



# INSTAGRAM AUDITS and LINK IN BIOS

HELLO AGENT SOCIAL MARKETING FOR REALTORS®

# BEFORE ANYTHING, MAKE SURE YOUR ACCOUNT IS SET TO PUBLIC

*Business account* is suitable for you as a Realtor®: However,  
you may not have access to finding ALL music.

**PROFILE PHOTO**

The image shows an Instagram profile for 'kim.phoenixrealtor'. At the top, the username is followed by a dropdown arrow, a notification bell with '9+', a plus icon, and a menu icon. Below this is the profile picture of a woman in an orange jacket, with a blue plus icon overlaid. To the right of the photo are statistics: '543 posts', '13.6K followers', and '2,695 following'. The bio text reads: 'Kim | Phoenix Valley Realtor', 'Helping military families become homeowners in the Phoenix Valley. Let's connect over coffee.', and 'DOWNLOAD MY BUYER'S GUIDE' with a right-pointing arrow. Below the bio is a link icon and the text 'url to your landing page'. Underneath are five circular story highlights labeled 'about me', 'arizona', 'hello agent', 'new builds', and 'agent tips'. At the bottom of the profile are icons for a grid, a video reel, and a camera. Below these icons is a grid of six story highlights with various captions and images.

**CLEAR BIO**

**CALL TO ACTION (CTA)**

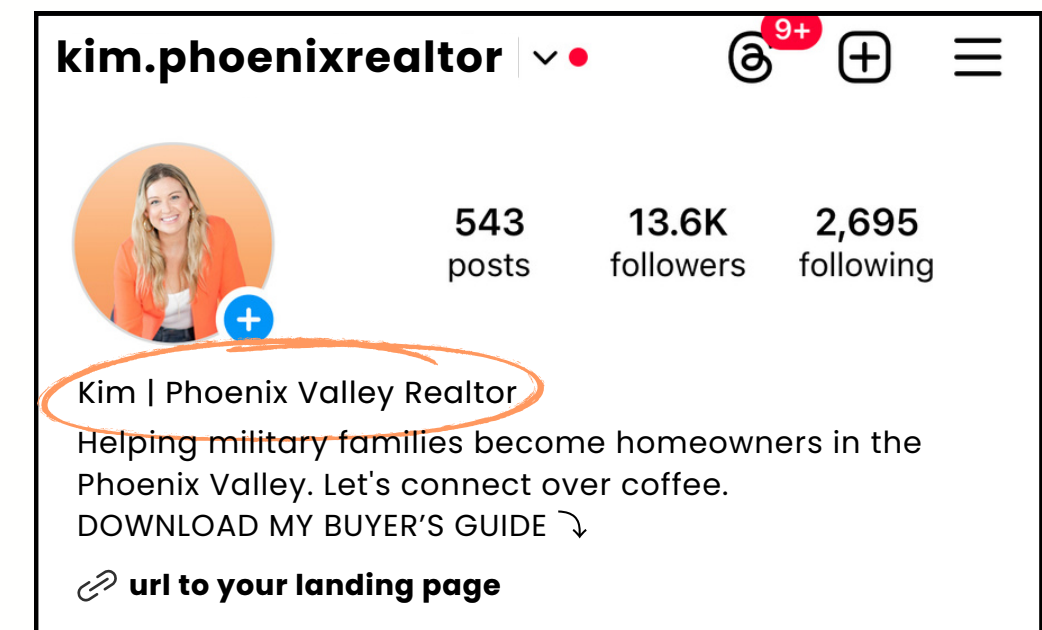
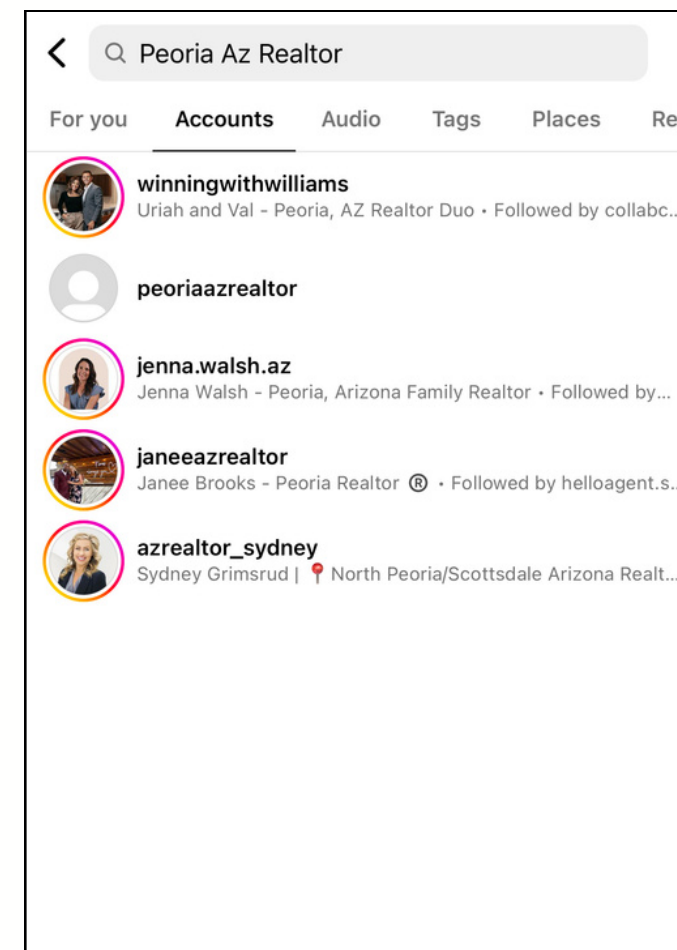
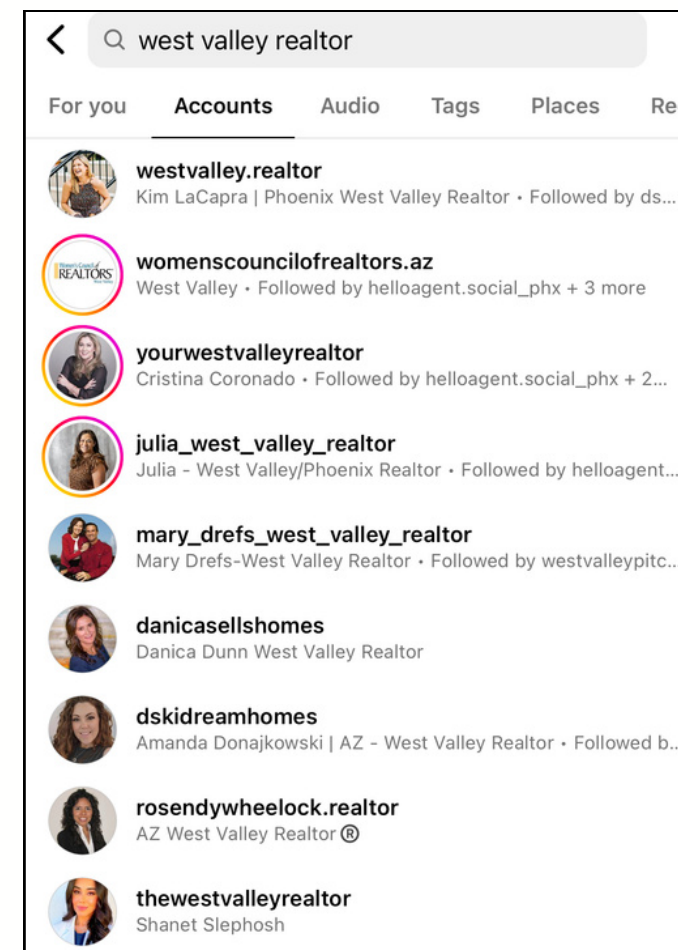
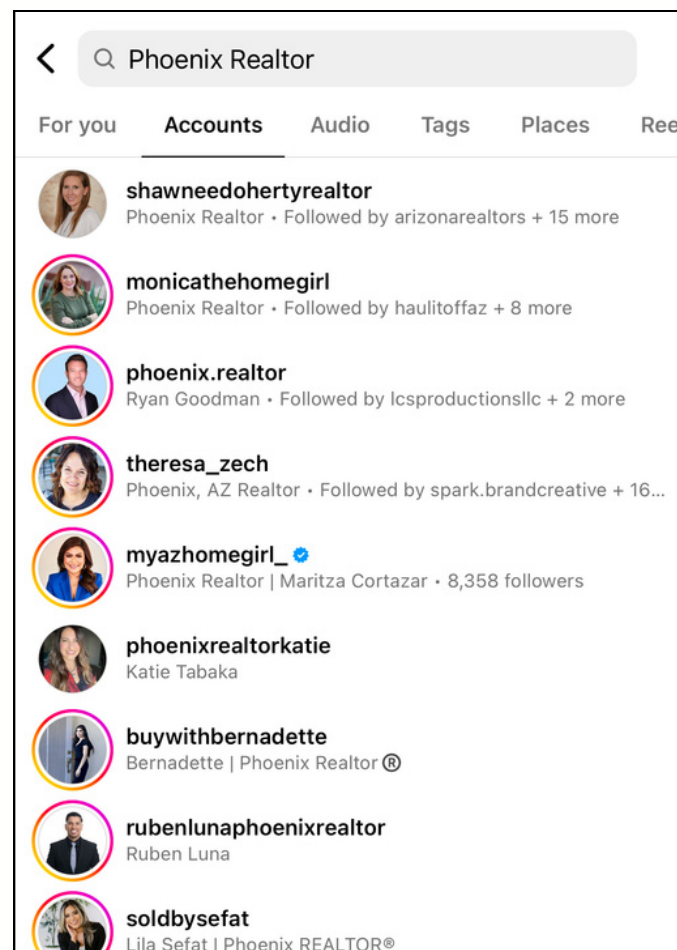
**LINK IN BIO FOR LEAD GENERATION**

**STORY HIGHLIGHTS**

**PLUS! HASHTAGS/KEYWORDS IN CONTENT AND CAPTIONS**

# INSTAGRAM *is the* NEW GOOGLE

When setting up your instagram bio OR going in and auditing, do the research in your area. Your bio section of your instagram is a huge part of your success on Instagram. Decide if you want to be searchable by your city, immediate area, suburb, niche in your area...etc. Once you decide that you will want to edit your headline. In this example: I chose Phoenix Metro and then went more specific on which side of the Phoenix Valley and then even more specific with a suburb.

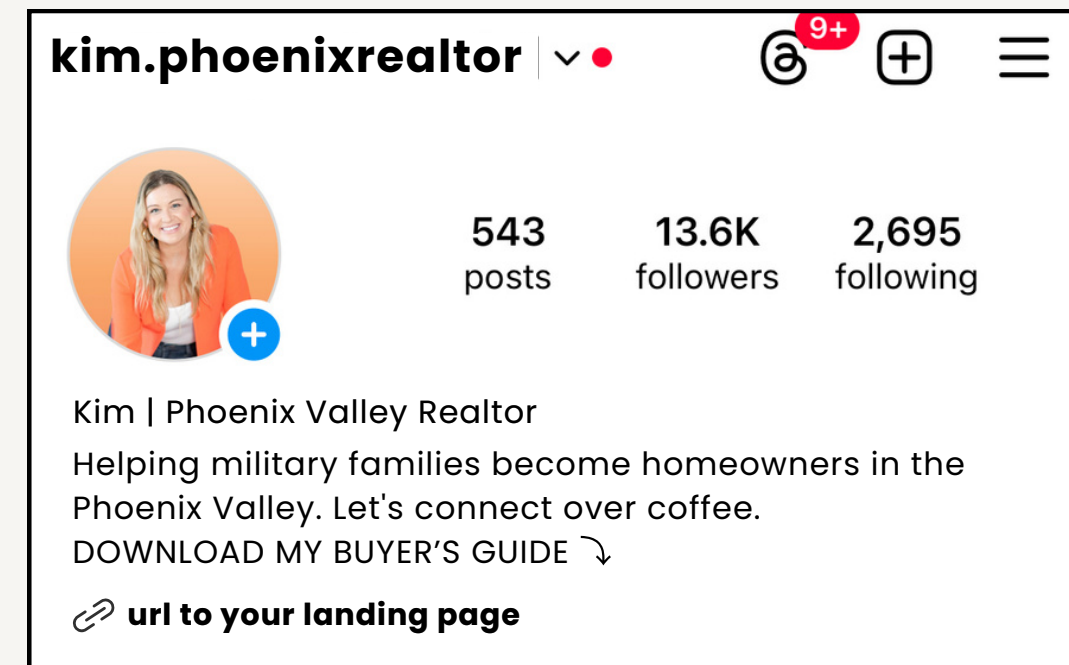


# NEED A CLEAR BIO

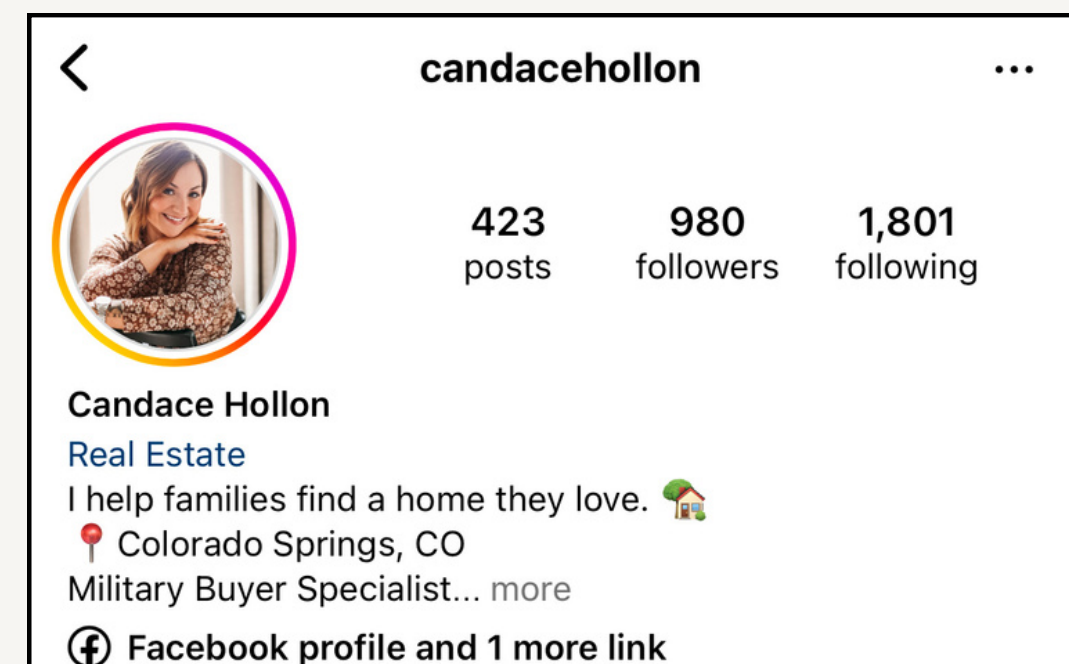
- **First 1-2 lines should be about your business, what you do, who you serve, your niche etc.**
- **2-3 lines can be something personal: Mom of boys - lover of 🍊☕**
- **3-4 line should be your Call to action, examples: LET'S CONNECT ↪ OR FREE HOME VALUATION ↪**

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**Note: No more than 4 lines (or 3 if you show your category)**



example of successful bio



example of good bio BUT someone has to click '.....more'

# CTA *and* LINK IN BIO

- **Work backwards and create a link in bio**
- **Bring the link in bio into your links**
- **Add a CTA to line 3 or 4 of Bio**

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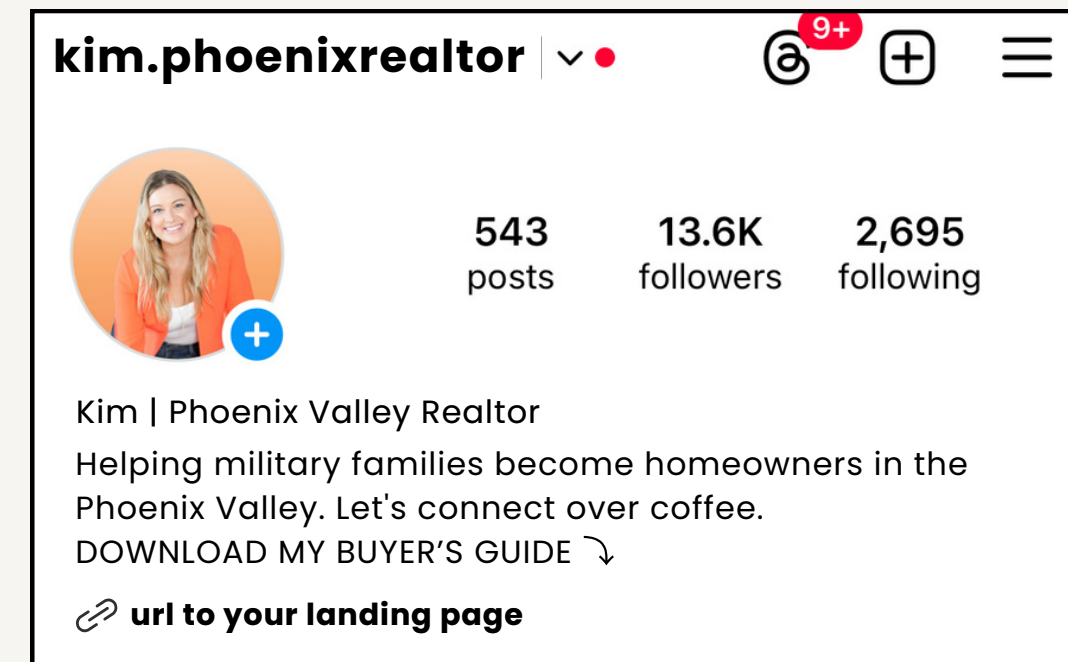
**Note: Suggest only 1 urls in your bio. 1 url is ideal**

**CAN USE THE FOLLOWING TO HOST YOUR LINKS**

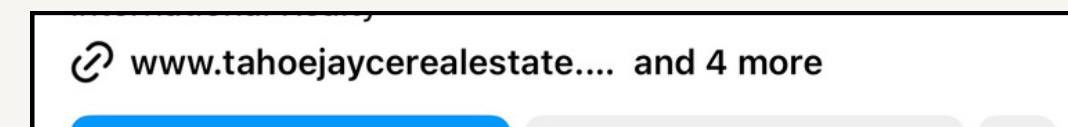
**LINKTR.EE - FLODESK - MILKSHAKE - UNFOLD**

**NOT USING FLODESK - OTHER PLATFORMS TO HOST LANDING PAGE**

**CONVERTKIT - MAILCHIMP - HUBSPOT**



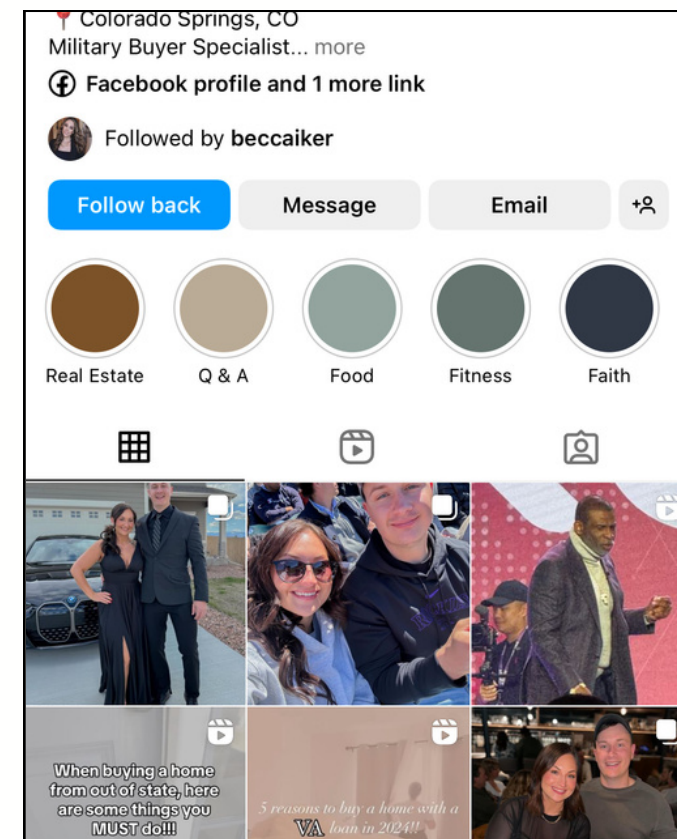
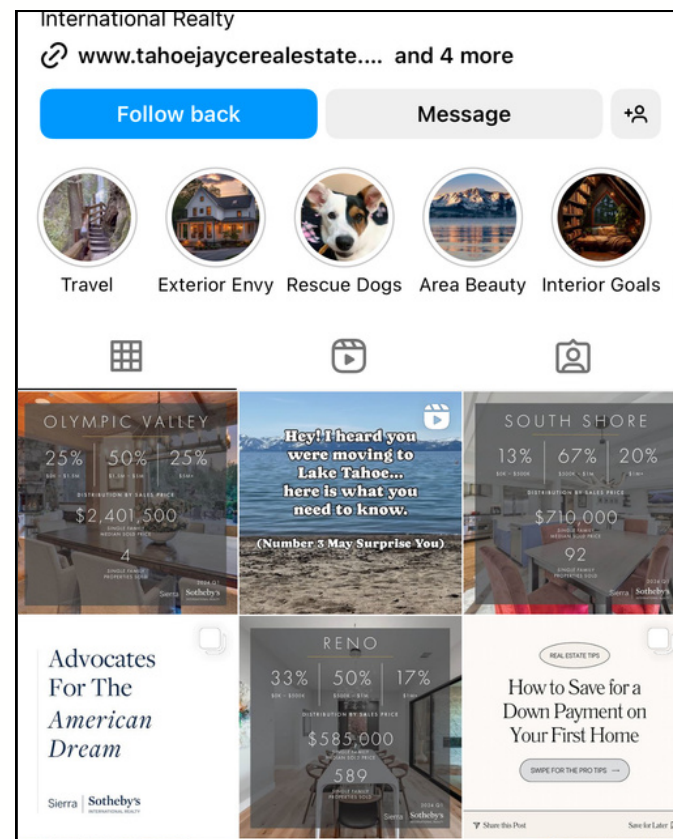
example of successful Call to Action AND Link



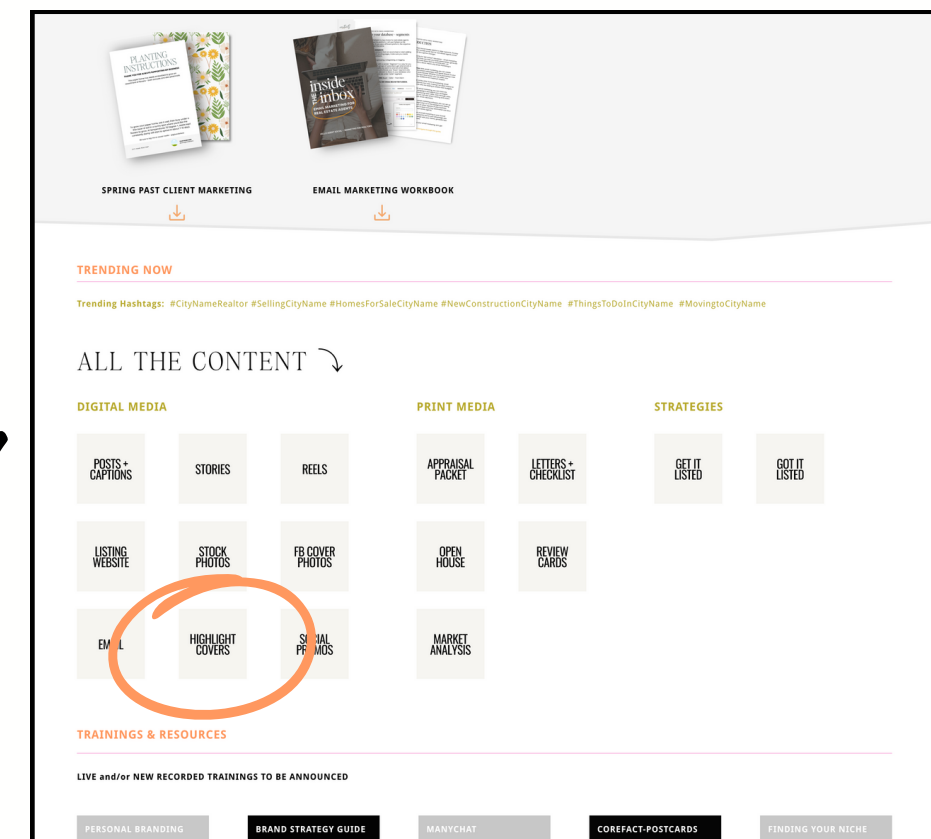
example of a bio with too many links. It gets confusing, host all your link in one link in bio platform.

# STORY HIGHLIGHTS

Think of Story Highlights as a way for someone to binge on topics you've shared about within your stories. Stories only last 24 hours, so adding it into a highlight allows you to archive the story for future watching. Create Categories that make sense to you and the content you share.



member dashboard has highlight cover templates



see the difference in these two profiles

# HASHTAGS *and* KEYWORDS

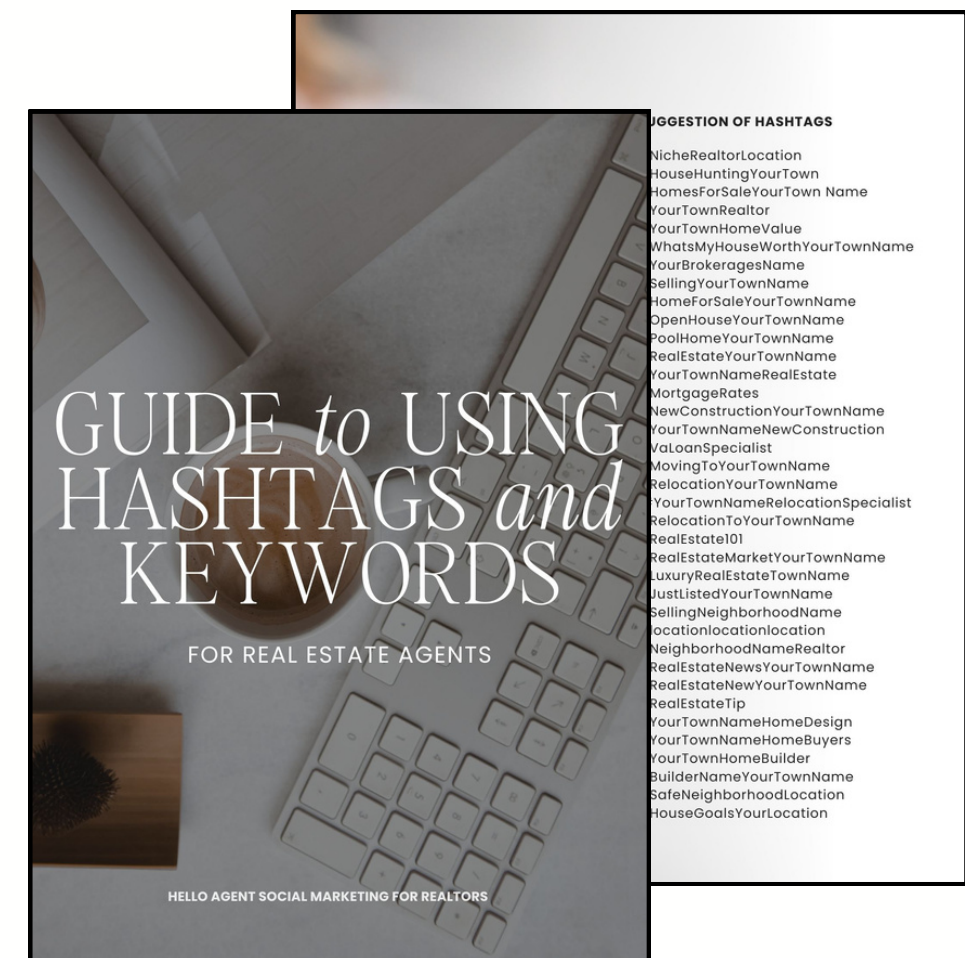
Your goal with your content and account should be to get local eyes. To do that you need to be very local with your use of hashtags AND keywords within your content and captions. Long gone are the days of #RealEstateAgent #BuyerTips - turn that into #SuburbNameRealtor #NeighborhoodNameRealtor #HomesForSaleCityName

#realestate #realtorlife #realestateadvisor #kentwa  
#homebuyers

★ #SacramentoEats #SacramentoBrunch #FamilyFriendly  
#AviationTheme #KidApproved #WeekendBrunch #FreshAir  
#BrunchSpot #FamilyFun #AviatorsSacramento #BrunchTime  
#SacramentoFood #exploresacramento

★ #houstonrealestate #houstonrealtor #houstonhomes  
#houstonhomesforsale #houstonhome  
#houstonrealestateagent #thewoodlandsrealtor  
#thewoodlandsrealestate #thewoodlands #dreamhome

within your member dashboard you have a hashtag guide under resources



don't use **'filler'** hashtags that won't get you seen