



Using Instagram

1. Download the Instagram App on your mobile device.
2. Create an account and set-up your profile.
3. Start searching for people you know or those you want to follow. These can include celebrities, local businesses, news organizations, etc. Engaging with them will bring you more followers!
4. Post a photo or video (less than 1 minute) and don't forget to use hashtags!

Note: You can only post to Instagram via your mobile device.

5. Like, comment, and enjoy...and don't forget to use #BHHSGasurge!

PRO TIPS

1. Tell a story! If you are showcasing a new listing, think about the emotional connection you can make to the house so your audience can envision themselves with that cup of coffee on the front porch or by the firepit on a cool autumn night.
2. Instagram lets you apply filters to your photos. Choose one you really like and use that one exclusively for a streamlined look for your page.
3. Choose a color scheme you like to use and when creating graphics, use that color predominantly.
4. Look at other users' accounts and get inspired! Create a look of your own, but try to go for a consistent look and feel for all your posts.
5. Use hashtags and this will encourage people to engage with your posts! Create a list of tags you want to use regularly and save them as a note on your device so you can easily copy and paste your hashtags instead of typing them each time.