

New Kids on Your Screen: Snapchat, Instagram, Facebook Live and Periscope

September 27, 2016



Choose your social channels based on what your clients – and future clients – are using.

Quick Stats





Snapchat

- 100 million users
- 60% under 24, 26% (25-34), 17% (over 35)
- 50% of new snapchat users are 25+ (growing 2x faster than users under 25)
- 19 minutes/day



Instagram

- 500 million users
- 55% (18-29), 28% (30-49), 11% (50-64)
- 20 minutes/day



Facebook

- 1.72 Billion users
- 28% (20-29), 28% (30-39), 21%, (40-49) 16% (50-59), 14% 60+
- 20 minutes/day



Periscope

- 10 million users
- 75% (16-24)



Twitter

- 300 million users (1.3 billion registered)
- 42% (15-17) 39% (18-50), 19% (50+)
- 13 minutes/day

Our visual, virtual world





- Provides a candid view into your business
- Offers temporary engagement
- Reaches audiences who haven't yet engaged with you online
- Supports a visual, virtual business
- Communicates your company culture and value proposition
- Post when your clients/audience are on the channel
- Consider separating your business and personal life





What to do with Snapchat?



Value-Added Content

- Teach how to do a simple task
- Show how to use a new tool or resource
- Provide tips
- Share local industry news/information

Storytelling

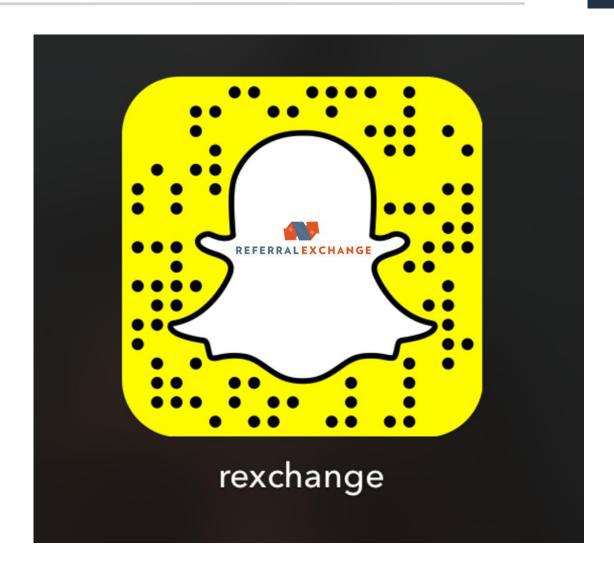
- "Behind the scenes" look on getting a listing ready or an open house
- Showcase company culture by snapping a company event
- "Sneak peak" into personal and business life
- Document the before/during/after

Tips/Reminders

- Snap all properties on the tour and ask your clients to snap back which one they want to see
- Create a filter for your open house

Start with your Snapcode





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Promote it everywhere



Personal URL: snapchat.com/add/rexchange



Feature it on Social Channels



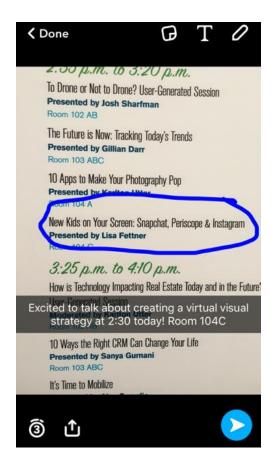


Create a daily story



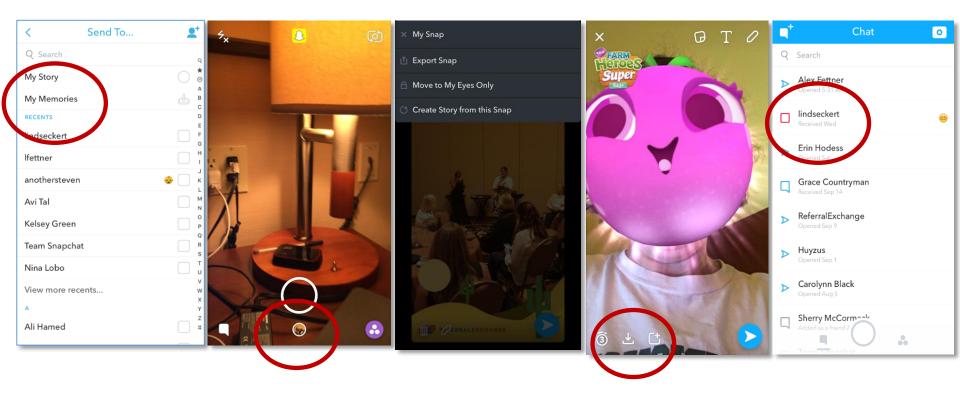






Track and manage your snaps





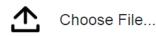
Geofilters – Brand your snaps



- https://www.snapchat.com/on-demand
- https://www.snapchat.com/geofilters/tips.html
- Log into your Snapchat account
- Upload design https://support.snapchat.com/en-US/a/geofilter-guidelines

Submission Tips

- Upload a 1080 wide x 1920 tall weboptimized .PNG.
- Be creative and fun. Make sure your Geofilter is something Snapchatters will share with their friends.
- Remember, contact information like URLs, hashtags and social media handles are not allowed.



- Submission Guidelines

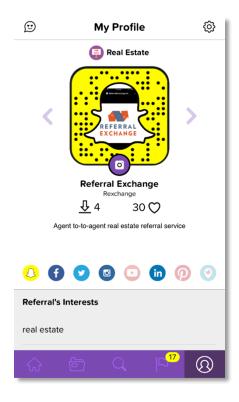


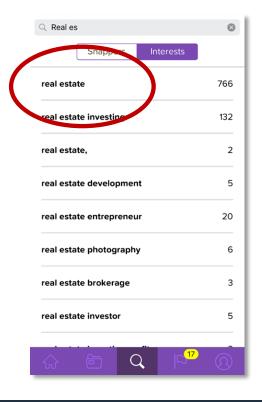
Ghostcodes



What is it?

- Provides search functionality to Snapchat
- Helps identify top users in a category
- Great way for people to find you and for you to find other users





Instagram













Following

100 likes

1d

referralexch New on the blog→Building #ForSocialGood: ReferralExchange Sacramento Build Day ♠ [Link in bio] referralexch.

3

#givebackhomes #giveback
#socialgood #changinglives
#changetheworld #realestate #referrals
#realtorlife #broker #realestatelife
#property #homebuying
#realestateagent #milliondollarlisting
#partnership #househunting #realty
#newlisting #isellhomes #zillow
#socialgiving #listing #homesale
#sacramento #sachabitat #community
#RebuildHope #sacramentoproud
#realtor

sachabitat Such an awesome day!!!



Add a comment...

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What to do with Instagram?



Visual Billboard

- Listing beauty shot
- Inspirational message
- Quick tip
- Fun neighborhood feature
- Before/After photos

Storytelling (Instagram Stories)

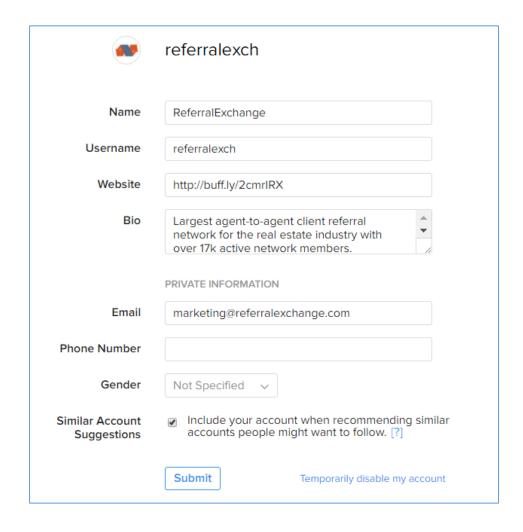
- "Behind the scenes" look on getting a listing ready or an open house
- Showcase company culture by recording a company event
- "Sneak peak" into personal and business life
- Document the before/during/after

Tips/Reminders

- Take photos of all properties on the tour and ask your clients to let you know which one they want to see
- Tease "coming soon" properties
- Use your captions to ask questions

Make sure your account is public and viewable





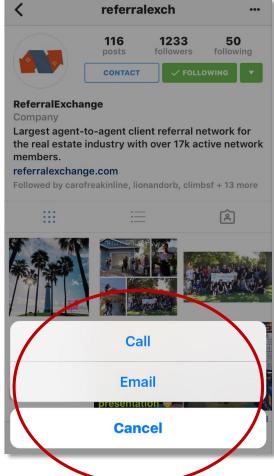
Instagram for businesses



To convert to a business profile:

- Go to your profile and tap the Settings icon
- Tap Switch to Business Profile
- On the Connect Your
 Facebook Page screen, you'll see all of the Facebook Pages you're currently an admin on.
 Select the Page you'd like to associate with your Business Profile on Instagram.
- On the Set Up Your Business Profile page, review your business's contact information, make any changes and tap Done.





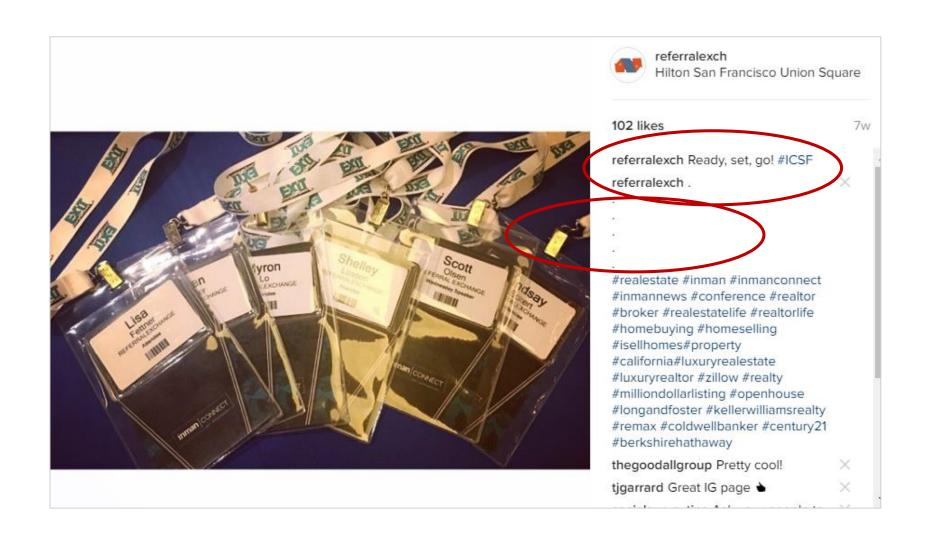
Captions and hashtags are important



- Posts appear based on likelihood that audience is interested in the content
- 2,200 characters, emojis and up to 30 hashtags, 3 lines max
- Speak to your audience
 - Will they understand what I'm saying?
 - Should I use emojis?
 - Do I need to add context to the photo?
- Keep it brief and concise
- Put the most important words/info first
- Include questions, quotes, and call-to-actions
- Put @mentions and hashtags at the end
 - Separate your hashtags from caption with dots and line breaks

Captions are as important as the photo





A picture is worth a thousand words...

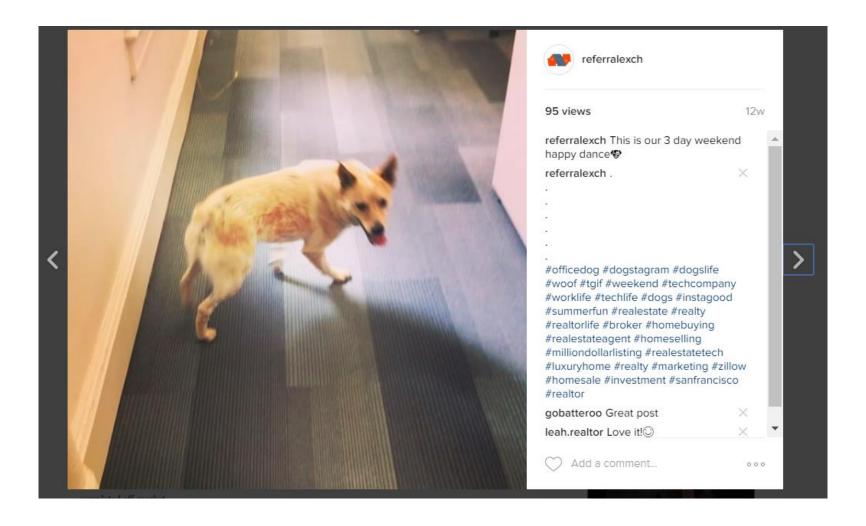


- Take photos that will have meaning to your audience
- Use grid lines on your smart phone to balance an image (rule of 3)
- Use interesting angles
- Make colors pop





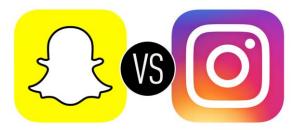




Instagram Stories



- Snapchat for Instagram
- Differences
 - No custom filters
 - Can only respond with text
 - No alerts when someone you follow posts a story
- Stories appear at the top
- Use photos from multiple sources (your camera roll)
- Don't make your stories too long



Instagram Stories



- Tap on the plus button or swipe left in your Feed.
- Tap/hold the circle button to take photos record a video
- Edit the photos or videos with text, borders or images
- Tap Done to save your Story and the checkmark button to share



Facebook Live/Periscope





What to do with Periscope?/FB Live?



- "Live" video showings
- How to videos
- Local expert stream live with Q&A or just walk around the neighborhood
- Behind the scenes show the house being staged, etc.
- Contests ask people to guess where you are
- Timing it's live, so make sure you feed when viewers are online
- Snappy titles are a must
- Be sure to share it on Twitter/Facebook
- Lives for 24 hours
 - #save in title to keep videos online
 - Save on Facebook
- Respond to comments live

FB Live vs. Periscope





Why FB Live?

- FB audience
- Not another app
- Easier to archive videos
- Broadcast directly from FB
- Can target your viewers
- No trolls
- No glitches
- Easier to use (my opinion)



Why Periscope?

- Twitter audience (but can share to FB)
- Separate, standalone app
- Track followers, accounts, etc.
- Can sketch while streaming
- Broadcast GoPro/drones
- Easier to add relevant hashtags
- Dedicated, interactive audience
- Build up a niche following

FB Live/Periscope





Lisa Fettner

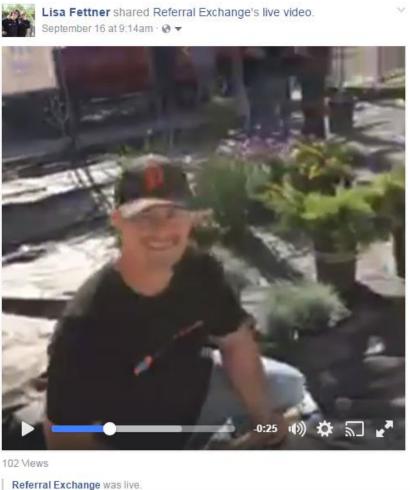
2 mins - 🖮 ▼

Working on my presentation for the California Realtors conference #calrealtors



ReferralExchange @ReferralExch Untitled - Oakland, CA, United States

PERISCOPE.TV



Using Facebook Live/Periscope



- Let people know when you're going to be broadcasting
- 30 minute max broadcast
- Save it onto your timeline
- Let people know when you're posting or post at the same time every week/day

Facebook Live

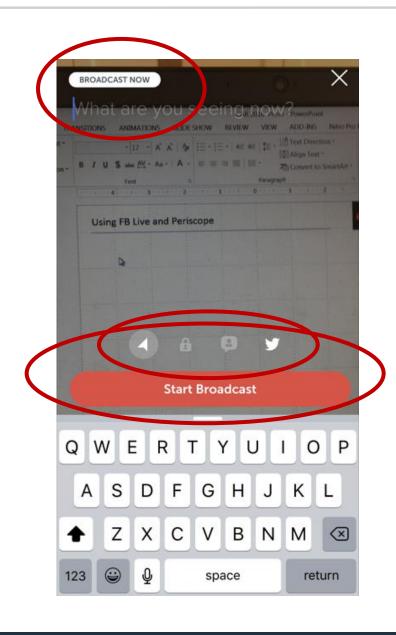
- Start a live broadcast from your timeline
- Tap edit from your news feed or timeline
- Tap the FB Live Icon
- Write a description
- Tap "go live" to begin
- Tap "Finish" to end

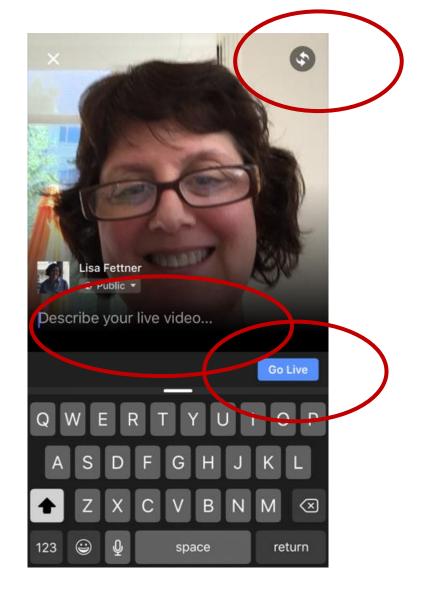
Periscope

- Click on the camera icon
- Title your broadcast
- Tap "Start Broadcast" to begin
- Swipe down and tap "End Broadcast"

Using FB Live and Periscope







Using Facebook Live/Periscope with Drones/Go Pro



- Connect your phone to the drone controller
- Turn on the controller and drone, and make sure the external camera icon is visible
- Open Periscope/Facebook Live app and tap the "Broadcast Tab" to begin your broadcast
- Switch back and forth by double tapping the screen (Periscope only)
- Swipe right during the broadcast to select the camera source





Be consistent

Be relevant

Don't be afraid to have fun

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Snapchat: https://www.instagram.com/referralexch



Instagram: snapchat.com/add/rexchange



Facebook: https://www.facebook.com/ReferralExchange1



Twitter: https://twitter.com/ReferralExch

Snapchat Resources



- https://www.referralexchange.com/blog/
- Snapchat Central: https://support.snapchat.com/en-US
- https://www.katielance.com/snapchat
- https://www.garyvaynerchuk.com/how-the-real-estate-industry-can-use-snapchat-and-facebook-live-video-for-sales/
- Ghostcodes App: https://www.ghostcodes.com/category/real-estate

Instagram Resources



- https://help.instagram.com/1660923094227526
- http://www.katielance.com/instagram-algorithm/
- https://placester.com/real-estate-marketing-academy/best-real-estate-social-media-instagram-marketing/
- http://rismedia.com/2015/10/01/five-ways-to-grow-your-real-estate-businessthrough-instagram/#close
- https://www.cnet.com/how-to/how-to-use-instagram-stories/

Facebook Live/Periscope Resources



Facebook Live

- http://blog.hubspot.com/marketing/facebook-live-guide#sm.01jsc6ut10jadsh108n1l8kk88ayu
- https://www.facebook.com/facebookmedia/best-practices/live
- http://iag.me/socialmedia/broadcast-computer-facebook-live/
- http://time.com/4286999/facebook-live-streaming-video-guide-how/
- http://www.katielance.com/fblive/

Periscope

- http://smallbiztrends.com/2015/08/what-is-periscope-how-do-i-use-it.html
- http://blog.hubspot.com/marketing/periscope-app-live-broadcasting-tips#sm.01jsc6ut10jadsh108n1l8kk88ayu
- http://janetfouts.com/easy-guide-periscope-app/
- http://www.webwise.ie/parents/explainer-what-is-periscope/
- http://sociallysorted.com.au/21-periscope-tips-broadcasts/





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Questions?





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