

Creating and Leveraging “Micro-Content” on Instagram and Facebook Stories

Instagram and Facebook Stories offer an excellent way for Realtors to share quick, digestible updates with followers. Stories appear at the top of users' feeds and can be perfect for showcasing real estate listings, client testimonials, neighborhood highlights, and timely market insights. This guide will help Realtors develop engaging, visually appealing content that clients can easily view and interact with.



01

DEFINE YOUR CONTENT TYPES FOR STORIES

- ▶ **Listing Highlights:** Feature new listings, open houses, or recent price reductions. Use short, engaging captions and include a call-to-action (e.g., "Swipe up for more details").
- ▶ **Client Testimonials:** Share brief testimonials from happy clients to build credibility. Add text overlays like "Happy Homeowner!" or "Another Satisfied Client" for visual impact.
- ▶ **Neighborhood Features:** Highlight local businesses, parks, or landmarks in neighborhoods where you have listings. This builds a local presence and establishes you as a community expert.
- ▶ **Market Insights:** Post quick updates on the real estate market, like average home prices, mortgage rate changes, or tips for buyers/sellers.

02

CREATE A WEEKLY CONTENT PLAN FOR STORIES

- ▶ **Consistency:** Decide on a weekly posting schedule, like "Market Mondays" for real estate updates, "Testimonial Tuesdays" for client stories, and "Feature Fridays" for neighborhood highlights.
- ▶ **Visual Style:** Choose a cohesive look for your Stories by using brand colors, fonts, and consistent layouts. This makes your content visually recognizable.
- ▶ **Tools for Story Creation:** Use apps like Canva, Adobe Spark, or Instagram's native tools to create polished, visually appealing Stories. Stickers, polls, and question boxes can make your Stories interactive and boost engagement.

03

ENGAGE YOUR AUDIENCE WITH INTERACTIVE ELEMENTS

- ▶ **Polls and Questions:** Use polls and question boxes to invite your followers to share their thoughts (e.g., "Which neighborhood would you like to see next?").
- ▶ **Swipe Up Links:** Take advantage of the swipe-up feature to link directly to listings, blog posts, or contact forms.
- ▶ **Use Hashtags and Location Tags:** Tagging neighborhoods, events, or local landmarks will help increase visibility in those areas and attract more local followers.

WORKSHEET:

Story Content Planner

Use this **Story Content Planner** to brainstorm ideas, track interactions, and schedule upcoming posts for Instagram and Facebook Stories.

Story Content Planner Example

Date	Content Theme	Story Type	Captions & Hashtags	Interactive Element	Views / Interactions
Mon, Mar 6	Market Monday	Market Insight	“Spring Market Trends to Watch”	Poll: “Is this a good time to buy?”	432 views, 56 votes
Tue, Mar 7	Testimonial Tuesday	Client Testimonial	“Another Happy Client in [Neighborhood]!”	Swipe-Up to view testimonial video	578 views
Fri, Mar 10	Feature Friday	Neighborhood Spotlight	“Explore [Local Park] – a gem in [Area]”	Location tag: [Local Park]	689 views, 103 reactions
Sat, Mar 11	Weekend Listing Preview	New Listing Showcase	“Just Listed in [Neighborhood]”	Swipe-Up to listing details	845 views, 212 clicks

Note: Adjust posting times based on when your audience is most active and engaged.

STRATEGIES

Date	Content Theme	Story Type	Captions & Hashtags	Interactive Element	Views / Interactions