

# 7 Foolproof Steps

Social Media for Realtors 101 by Nickel City Funding, Inc.

## 1 Create an Instagram Business Account

1. Download the Instagram app from the App Store (iOS) or Google Play Store (Android).
2. Open the app and tap "Sign Up" to create a new account.
3. Enter your email address or phone number and create a strong password.
4. Choose a username (this will be your Instagram handle) that is related to your real estate business. It should be unique and easy to remember.
5. Complete your profile by adding a profile picture (your headshot or business logo) and a bio that describes your real estate services and contact information.

## 2 Switch to a Business Account

1. Tap the three horizontal lines in the top-right corner of your profile to open the menu.
2. Tap "Settings."
3. Scroll down and select "Account."
4. Tap "Switch to Professional Account."
5. Choose "Creator" or "Business," depending on your preference. For a realtor, "Business" is typically the better choice.
6. Follow the prompts to connect your Instagram account to your Facebook business page.

## 3 Connect to Your Facebook Page

1. You'll be prompted to log in to your Facebook account if you're not already logged in.
2. Select the Facebook page you want to connect to your Instagram business account. If you haven't created a Facebook page yet, you can do so from this screen.
3. Review the information and permissions, then tap "Next."
4. Choose the Instagram features you want to connect to your Facebook page (e.g., profile, posts, stories), and then tap "Next."
5. Follow the remaining prompts to complete the connection process.

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## Verify Your Contact Information

Instagram will ask you to verify your contact information, including your email address and phone number. Make sure these details are accurate, as Instagram may use them to contact you regarding your business account.

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## Complete Your Instagram Business Profile

1. Once your Instagram account is connected to your Facebook page, you can add more details to your Instagram business profile. Go to "Edit Profile" and fill in your website URL, contact information, and business category (e.g., Real Estate).
2. Save your changes.

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## Start Posting Content

You're now ready to start posting content related to your real estate business. Share high-quality photos and videos of properties, market updates, and engaging real estate content.

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## Cross-Promote on Facebook

To ensure your Instagram posts are also shared on your Facebook page:

1. When you create a new post on Instagram, tap the Facebook icon below the caption.
2. Choose "Share on Facebook Page" and select your business page.
3. Add a caption and any additional details, and then tap "Share."

Your Instagram posts will now be shared simultaneously on your Facebook page, increasing your online visibility and engagement.

**BONUS**

## Visual Learner?

[Click here](#) to watch a quick step-by-step video on how to set up your business Instagram page.