

# INSTAGRAM TOOLKIT FOR RESA® CHAPTERS # *Best Practices*

RESA® chapters are encouraged to use Instagram. The chapter should create a goal when deciding to use Instagram, such as, gaining new chapter members, educating the local real estate community, promoting members and networking. Once your chapter has a goal or two in mind, the chapter should create posts that focus on these goals.

All social media accounts used by RESA® Chapters will belong to RESA® and should be created by RESA-HQ.

→ ***All content that is underlined in this document is a clickable link to more information.***



**"STUDY REVEALS THAT SOCIAL MEDIA PREFERENCES AND TACTICS HAVE SHIFTED AND EVOLVED IN THE LAST 5-6 YEARS  
INSTAGRAM HAS GROWN THE MOST, FROM THE #5 SPOT IN 2017, 29.06%, TO #2 IN 2021 WITH 49.84%"**

© 2022 REALTORS PROPERTY RESOURCE® LLC. RELEASED 2021 SOCIAL MEDIA AND DIGITAL MARKETING SURVEY RESULTS. THE REPORT INCLUDES SURVEY RESPONSES FROM OVER 1,200 REALTORS® WHO USE SOCIAL AND DIGITAL MEDIA IN THEIR MARKETING EFFORTS.



## Want a Chapter Instagram Account?

IF THE CHAPTER WOULD LIKE A NEW SOCIAL MEDIA ACCOUNT, RESA-HQ WILL CREATE IT. ADMIN ACCESS BY RESA-HQ IS ALSO REQUIRED. CONTACT HQ AT [RESACHAPTERS@RESA-HQ.ORG](mailto:RESACHAPTERS@RESA-HQ.ORG)

### IS THE CHAPTER READY TO MANAGE AN INSTAGRAM ACCOUNT?

If RESA® creates a social media account for the chapter, it must be willing to manage and engage at least twice a week.

Why does this matter?

1. Inactive accounts make the local leadership and RESA® at large look inactive.
2. You want to stay on top of leads. This could come in the form of new members, agents looking to connect and/or potential sponsors.

The chapter should have a plan on who is responsible for posts and checking messages.



FACEBOOK

@[RealEstateStagingAssociation](#)



INSTAGRAM

@[RESAHQ](#)



YOUTUBE

@[RealEstateStaging](#)

FOLLOW RESA<sup>®</sup> NATIONAL





USE THE OFFICIAL RESA®  
HASHTAGS ON ALL  
CHAPTER POSTS + TAG  
@RESAHQ

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#RESAH  
#RESAProud  
#RESASocial  
#RESAStager  
#RESAChapter





- All chapter Instagram accounts are owned and created by RESA HQ. Once RESA HQ creates the chapter Instagram the chapter board will need to add Felicia Pulley on Facebook [here](#) and then send her an email at [Felicia@RESA-HQ.org](mailto:Felicia@RESA-HQ.org) notifying her of your Facebook page and which chapter you are with. Felicia will accept your friend request and invite you to "Task Access" to the chapters Facebook & Instagram accounts where you can post, and interact as the chapter via Meta.
- The official chapter logo will be used for the profile picture. The chapter should not update this.
- Each chapter Instagram will have an Instagram web address ex. [www.Instagram.com/RESAMinneapolis](http://www.Instagram.com/RESAMinneapolis) RESA HQ will set this up for the chapter, do not make edits to this.
- RESA's website will be included on every chapter Instagram <http://www.realestatestagingassociation.com> however the chapter can create an account with "Later" to use their [link in bio](#) feature. If the chapter chooses to use a third-party service like Later for the Instagram Link the chapter must send the login information to [RESAChapters@RESA-HQ.org](mailto:RESAChapters@RESA-HQ.org) and the RESA® website must be included.

# Managing the RESA® Chapter Instagram Account

ALL ACCOUNTS ARE REQUIRED TO BE MAINTAINED ON A REGULAR BASIS BY A MEMBER OF THE CHAPTER BOARD.

It is important to respond in a timely manner as it reflects on the chapter and the association as a whole. RESA® recommends that the chapter checks Instagram messages + tags as often as they can, and no less than twice a week. The account manager should familiarize themselves with the different inbox tabs when using the Instagram App. The chapter should set up messaging efficiency features like Saved Replies and Frequently Asked Questions to make it easier and faster to engage in conversations at scale.

## GET THE CHAPTER MEMBERS INVOLVED

RESA® recommends that the board invites the chapter members to follow the chapters Instagram account and engage on the posts.

Ask chapter members to "Like" the posts but most importantly, make a comment on the post and/or share in their stories. Instagram likes engagement, the more organic engagement the more likely the chapters posts are to show up in other stagers/agents feed locally.

Ask chapter members to send in content for the chapter to consider posting, including before + after photos, behind the scenes on a staging install or destage, photos from chapter meetings and videos about WHY other home stagers should get involved with RESA®.

Go "live" during the next chapter meeting giving followers a chance to see a behind the scenes look at what to expect at a chapter meeting

## BE CONSISTENT

RESA recommends setting a consistent schedule for the chapter posts. The Instagram algorithm likes it when accounts have a pattern. If the chapter can commit to posting a few times a week, make it a regular schedule. If the chapter can post as much as once a day, even better! Whatever the chapter decides to do, be consistent.



# WONDERING WHAT TO POST?

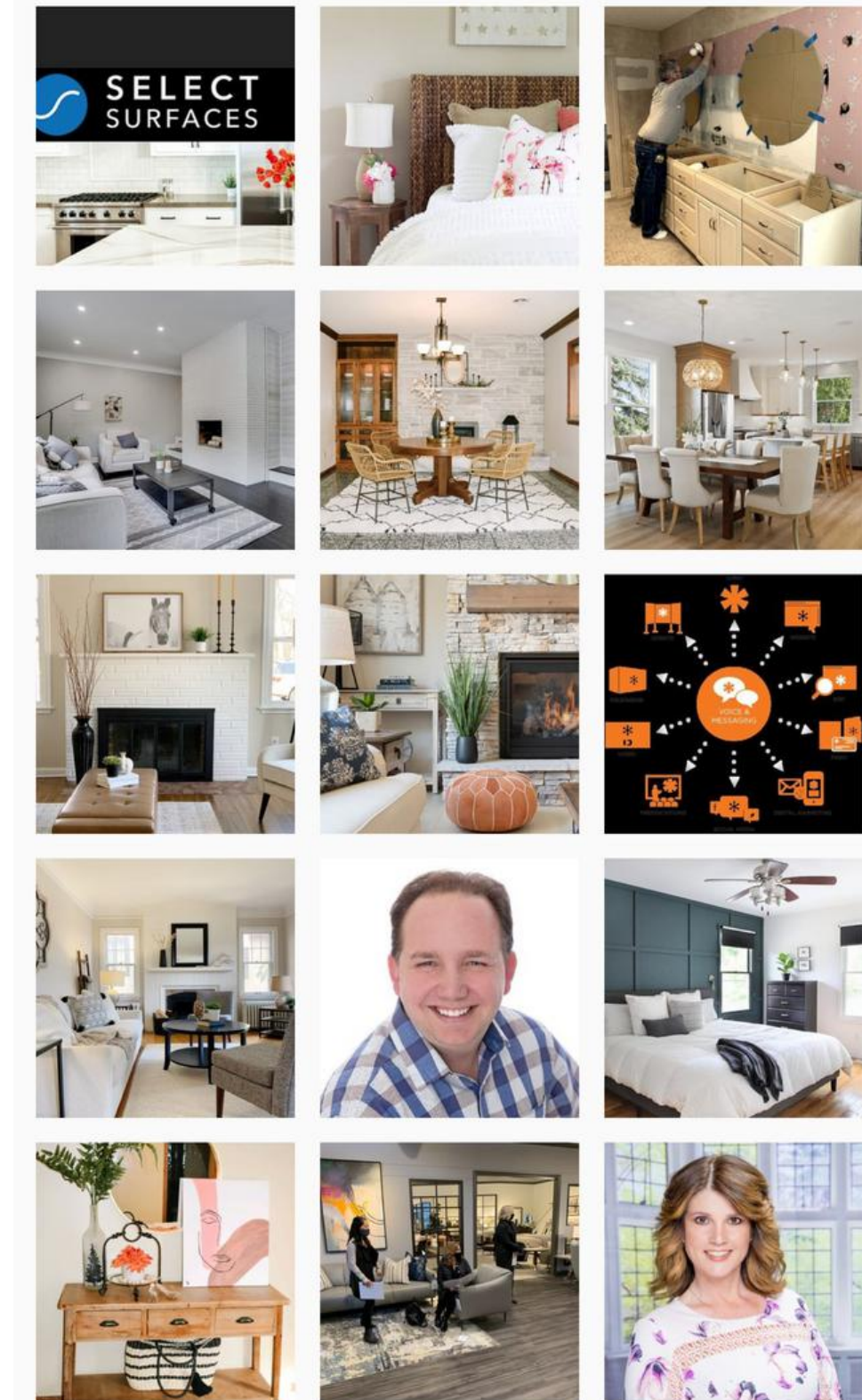
*Here are a few ideas:*

- Share upcoming chapter meetings
- Testimonials from members on past meetings
- Trends (how to re-create a trend at home is always a hit)
- Take data/info from the Consumer's Guide to Real Estate Staging to educate consumers (Remember to source RESA®)
- Share chapter members photos (do this fairly giving everyone a chance to participate)
- Get to know the board posts are fun
- If the chapter has local sponsors, shout them out
- Share info on how to become a home stager
- Share webinars/educational info from RESA Accredited and Affiliate Education providers

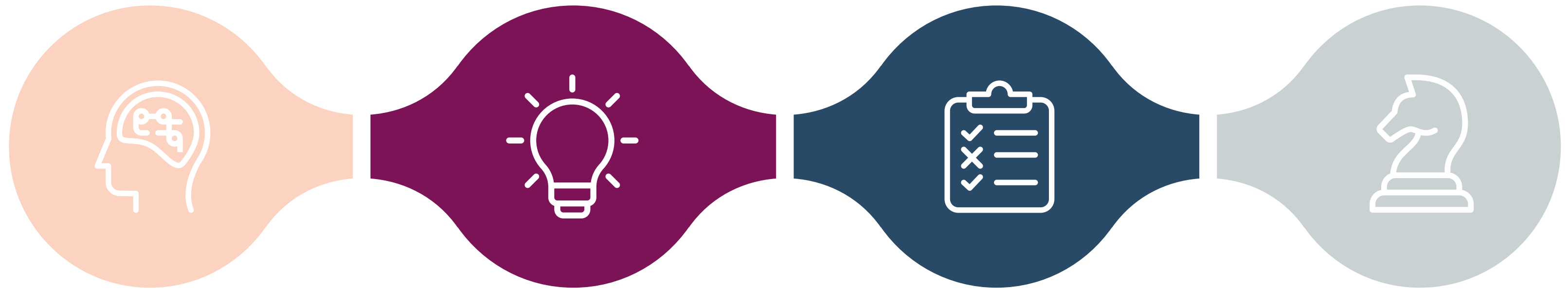
- Share info about upcoming RESA® national webinars or events
- Benefits of the RESA® membership
- Talk about the RESA® Buying Group (free for members)
- Share photos from RBG partners - Be sure to tag them
- Share tips on getting in front of agents
- Share stats
- Someone from the chapter featured in the local news? Share it
- Reposting something from RESA HQ is always an easy option
- Share general business best practices

BOOKMARK THE CHAPTER PROMO TOOLBOX IN MORA AND CHECK IT OFTEN FOR NEW MATERIAL

RESA MINNEAPOLIS CHAPTER FEED



# The 4 Pillars of SOCIAL MEDIA CONTENT CREATION



## **Entertainment**

Content that grabs  
your audience's  
attention.

## **Inspiration**

Content with a  
tendency to lean  
towards.

## **Teaching**

Content that teaches  
about the topics you're  
passionate about.

## **Advocacy**

Tools that show the  
audience how to  
continue their journey.



# Instagram

## STORIES FEATURE

Stories allow the chapter to interact with its followers with photos and videos that make use of their full mobile screen in a fast and friendly format. Stories disappear after 24 hours (unless added to the chapter's highlights) so no need to make them perfect. Have fun and share spur-of-the-moment content. Click [here](#) to get directions on how to share stories.

### REPOST CONTENT FROM RESA HQ AND THE CHAPTERS MEMBERS VIA INSTAGRAM STORIES

Engagement, engagement, engagement. Instagram likes it when posts and reels are reposted by other users. Keep an eye out on what RESA HQ is sharing and repost it. The chapter should also consider reposting chapter members' posts, posts from the chapter's partners and local real estate agents.

### HELPFUL TIPS FOR UTILIZING INSTAGRAM STORIES

- Add stickers, polls, sliders and questions to the chapter's Instagram stories to help get people interested and engaged in the chapter.
- Is there an upcoming chapter meeting, RESA webinar, or event? Use the countdown sticker to get the accounts' followers excited about what's coming. Find out how to use stickers [here](#).
- Tag chapter members, chapter partners, local real estate offices and RESA HQ in your stories when relevant.

**REMEMBER!** →

*You can archive stories on the chapter Instagram account. To find out how to do that click [here](#).*

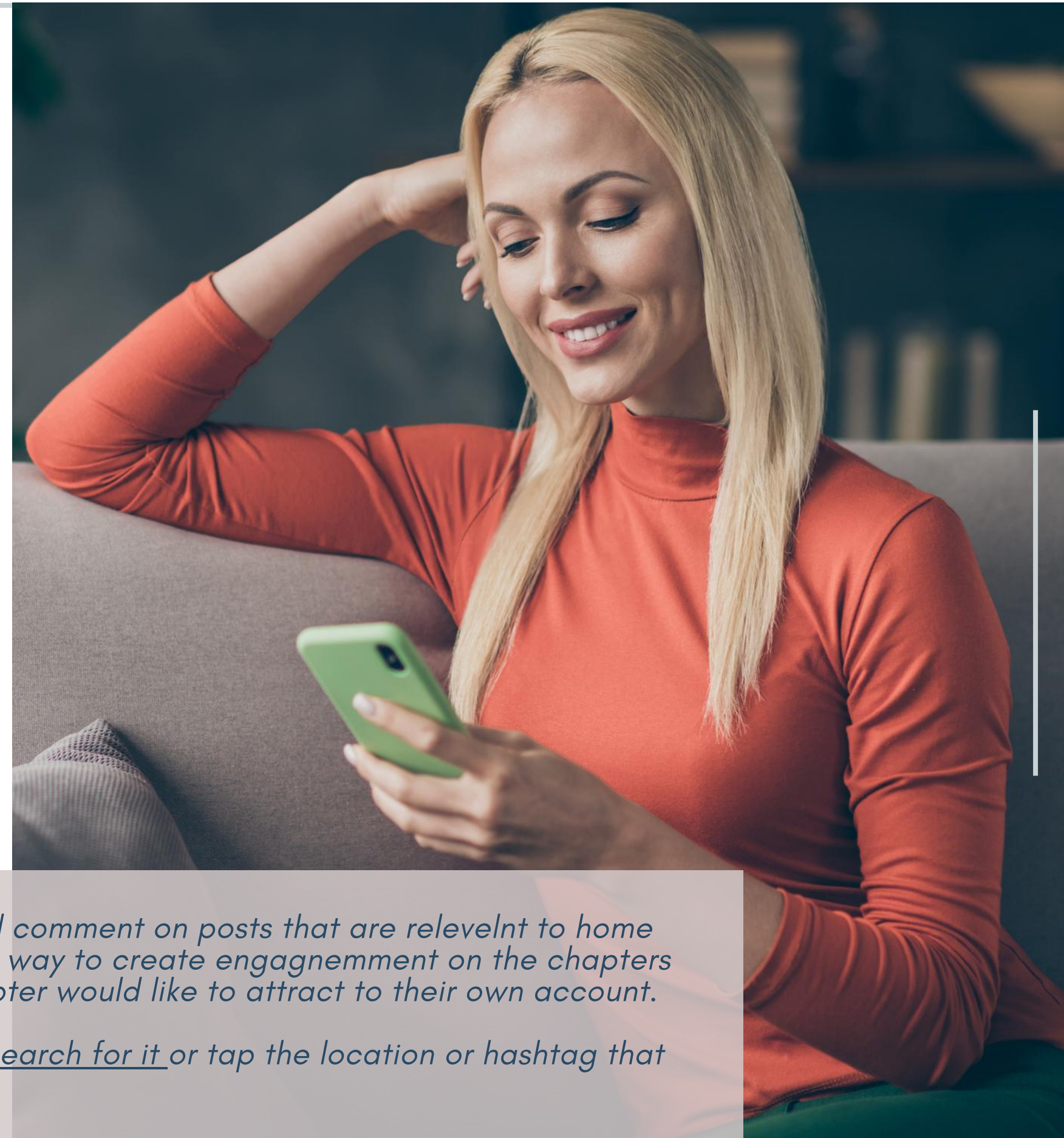
# Instagram ETIQUETTE

## BE RESPONSIVE

Not only is it good etiquette but Instagram favors accounts that are responsive. This means when someone tags the chapter account take action and "Like" the post or story and most importantly, comment. The more responsive the account the more Instagram will show posts to likeminded users. "Liking" comments on the chapters posts is better than not responding at all.

## BE ETHICAL

Always abide by the RESA® code of ethics on social media. If you want to repost a colleague, partner or community members work ask before reposting and always give credit by mentioning them in the caption.



REMEMBER! →

*To browse locations that are local to the chapter and "like" and comment on posts that are relevant to home staging, real estate and the local business community. The best way to create engagement on the chapters account is by engaging in the pages of the community the chapter would like to attract to their own account.*

*To see the page for a place or hashtag on Instagram, you can search for it or tap the location or hashtag that appears on a post.*