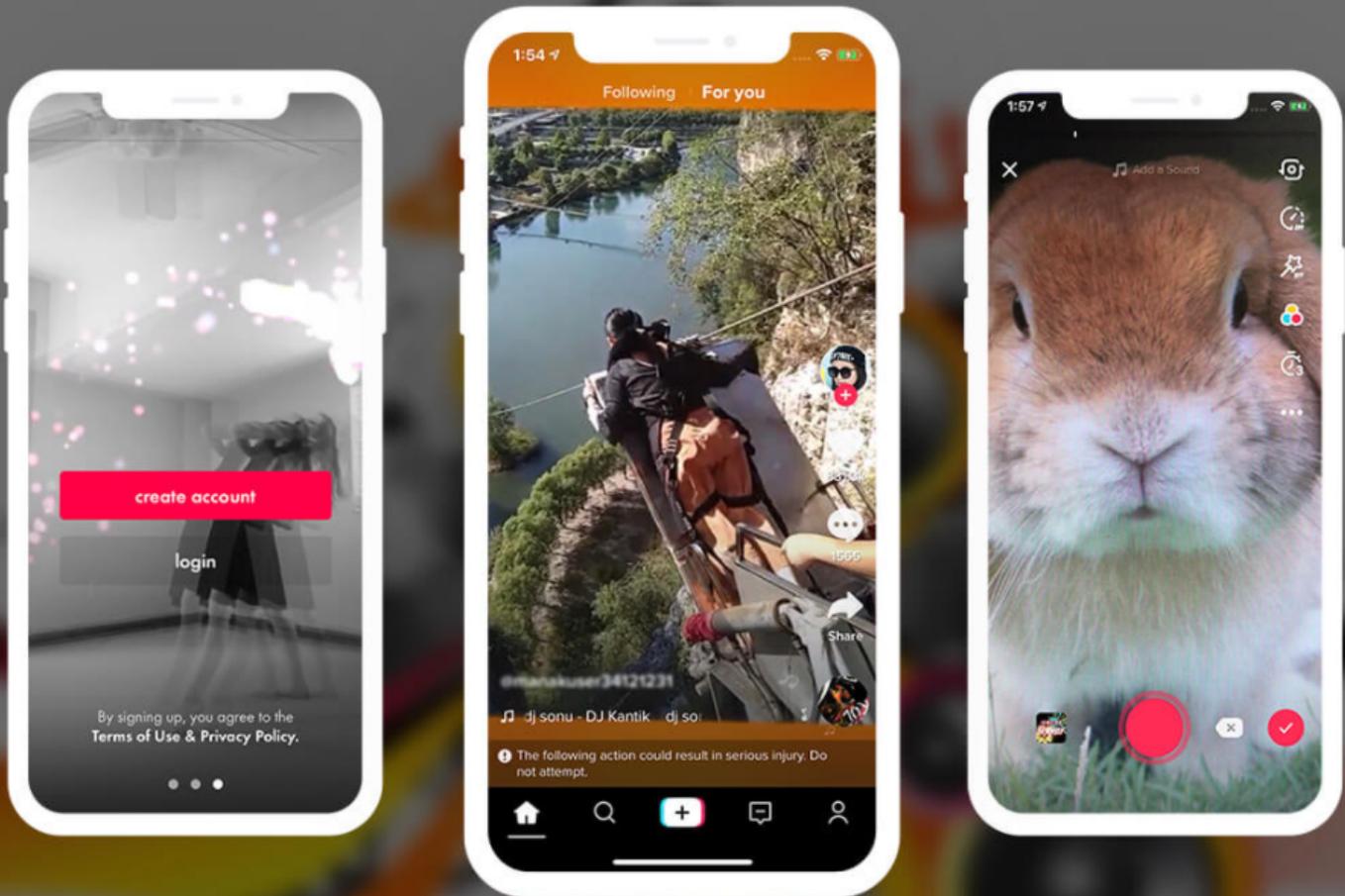


7 STEPS TO POSTING A TIKTOK FOR REAL ESTATE



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HOW TO: TIKTOK GUIDE

Download the TikTok app and create an account. Then connect that to your Instagram account if you have one.

Post a Video:

- **Step 1:** Click the center square with + in the middle at the bottom of the screen.
- **Step 2:** Choose between 15s and 60s (60s is ideal).
- **Step 3:** You are able to pause the video as many times as you want. Then you can string them together as 60 seconds once finished.
- **Step 4:** Once you hit the check mark, you will have the ability to edit the clips where you paused. Then, you can do a voice over as well as text captions.
- **Step 5:** For text captions, type what you want and then click done. After that, click on the text and click set duration. This will take you to a screen that allows you to change the duration for each clip or for the whole video.
- **Step 6:** TO SHARE ON INSTA STORY: Go to final step of posting. On the bottom of the screen, it will have "automatically share to:" click the third icon (Instagram story with a plus inside the circle).
- **Step 7:** After posting on TikTok, go to Instagram and it should be there for you to post on the story.

CONTENT EXAMPLE

Post Idea:

- Video your computer screen with the (New Listing, for rent, or other product) with photos as you talk. Video the photos as you talk about them.

Script Idea:

- “(Your name) here from (company), just wanted to show a new property listed...it is x sq.ft. in (area).. It is spacious with a fenced in yard...etc...” End with “This (product) is just \$x/month - visit our website to learn more.” Overlaying text idea: “X sq.ft. in (city)”, next line: “\$X/month”

Caption:

- Don't miss out on this X for sale in X! Check it out on our website. #newlisting #realestate #forrent #forsale #house #home #(state) #(city)

