOS option is Giphy Cam



HOW TO MANAGE MULTIPLE ACCOUNTS

Thankfully, the dark ages of being limited to a single Instagram account are no more. Instagram added the much-needed ability to manage multiple accounts in February 2016, much to the delight of those who've been hankering for an easier way to give their beloved puggle an account of its own. People can now manage up to five accounts at a time.

To add an additional account, simply go to your profile settings page and tap the gear icon or the three dots in the upper-right corner of the screen. Scroll down and select the "Add Account" option and create a unique username and password for the new account. To switch between Instagram accounts on the fly, go to your profile page, select your username and choose the



account you wish to switch to from the pull-down menu. Your profile picture will then reflect the active account, and remind you which handle your currently signed in to. This prevents you from inadvertently posing on behalf of said Puggle (or vice versa).

HOW TO APPLY A BORDER TO YOUR PHOTO

With Instagram, you can have fun adding borders to your filtered photos. Upload the photo you want to add a border to, tap Next in the upper-right corner, tap the filter you want to apply twice, and then tap the border icon — the latter is located on the right side of the filter intensity slider. If you decide not to add a border to your photo, tap X to cancel and save your changes. Adding a border gives your photo that retro feel, but you can't apply it to a non-filtered photo.

HOW TO CREATE COLLAGES, TIME-LAPSE VIDEOS, AND LOOPING VIDEOS

When you post a photo, you will notice two icons at the bottom-right corner of an image: One that's an infinite loop, and another of what looks like a cube with different shaped compartments within it. The former takes you to Instagram's Boomerang app, while the other takes you to Instagram's Layout app. To use these two photo apps, you will need to download them, as they function as independent apps. Yet, their usefulness can add some spice to your Instagram photos.

Boomerang takes a burst of photos (up to 20 frames), which are then combined into a creative video that plays forward and backward – sort of like an animated GIF. The video is saved in the camera roll, and you can select either the Instagram or Facebook button to post. With Layout, you can create a collage of multiple photos into one. You can easily reposition the photos and resize the boxes. This is useful if you want to group a set of images that's tied to a particular event or activity, for example. According to Instagram, some 20 percent of users had been utilizing third-party collage apps prior to Layout's release.

There is also a third app, called Hyperlapse (iOS only), that lets you create time-lapse-like videos. After you shoot a video (up to 45 minutes long), you can then adjust the playback speed – from a slow 1x to super-fast 12x. As with the other apps, the video is saved in the camera roll and can be shared to Instagram or Facebook.

These apps don't require Instagram, and you can use the photos and videos for other applications. And while they aren't as popular as the native Instagram app, they can add some creative flair to your account, which is key for increasing users.

HOW TO DISCOVER INTERESTING INSTAGRAM ACCOUNTS

Rather than continuously tagging the same recycled memes again and again, it's sometimes refreshing to find more original accounts to follow. Thankfully, the Activity button — aka, the heart at the bottom of your Instagram homepage — allows you to see not only who "Likes" one of your posts and when a friend has tagged you, but also what the people you follow "Like." Simply select the Following option at the top of the screen and let the Insta-creeping begin.

KNOW YOUR FOLLOWERS' EVERY INSTAGRAM MOVE

If you have a lot of followers, it's easy to miss their posts as they get pushed down and buried in your feed when new posts arrive (although that's changing: Instagram is planning to move to a feed that's based on what's popular, instead of chronological). If you have favorite followers, turning on Notifications will alert you whenever said followers post new content. To activate this, go to the follower's profile page, tap the three-dot icon in the upper-right, and select Turn on Post Notifications. Now you'll never miss a butt shot from Kim Kardashian (who has the third most-popular Instagram account).

HOW TO GET STARTED WITH STORIES

Taking a page — almost verbatim — out of Snapchat's book, Instagram recently unveiled its latest means of sharing your life across the web. It's called Instagram Stories.

Much like Snapchat Stories, Instagram's feature lets you share still photos, looping videos, and other content with your followers. It also offers the same add-on functionality as Snapchat, allowing you to add creative text and filters, many of which can be tweaked to customize your post.

Keeping with the ephemeral theme, Instagram Stories only stick around for 24 hours on your page. Once they've been up for 24 hours, they're gone forever, unless you've saved them to your device via the integrated save option. You can also see who's viewed and commented on your Instagram Story by tapping it and swiping up.



THE PERFECT Instagram PROFILE PAGE



Captions:

Captions help grab the viewers' attention, and if you can make them laugh or smile with your caption, you'll retain more people as followers.



Pro Tip:

- Add URL to captions to drive traffic.
- Ask questions in your captions to increase engagement.
- Be witty, friendly and informal.
- If you've posted a pic of a product you sell, add a direct link to that product on your site in the caption.

Company Name:

Your Instagram username should resemble your business name as closely as possible.

BLOGG & SONS



Pro Tip:

Keep all your business social handles the same so that there's consistency between different social channels.

GeoTags:

Geotag your photos so potential customers know where your business is. It may also attract new followers in your local area.



Pro Tip:

Add geotags to promote offers to target locations. Also good if you have multiple stores in different areas that you want to promote.

Photos:

Photos should be original, interesting and provoke engagement. They should show you and your business of in the best light possible.

Pro Tip:

Always use high res images. Striking visual content grabs the attention. Blurred and pixelated photos have no place with your audience.



HashTags:

Use #tags to target a particular audience. Use a max of two tags per post, otherwise you'll look like a spammer.

Pro Tip:

Don't always follow the beaten track. By being more specific with your tags, you'll attract a more focused potential customer.

Interactions:

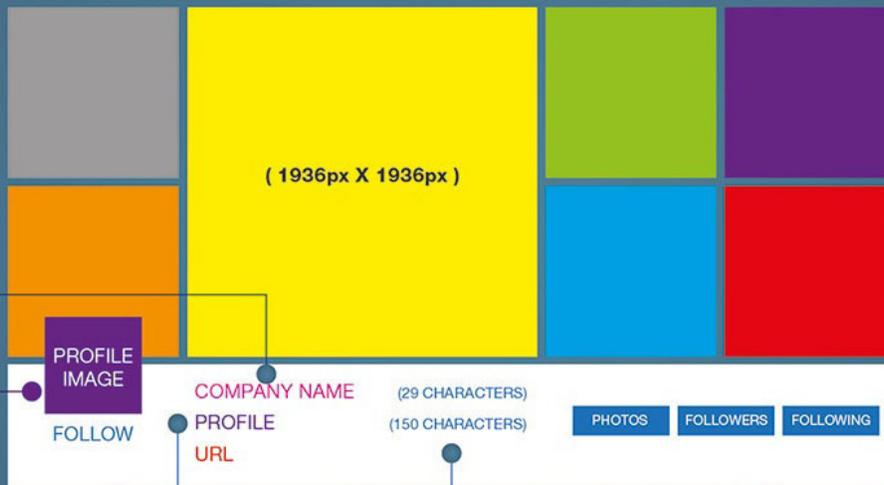


Post thoughtful comments on other peoples' photos. This helps build interactions and hopefully potential customers and followers.

Pro Tip:



Keep comments and interactions on a conversational level. No hard selling. This will out people off.



Profile Image:

Upload your business profile image here. Image dimensions: (110 x 110 Mobile) (180 x 180 Desktop)

Pro Tip:

For business accounts, it's always best to use your company logo as the profile image.

Profile:

This is your chance to introduce your brand or business to Instagram. Keep it short and to the point. Most of all, keep it informative and fun.

Pro Tip:

Avoid "BuzzWords" and keep the tone fresh and conversational. Avoid using #tags in your bio as they look ugly and put people off reading the info.



URL:

Put your company's web address or Facebook page URL here.

Pro Tip:

Do not use shortened URLs and always try to direct Instagram traffic to your own website.

Branding:

Watermarking your company logo into all your photos can be an effective brand building exercise.

Pro Tip:

Not every image need to be about sell sell sell. Try posting some behind-the-scenes photos that reveal your company's personality help build a personal bond with your audience.



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Alpine Office:
6 Red Pine Drive
Alpine, UT 84004

American Fork Office:
315 S 500 E Suite 202
American Fork, UT 84003

Salem Office:
543 N. SR198
Salem, UT 84653

www.utahproperties.com