

Short, but Sweet

A beginners guide to using
short form video from TikTok
to Reels to Shorts

By Heather Haase



A Little About Me:

- Realtor for 8 years
- Speaker for 4 years
- Currently serves on Dayton and Ohio Realtors Board of Directors
- Current Chair of Ohio Realtors Convention
- Former Chair of Award Winning Dayton and Ohio Young Professionals Network
- Has served on various committees at all levels
- C2EX Ambassador
- Real Estate Technology Institute Social Sweetheart
- Mom to Tween
- Avid Traveler, Karaoke Queen, and History Buff

Disclaimer and Goals

Try to walk away with 1-3 items

There is a lot of information

Be respectful

You will get a copy of these slides

Agenda

Social Media Statistics

Comparison of The Platforms

Plan Your Content Strategy

What is in Your Toolbox

Staying Compliant

The background is a vibrant watercolor wash. It features a central teal area that transitions into yellow on the top left, pink on the bottom left, and purple on the bottom right. The colors are blended with soft, organic edges and contain numerous small, darker speckles, giving it a textured, artistic appearance.

Statistics

Social Media Network Used Most for REALTORS

Social Network	2019	2021	2022	2023
Facebook	97%	90%	89%	92%
Instagram	39%	52%	59%	68%
LinkedIn	59%	52%	53%	52%
YouTube	n/a	24%	26%	26%
Twitter	33%	19%	19%	17%
Tiktok	n/a	5%	12%	15%

Why REALTORS use Social Media

Use It To Promote Listings

It's Expected of Me

Find New Prospects/Leads

To Network With Other Real Estate Professionals

**It Helps Build and Maintain Existing
Relationships with Clients**

Why REALTORS use Social Media

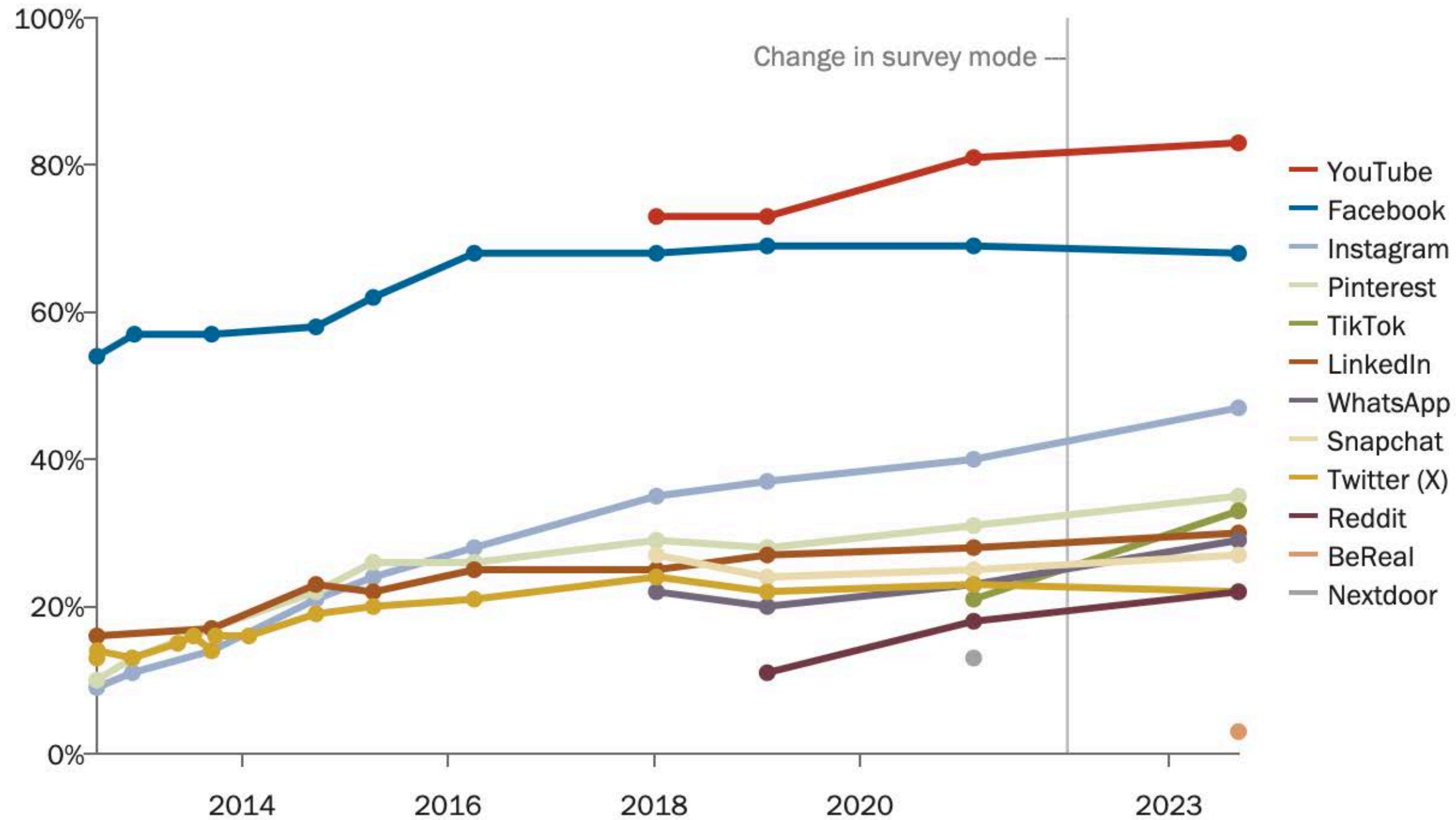
**Social Media is the #1 Tech
Tool for the Best High
Quality Leads**

Why?

How Are You Educating?

Which social media platforms are most popular

% of U.S. adults who say they ever use ...



Note: The vertical line indicates a change in mode. Polls from 2012-2021 were conducted via phone. In 2023, the poll was conducted via web and mail. For more details on this shift, please [read our Q&A](#). Refer to the topline for more information on how question wording varied over the years. Pre-2018 data is not available for YouTube, Snapchat or WhatsApp; pre-2019 data is not available for Reddit; pre-2021 data is not available for TikTok; pre-2023 data is not available for BeReal.

Respondents who did not give an answer are not shown.

Source: Surveys of U.S. adults conducted 2012-2023.

AGE	GENDER	RACE & ETHNICITY	INCOME	EDUCATION	COMMUNITY	POLITICAL AFFILIATION
		Ages 18-29	30-49	50-64	65+	
Facebook		67	75	69	58	
Instagram		78	59	35	15	
LinkedIn		32	40	31	12	
Twitter (X)		42	27	17	6	
Pinterest		45	40	33	21	
Snapchat		65	30	13	4	
YouTube		93	92	83	60	
WhatsApp		32	38	29	16	
Reddit		44	31	11	3	
TikTok		62	39	24	10	
BeReal		12	3	1	<1	

Note: Respondents who did not give an answer are not shown.

Source: Survey of U.S. adults conducted May 19-Sept. 5, 2023.

*Where Does Your
Audience Live?*



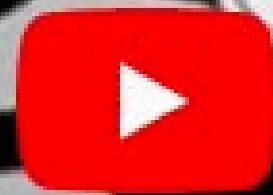
Why Video?



Steamboat Willie



Share



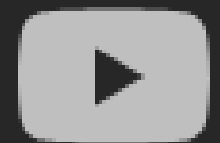
Watch on  YouTube

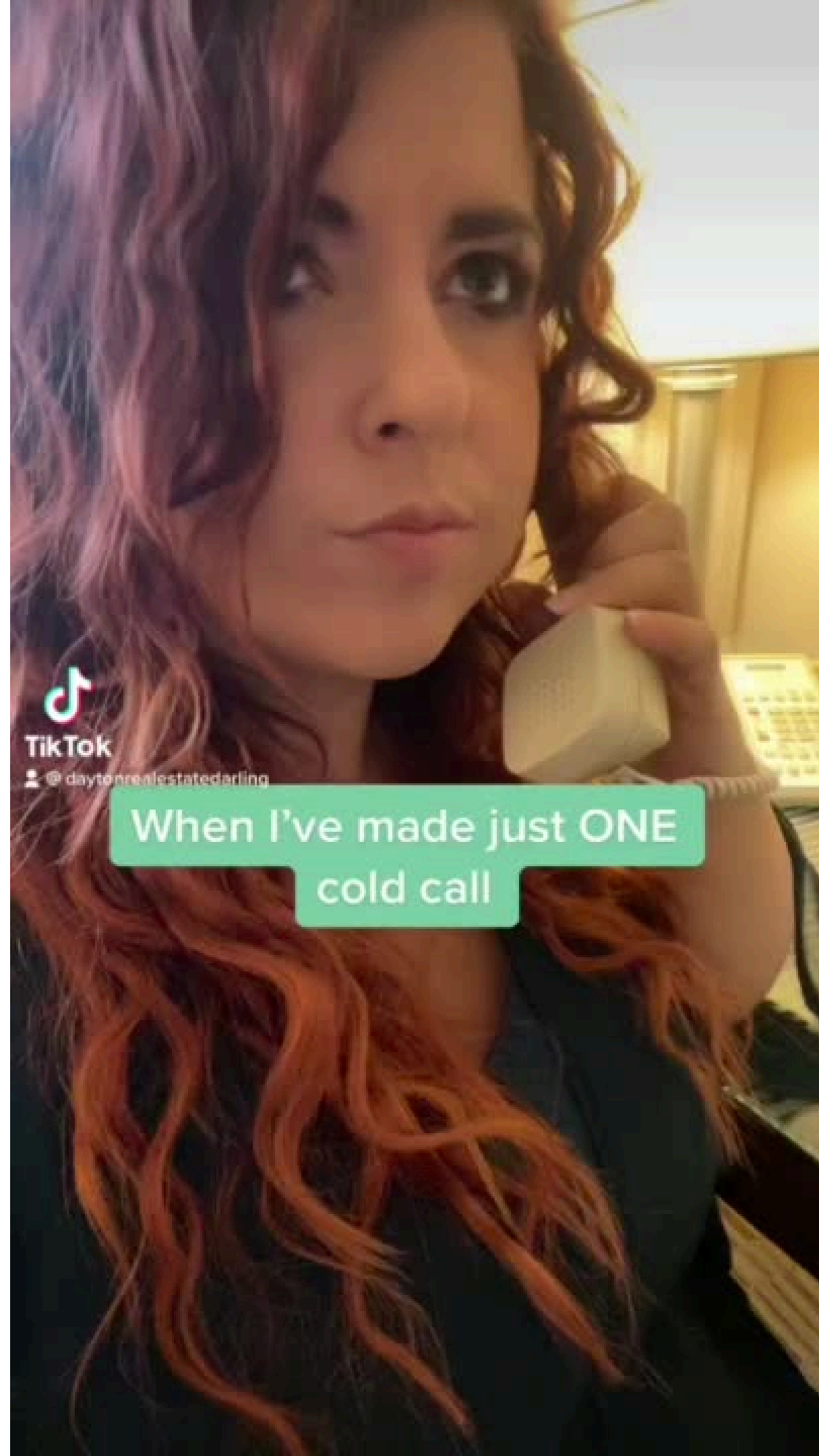




Video unavailable

[Watch on YouTube](#)





TikTok
@daytonrealestatedarling

When I've made just ONE
cold call



NATIONAL
ASSOCIATION OF
REALTORS

The OG

**Walked so
TikTok
could run**

**Walkie Talkie
of
Video**

The Copy Cat

Going Live

**Changing the
Future**

2003

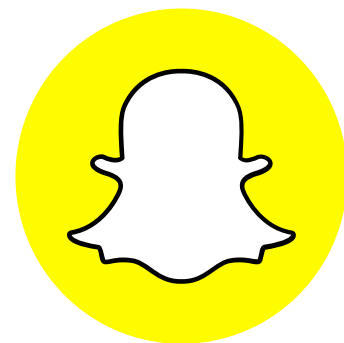
2012

2012

2013

2016

2018



Why Video?

In 2024, TikTok is predicted to surpass Facebook as the most popular social media platform for marketing videos.

90% of consumers say that video can help them make a purchasing decision.

Video SEO is becoming increasingly important, as Google reports that videos are 50% more likely to appear on the first page of search engine results.

A staggering 97% of marketers state that video has helped increase user understanding of their product or service, while 76% say that it has helped them increase sales and revenue.

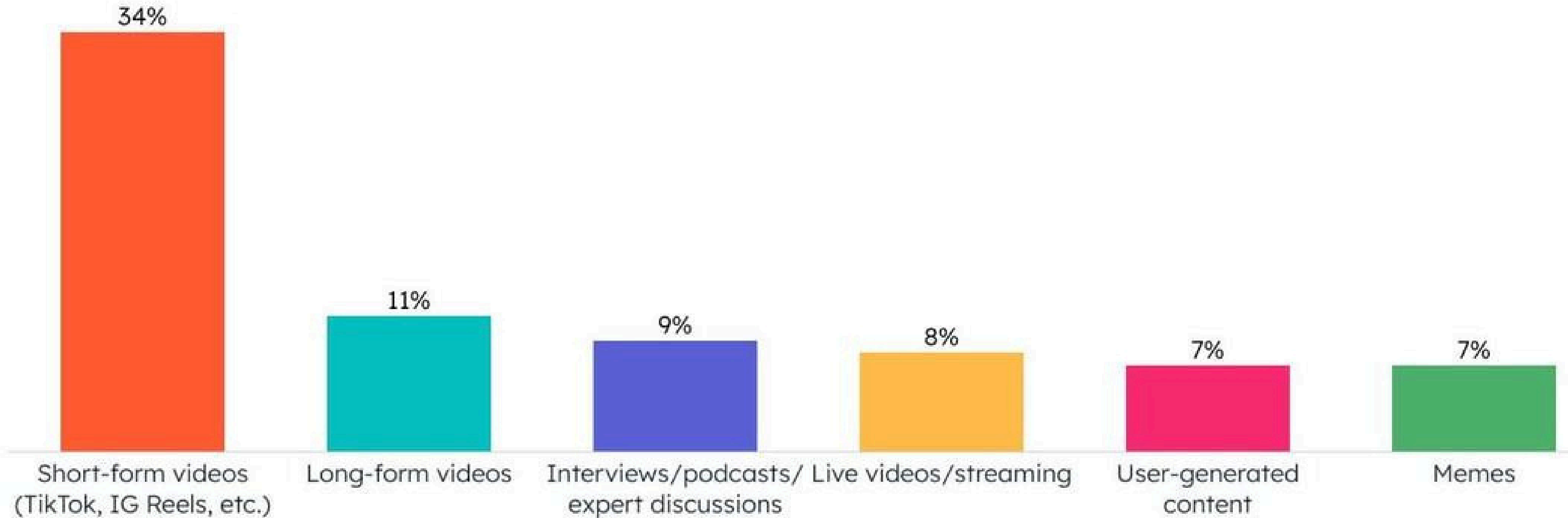
88% of marketers agree that video has improved their ROI.

Millennials and Gen Z consumers are more likely to watch brand video content on social media than on traditional advertising channels.




*What is Short
Form Video?*

Which format offers the highest ROI on social media (top 6)?



HubSpot Blog Research, Social Media Trends 2023 Report
Global survey of 1,000+ social media marketers in Jan. 2023

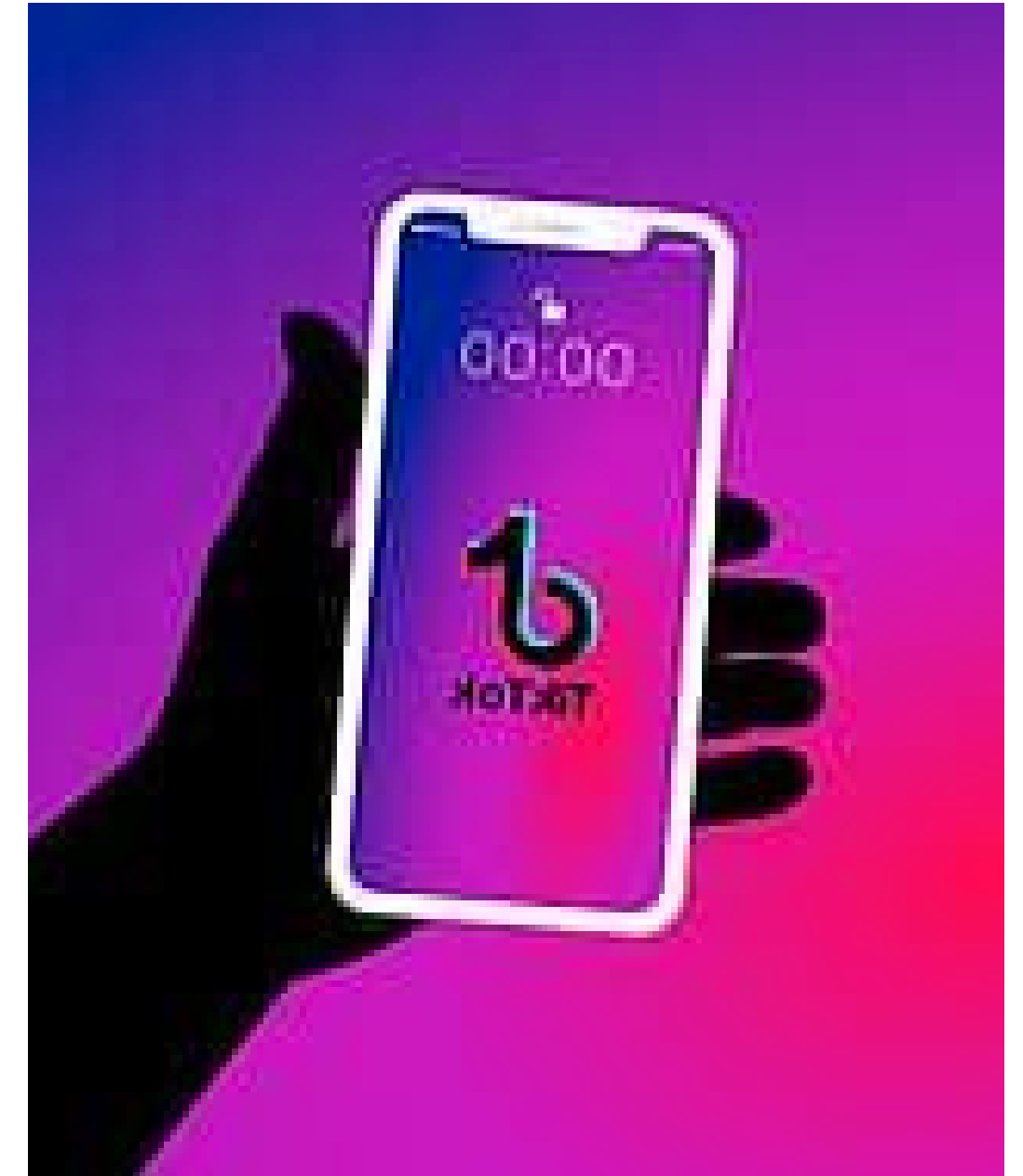
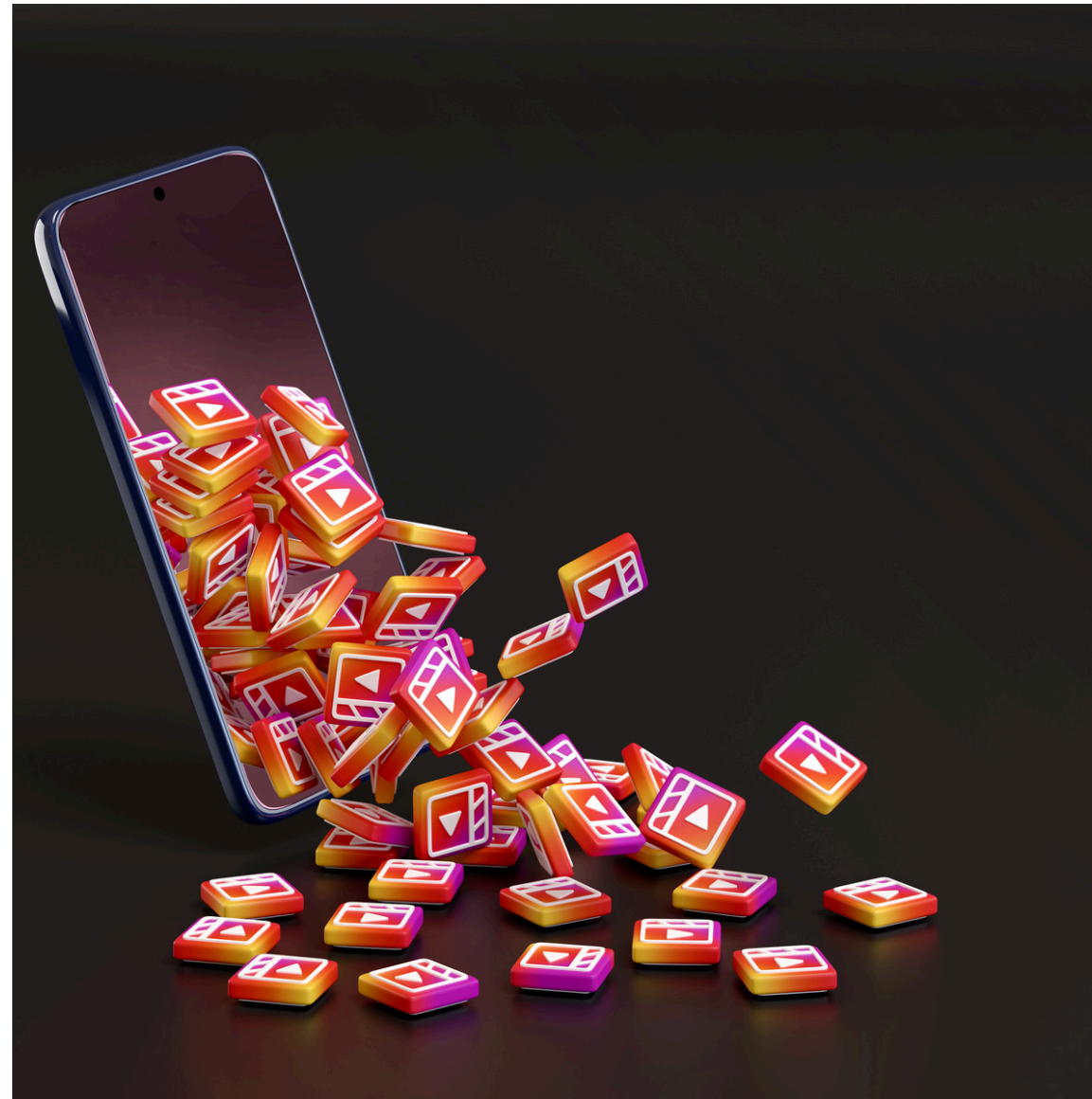


What is short-form video?

Put simply, short-form video is video content that's 5–90 seconds in duration.

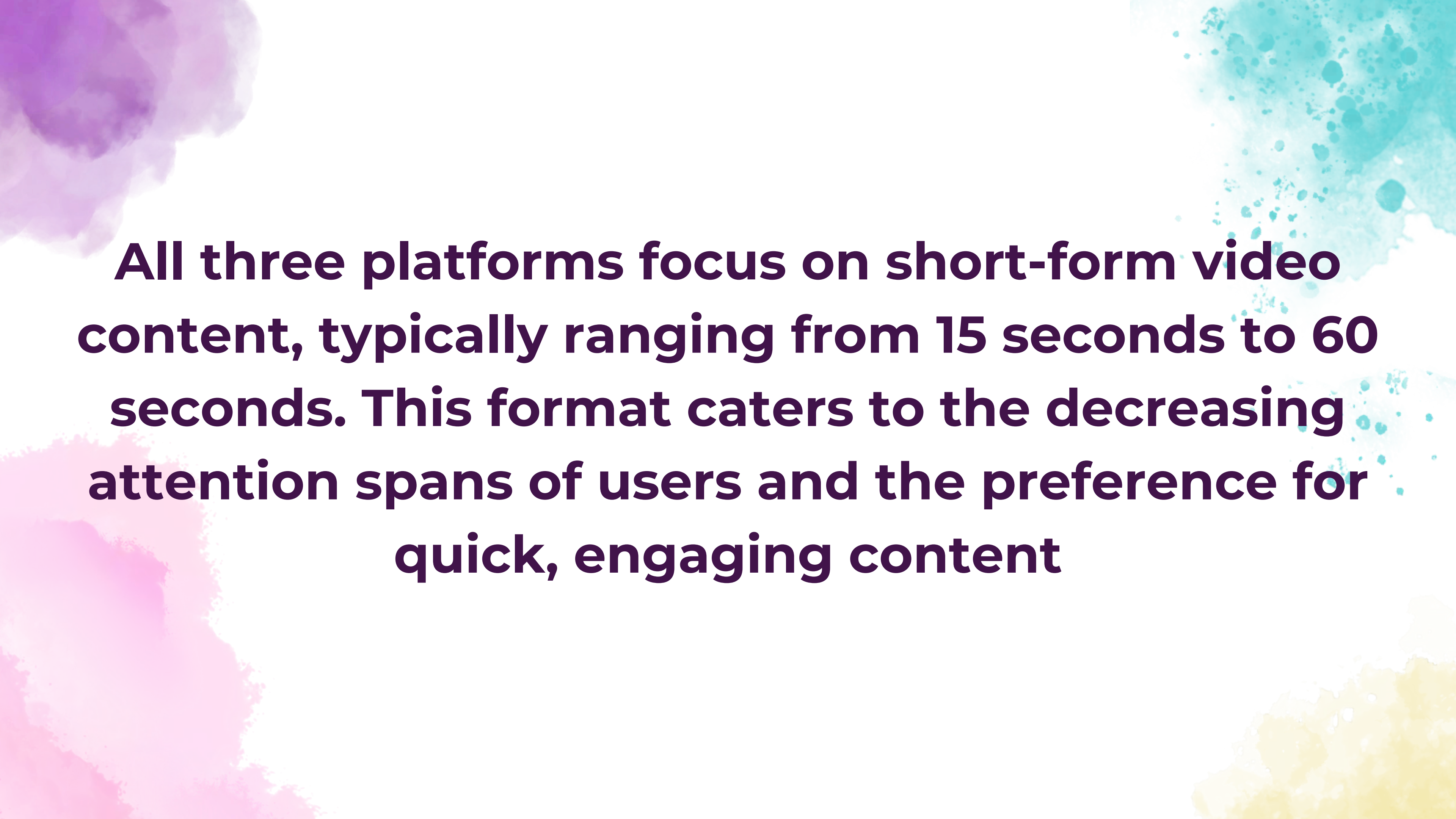


The Players

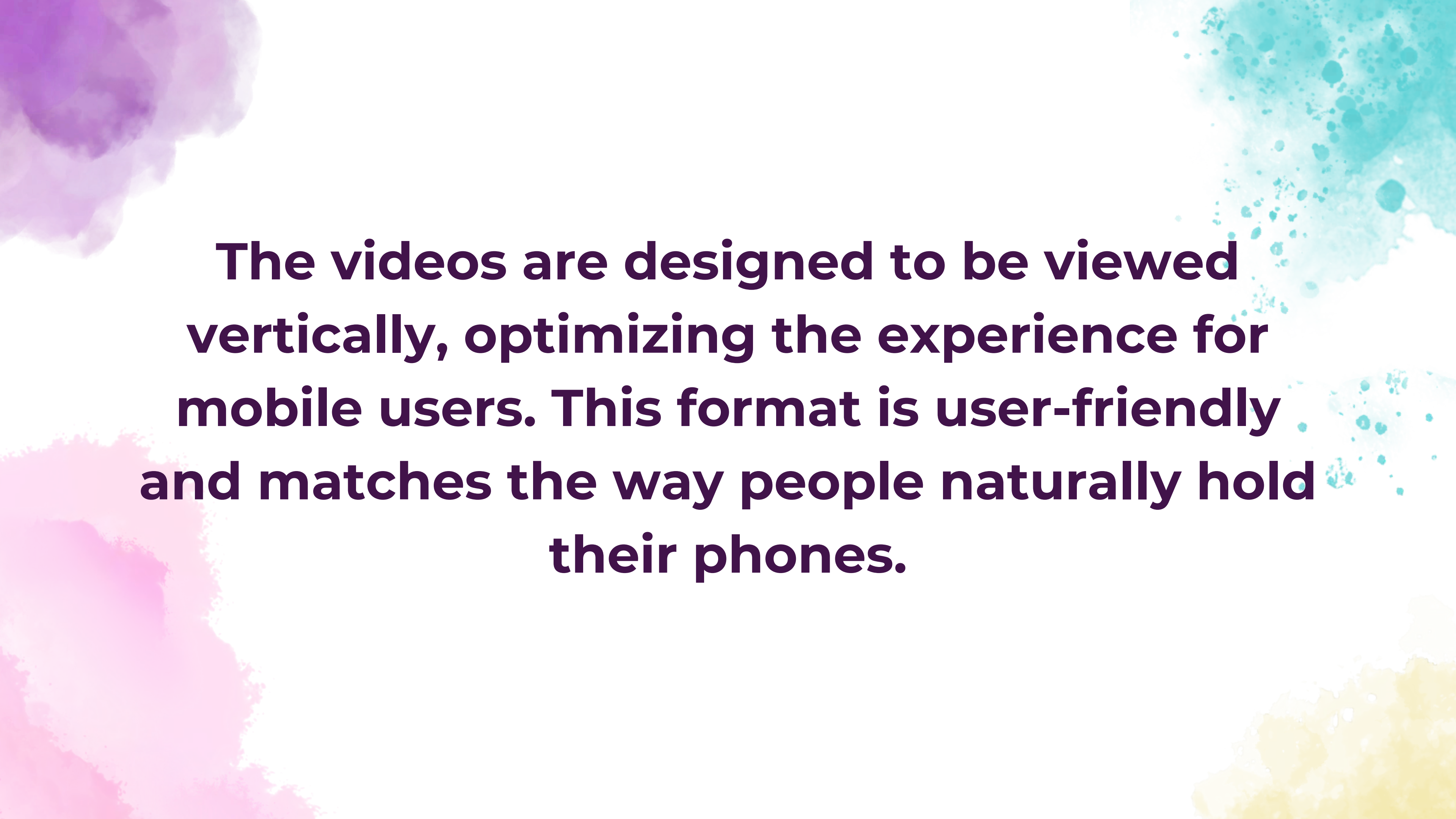


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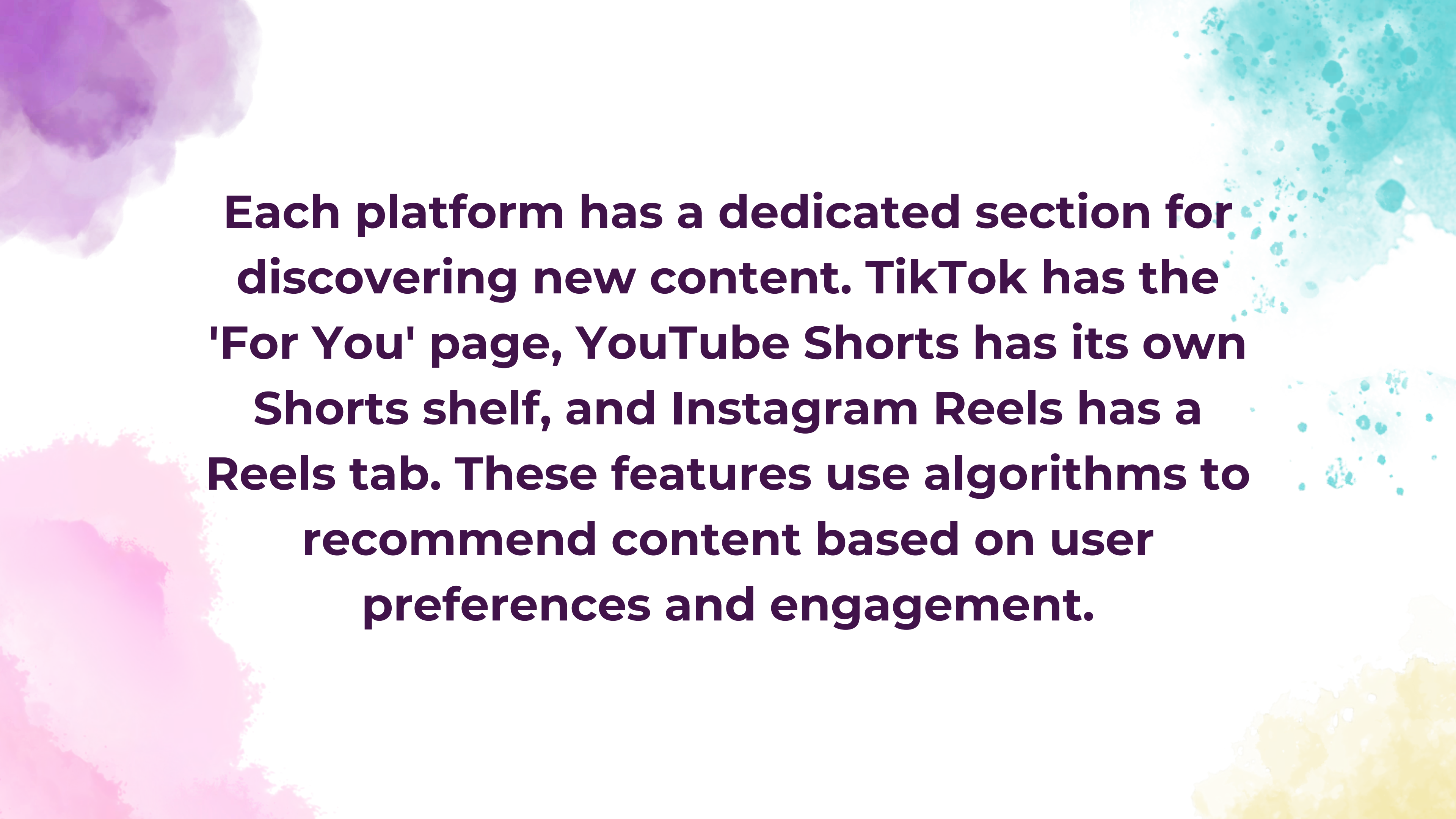
Similarities




All three platforms focus on short-form video content, typically ranging from 15 seconds to 60 seconds. This format caters to the decreasing attention spans of users and the preference for quick, engaging content



The videos are designed to be viewed vertically, optimizing the experience for mobile users. This format is user-friendly and matches the way people naturally hold their phones.

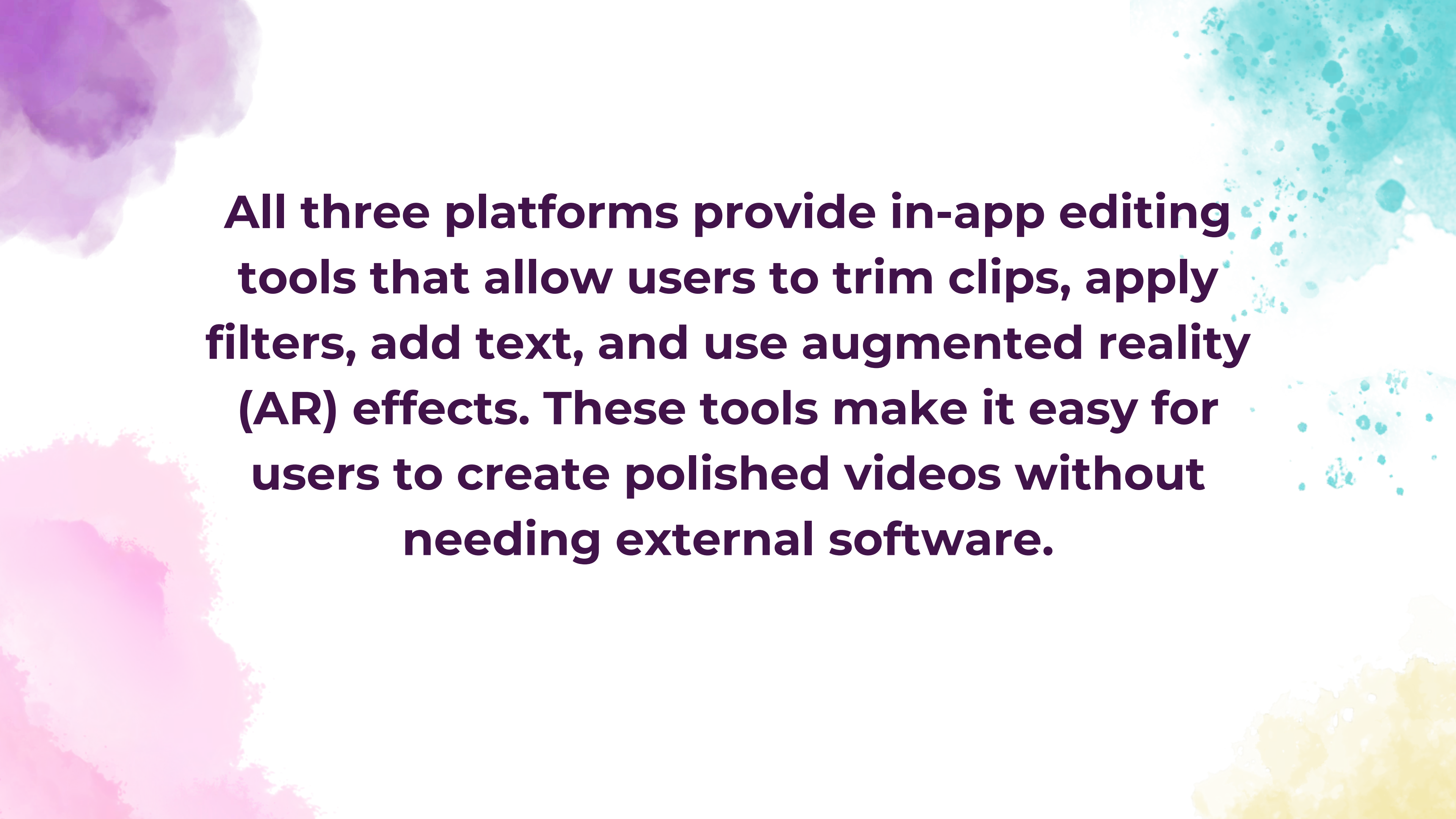


Each platform has a dedicated section for discovering new content. TikTok has the 'For You' page, YouTube Shorts has its own Shorts shelf, and Instagram Reels has a Reels tab. These features use algorithms to recommend content based on user preferences and engagement.

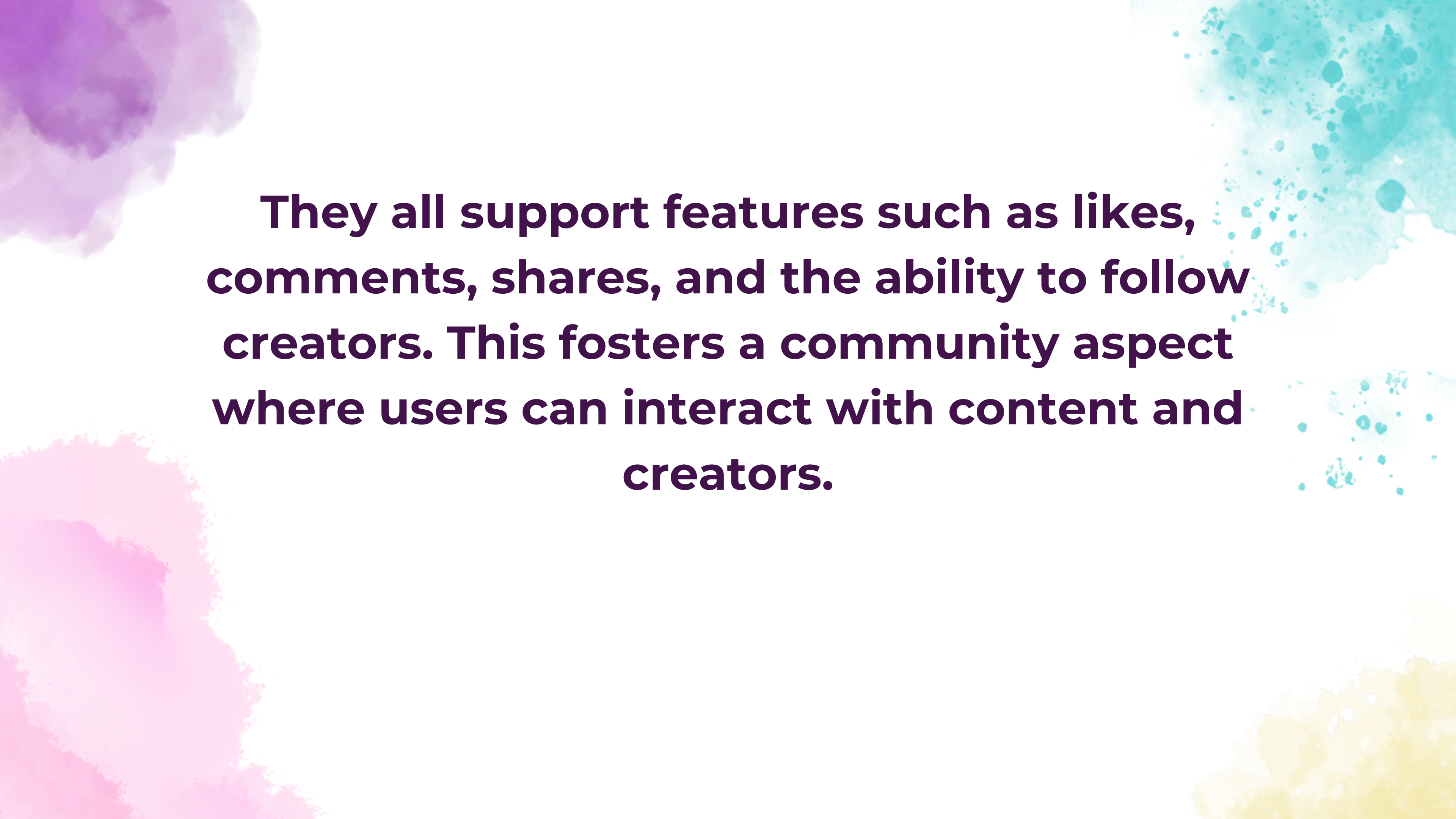


Users can add popular music tracks, sound effects, and original audio to their videos. This feature allows for creative expression and viral trends, as users can participate in challenges and trends using the same audio clips.*


***always check with legal counsell**



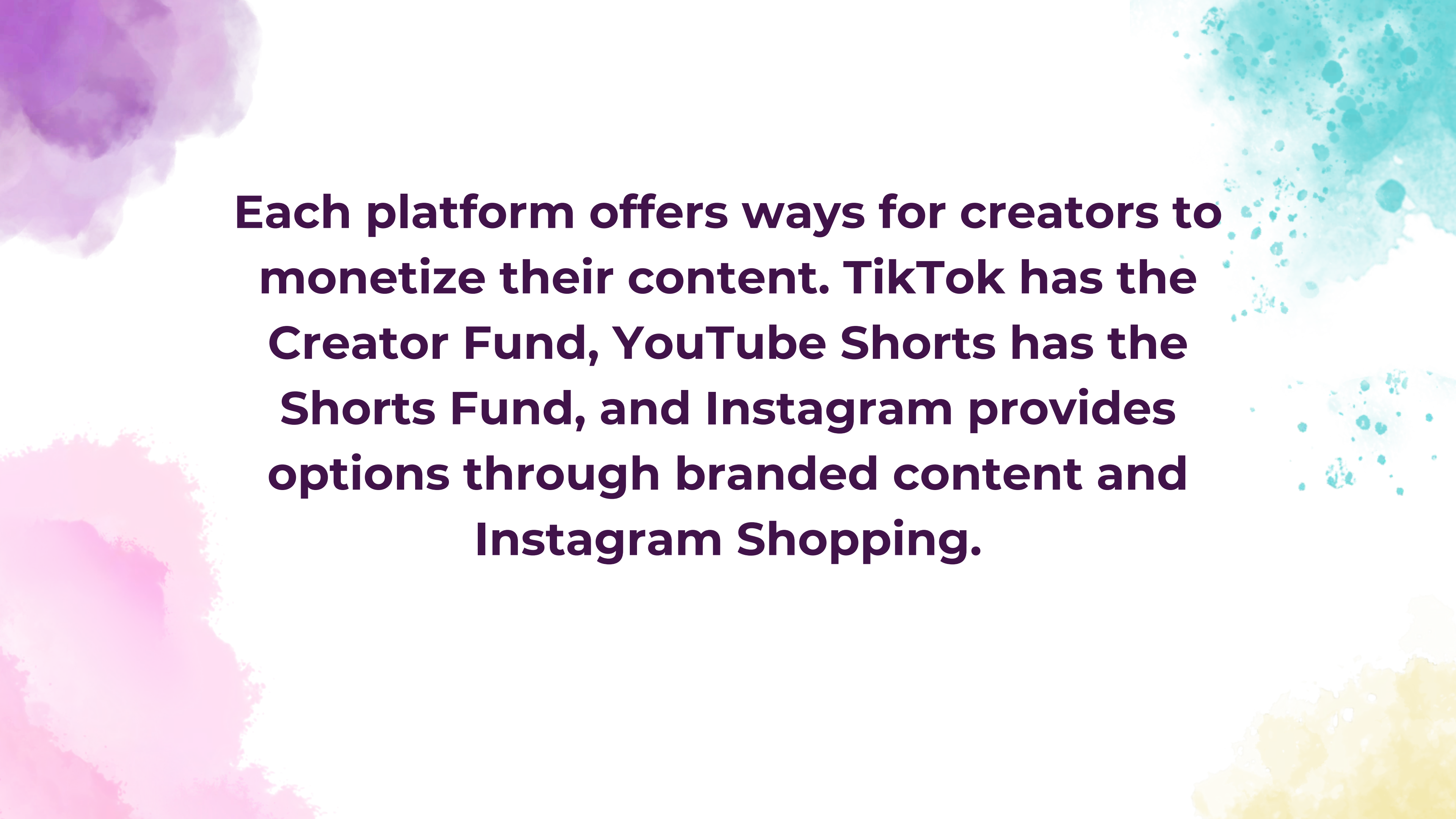
All three platforms provide in-app editing tools that allow users to trim clips, apply filters, add text, and use augmented reality (AR) effects. These tools make it easy for users to create polished videos without needing external software.



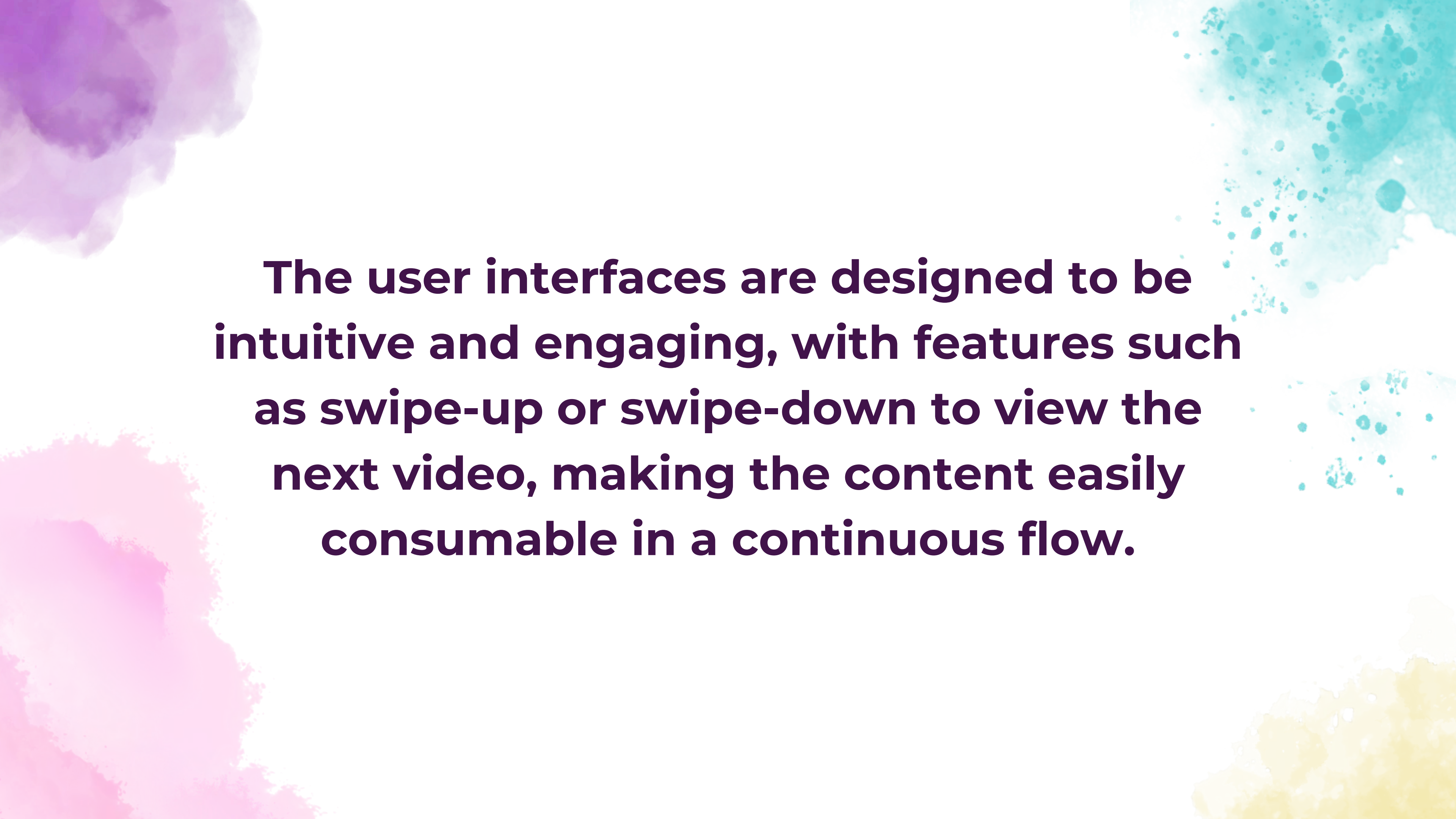
They all support features such as likes, comments, shares, and the ability to follow creators. This fosters a community aspect where users can interact with content and creators.



Influencers and brands use these platforms for marketing and collaboration opportunities. They can reach large audiences and engage with followers through branded content, partnerships, and sponsored posts.



Each platform offers ways for creators to monetize their content. TikTok has the Creator Fund, YouTube Shorts has the Shorts Fund, and Instagram provides options through branded content and Instagram Shopping.



The user interfaces are designed to be intuitive and engaging, with features such as swipe-up or swipe-down to view the next video, making the content easily consumable in a continuous flow.



Differences

Origin and Primary Audience



90

seconds



60

seconds



10

Minutes*

***Depends on phones and features**

Origin and Primary Audience



2020

**Z and
Millenials**



2020

Broad



2018




















Gen Z

Origin and Primary Audience

Top 5 generational faves and fastest growing socials

GWI.

Based on the % of each generation who say they use the following each month

	Gen Z (aged 16-26)	Millennials (aged 27-40)	Gen X (aged 41- 59)	Baby boomers (aged 60-64)
1 ▶		f	f	f
2 ▶				
3 ▶	f			
4 ▶				
5 ▶				
Fastest growing ▶		in		

Content Discovery and Algorithm



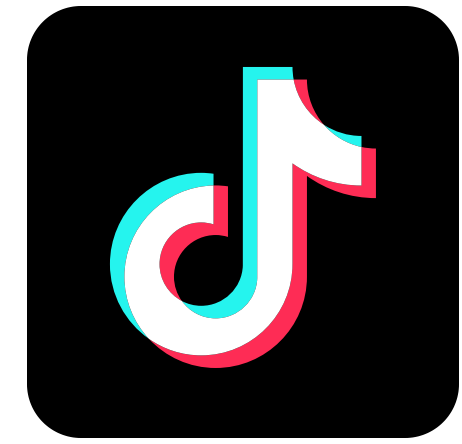
Main/Its Own Tab

**Leverages
Instagram's existing
algorithm, which
prioritizes
engagement metrics**



Main/Short Shelf

**User behavior,
focusing on watch
time and
engagement**



"For You"

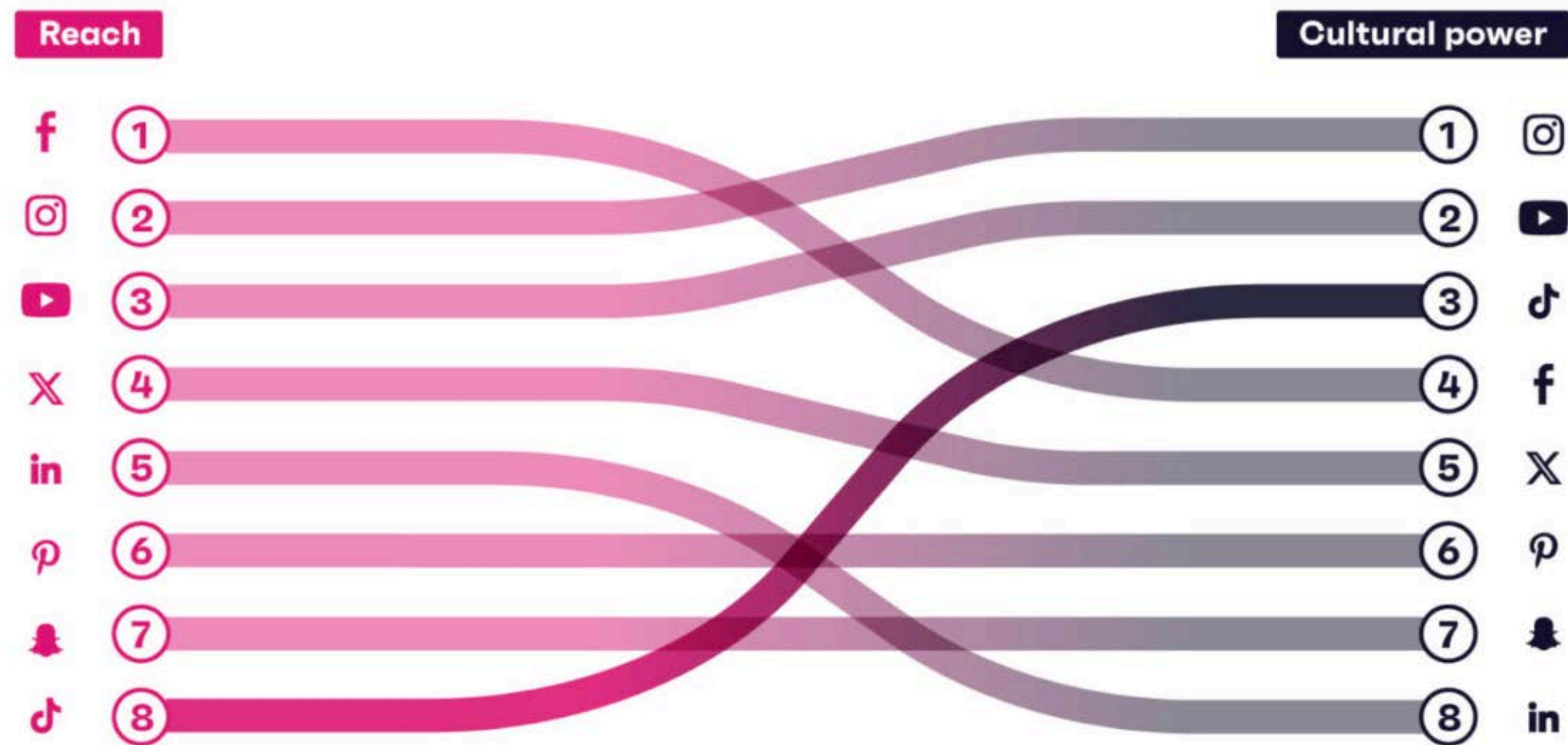
**Prioritizes content
based on user
interactions**

Content Discovery and Algorithm

TikTok has less reach, but more cultural power

GWJ.

Ranked order of social media apps, based on the % who say they use them monthly; and the most culturally impactful, based on the % who think the following have the most impact on cultural trends



Editing Tools and Features



Robust but slightly less advanced than TikTok. Leverages Instagram's existing features



Basic yet effective tools. Allows creators to link to longer videos or channels, providing a pathway for more in-depth content discovery



Advanced and user-friendly editing features. Duets and Stitching allow users to collaborate or respond to other videos, fostering interactive content creation

User Experience



Smoothly integrated into Instagram, providing a cohesive user experience with easy access to Reels from various parts of the app.



Designed to complement the YouTube experience, offering a bite-sized content option that can lead users to longer, more detailed videos



Highly addictive and engaging due to its superior algorithm, fostering a highly interactive and dynamic content consumption environment

Engagement



Leverages
Instagram's social network, making it easy for users to share Reels in Stories, DMs, and on their feed, enhancing visibility and engagement.



Benefits from
YouTube's strong community features, including comments, likes, and the ability to link Shorts to more in-depth content.



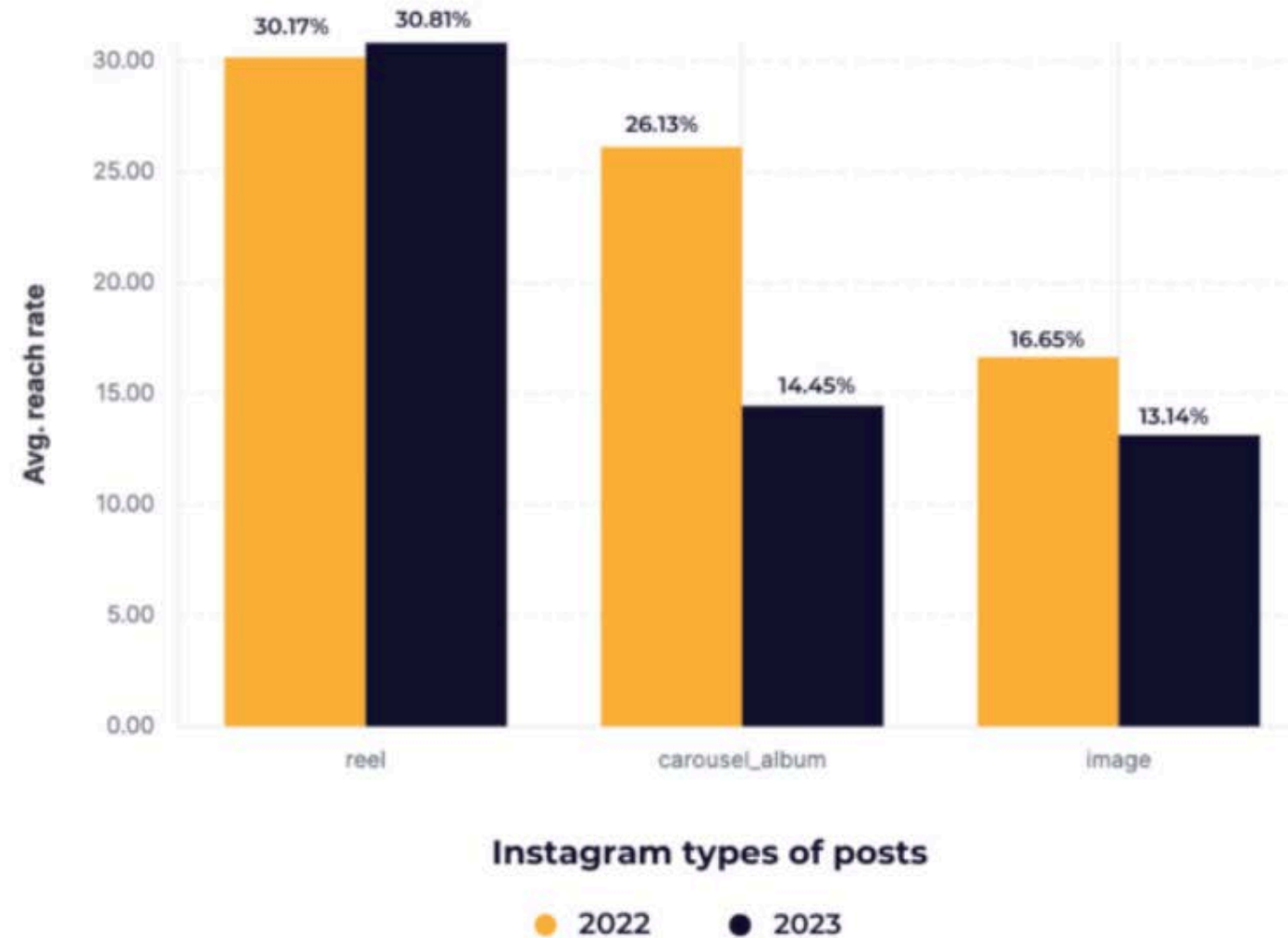
Encourages
participation in trends, challenges, and user interactions through Duets and Stitch features

Instagram's Reach Rate By Post Type

Reels generate 2x more reach than the other types of content on Instagram.

AVG REACH RATE
30.81%
INSTAGRAM REELS

Instagram's reach rate for different content types in 2022 vs 2023

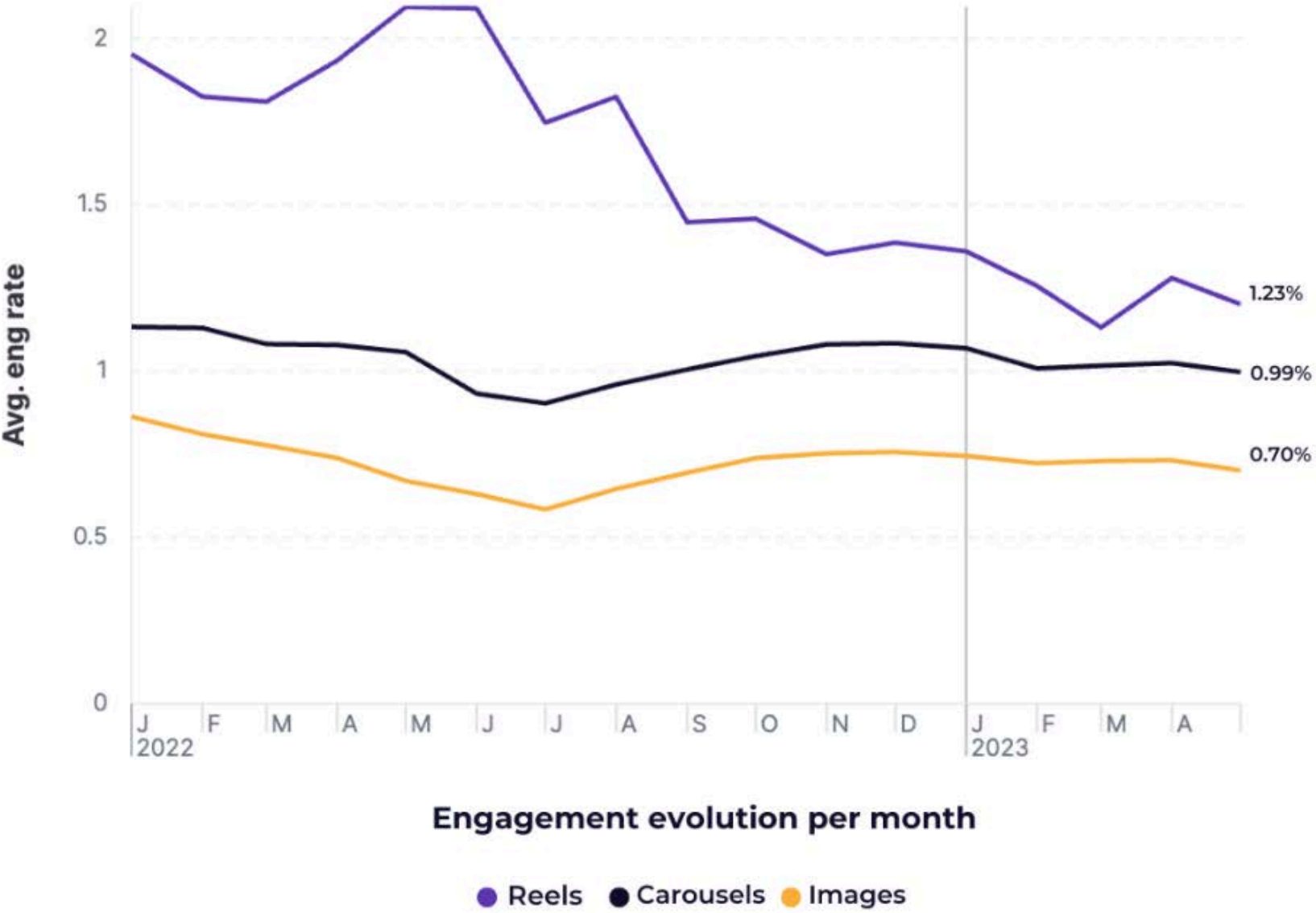


Instagram's Engagement Rate Evolution By Post Type

Instagram Reels have faced a 25% decrease in engagement over 2023.

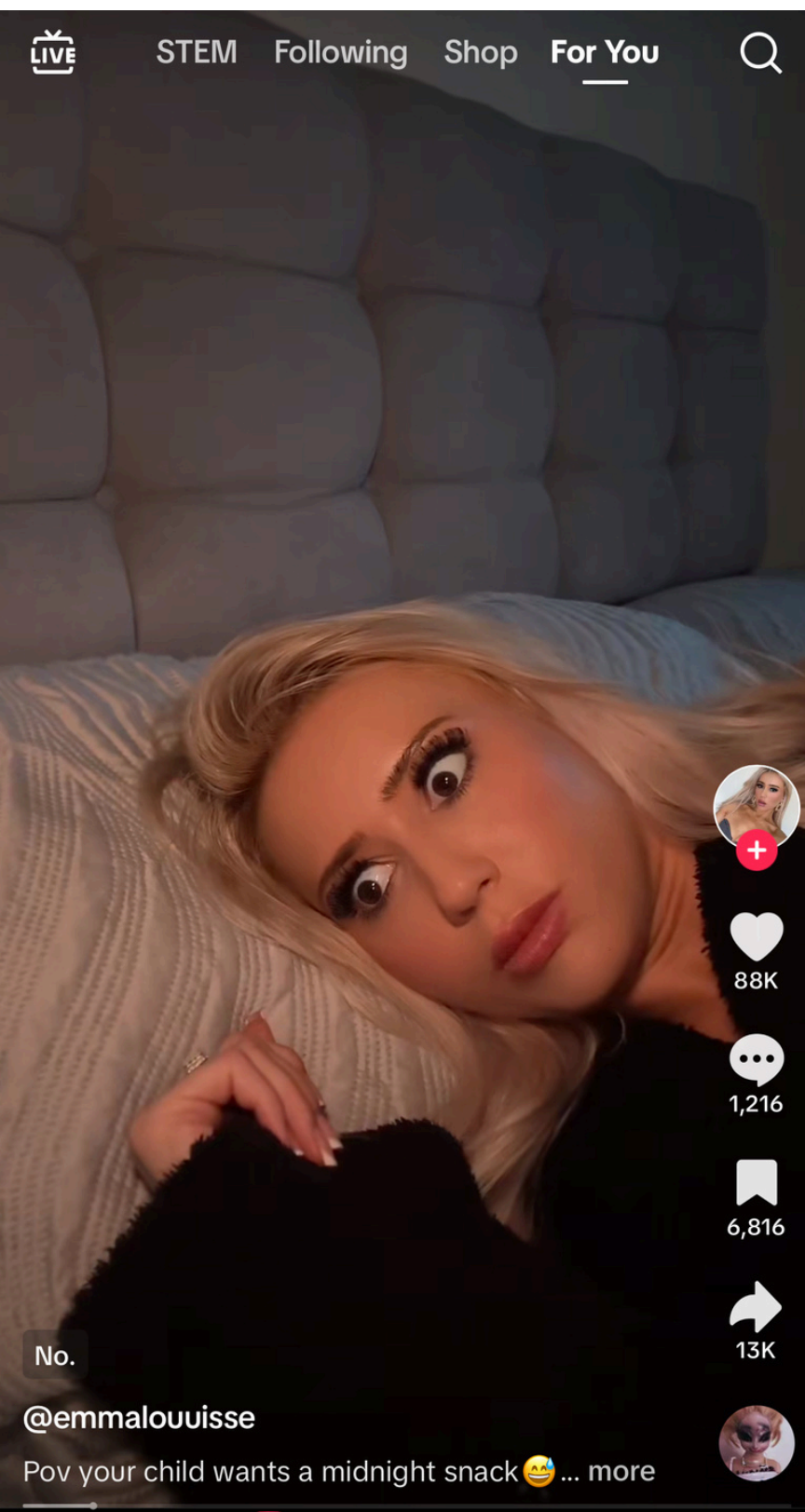
INSTAGRAM REELS
1.23%
AVG ENG RATE

Instagram engagement rate evolution across all content types

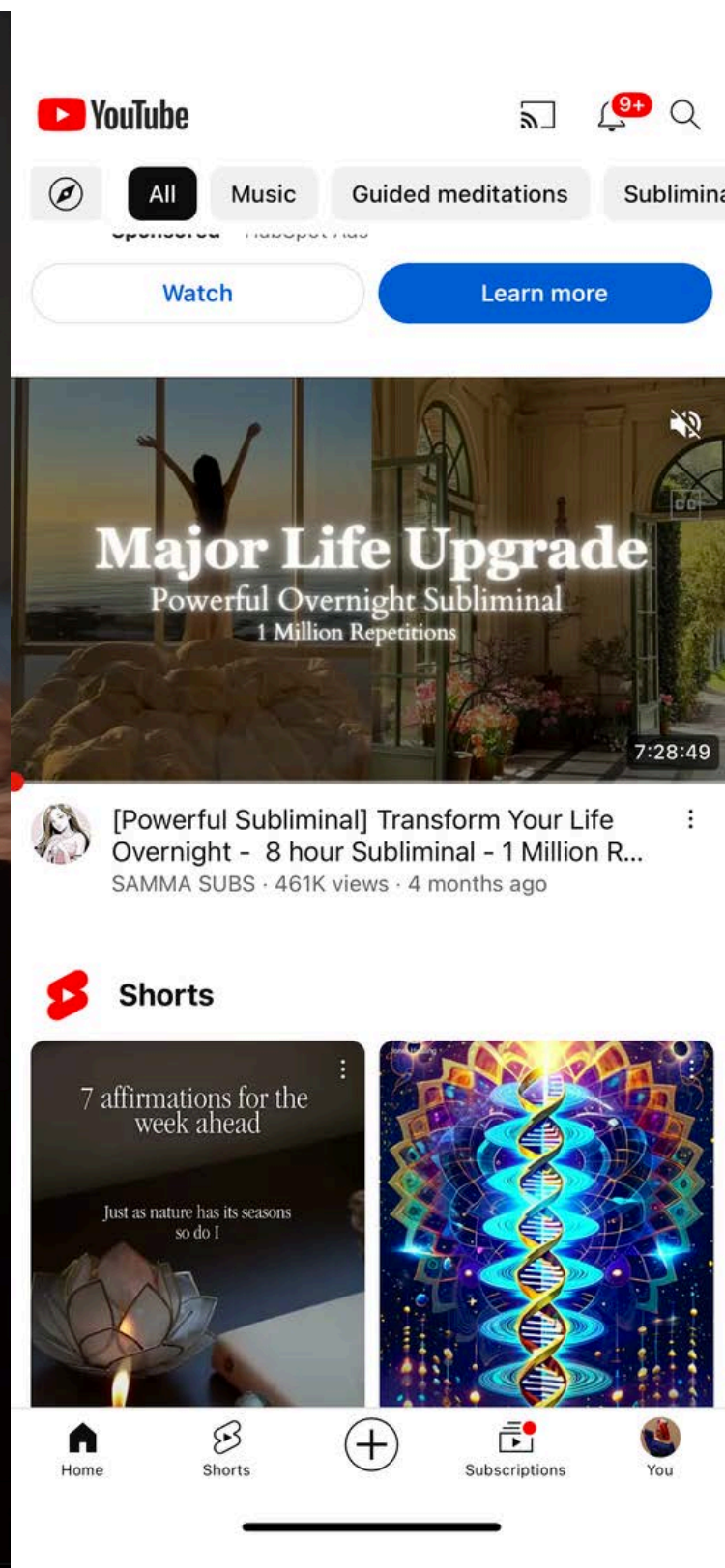


Want to guess which category scores the lowest in engagement for IG?

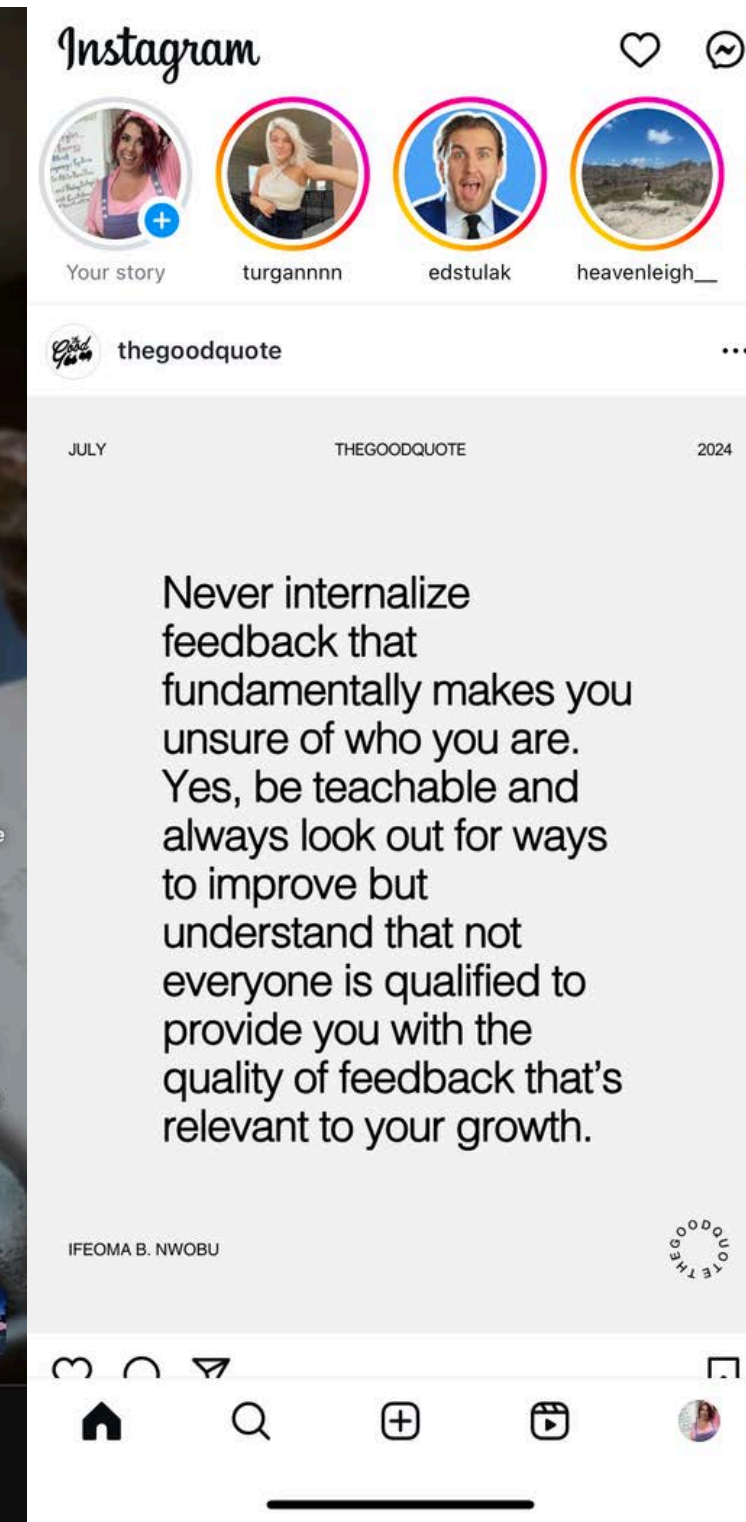
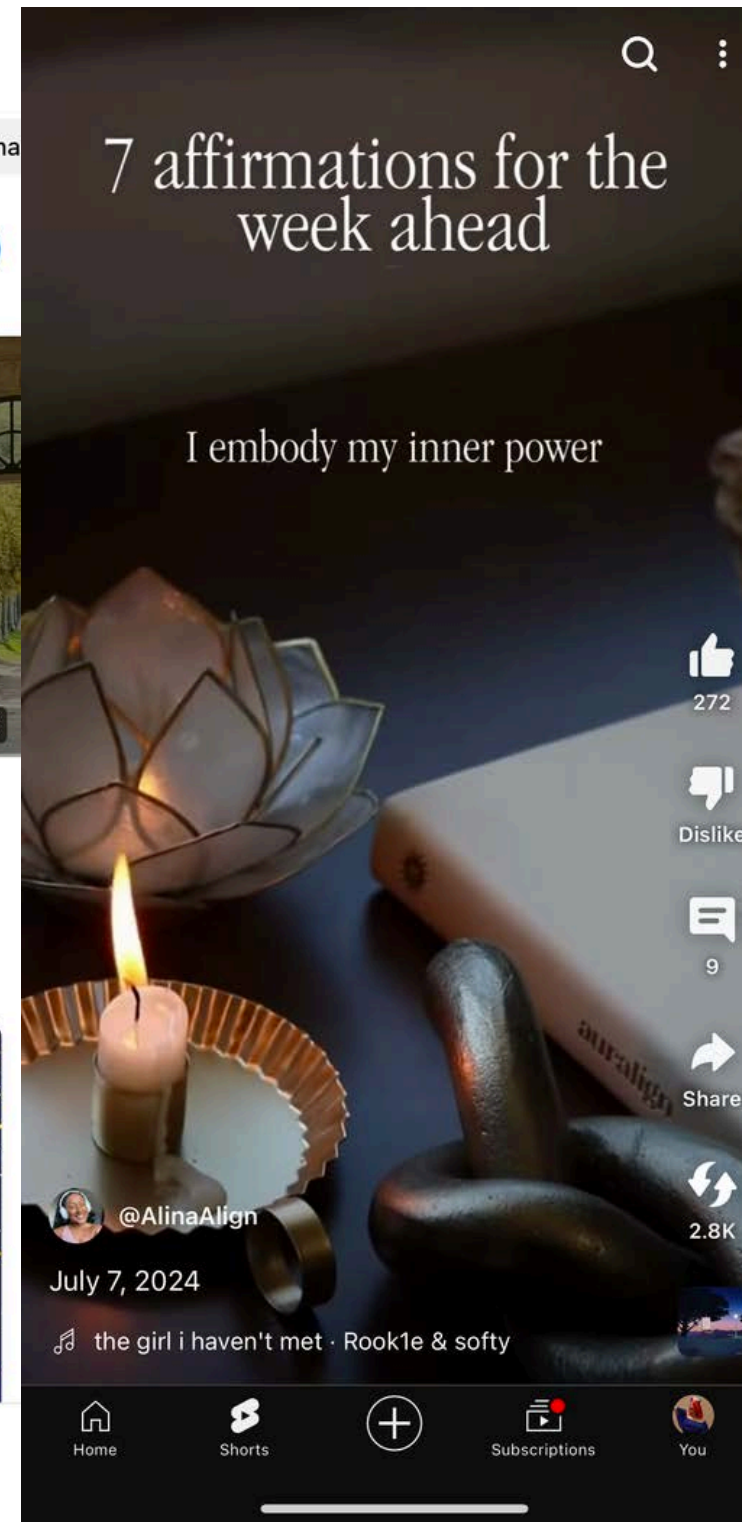
TikTok



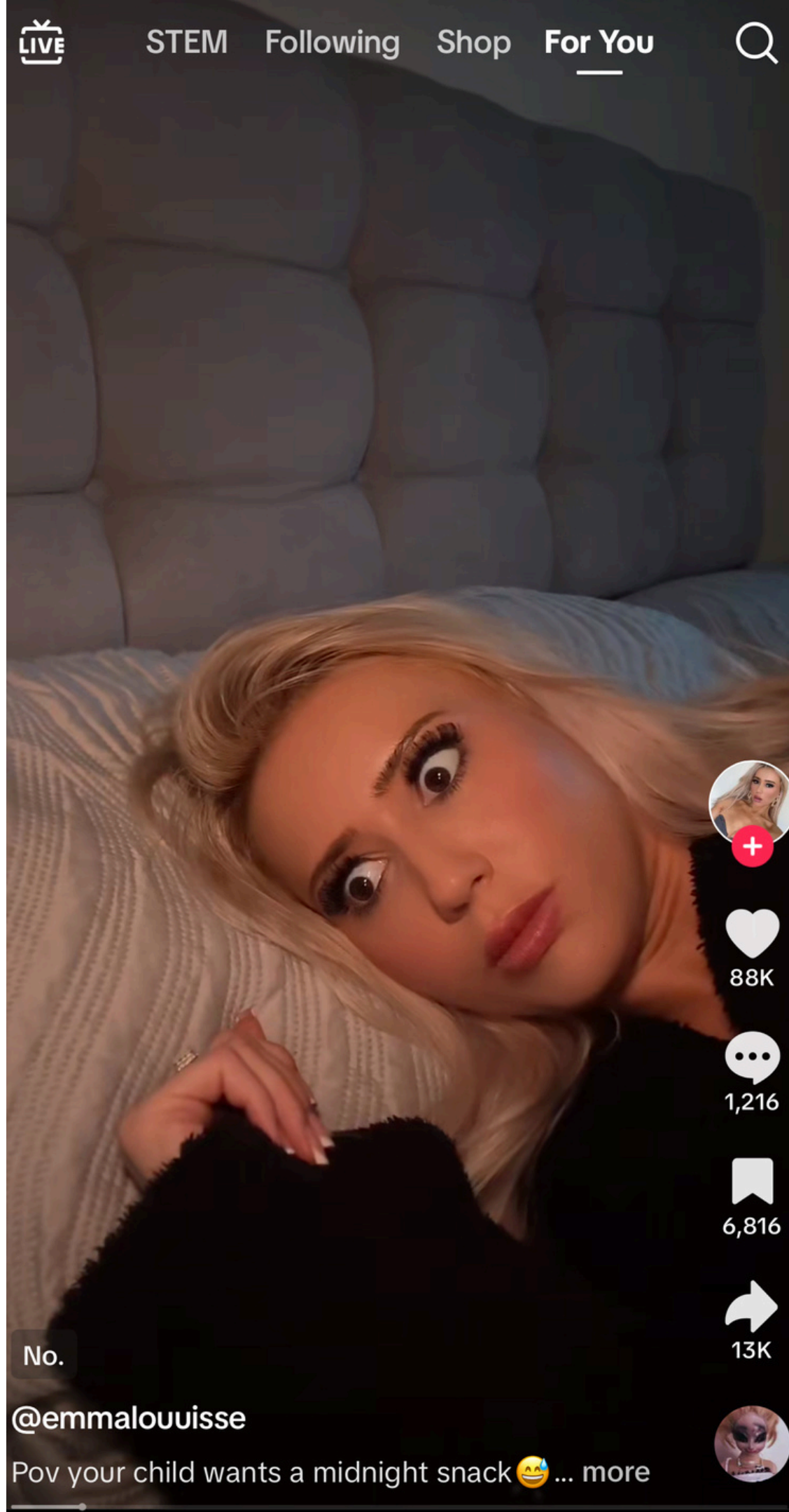
Shorts



Reels



TikTok



Shorts

YouTube

All Music Guided meditations Sublimina

Watch Learn more

Major Life Upgrade
Powerful Overnight Subliminal
1 Million Repetitions

7:28:49

[Powerful Subliminal] Transform Your Life Overnight - 8 hour Subliminal - 1 Million R...
SAMMA SUBS · 461K views · 4 months ago

Shorts

7 affirmations for the week ahead
Just as nature has its seasons so do I

Home Shorts Subscriptions You

7 affirmations for the week ahead

I embody my inner power

272

Dislike

9

Share

2.8K

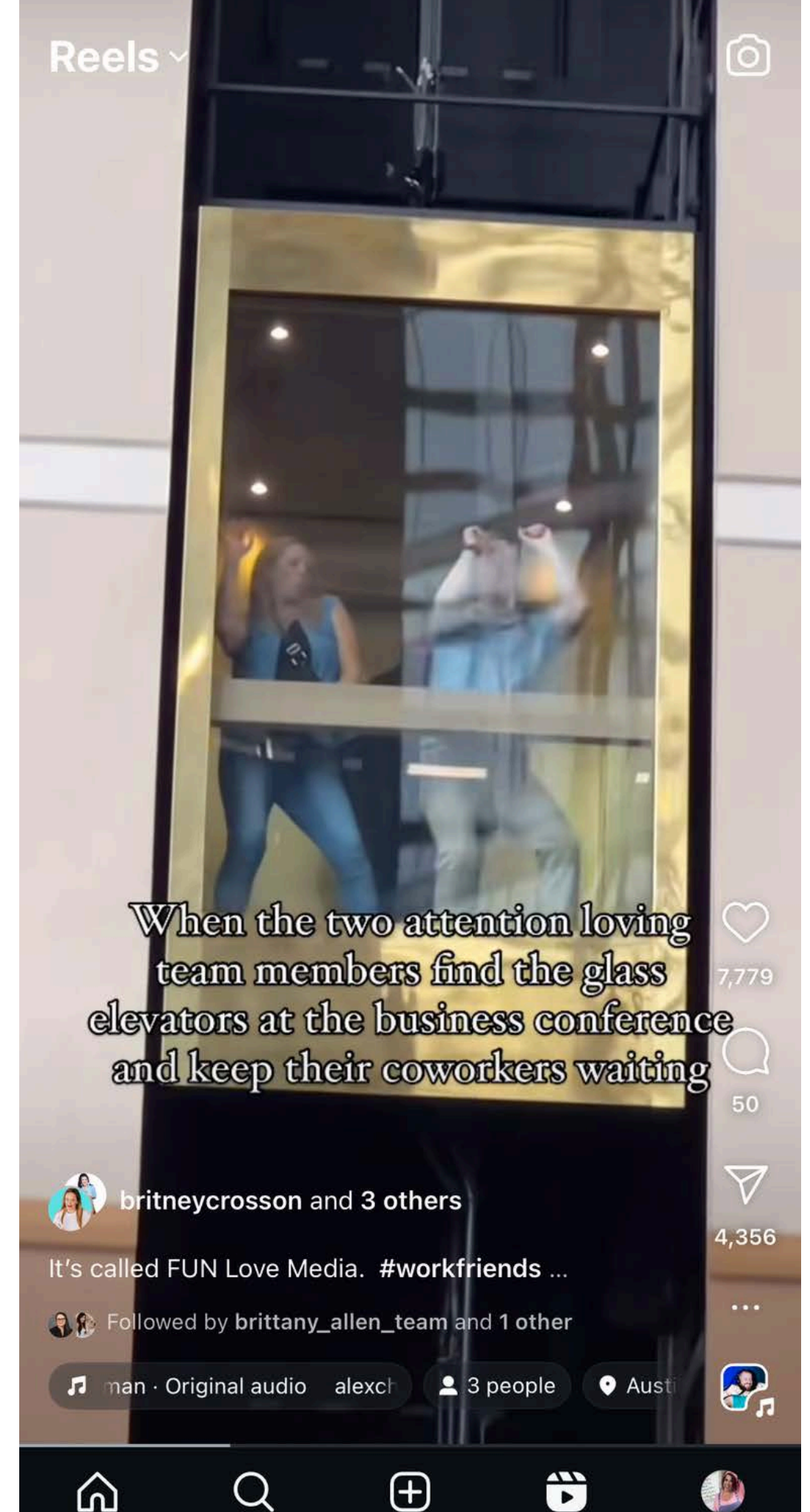
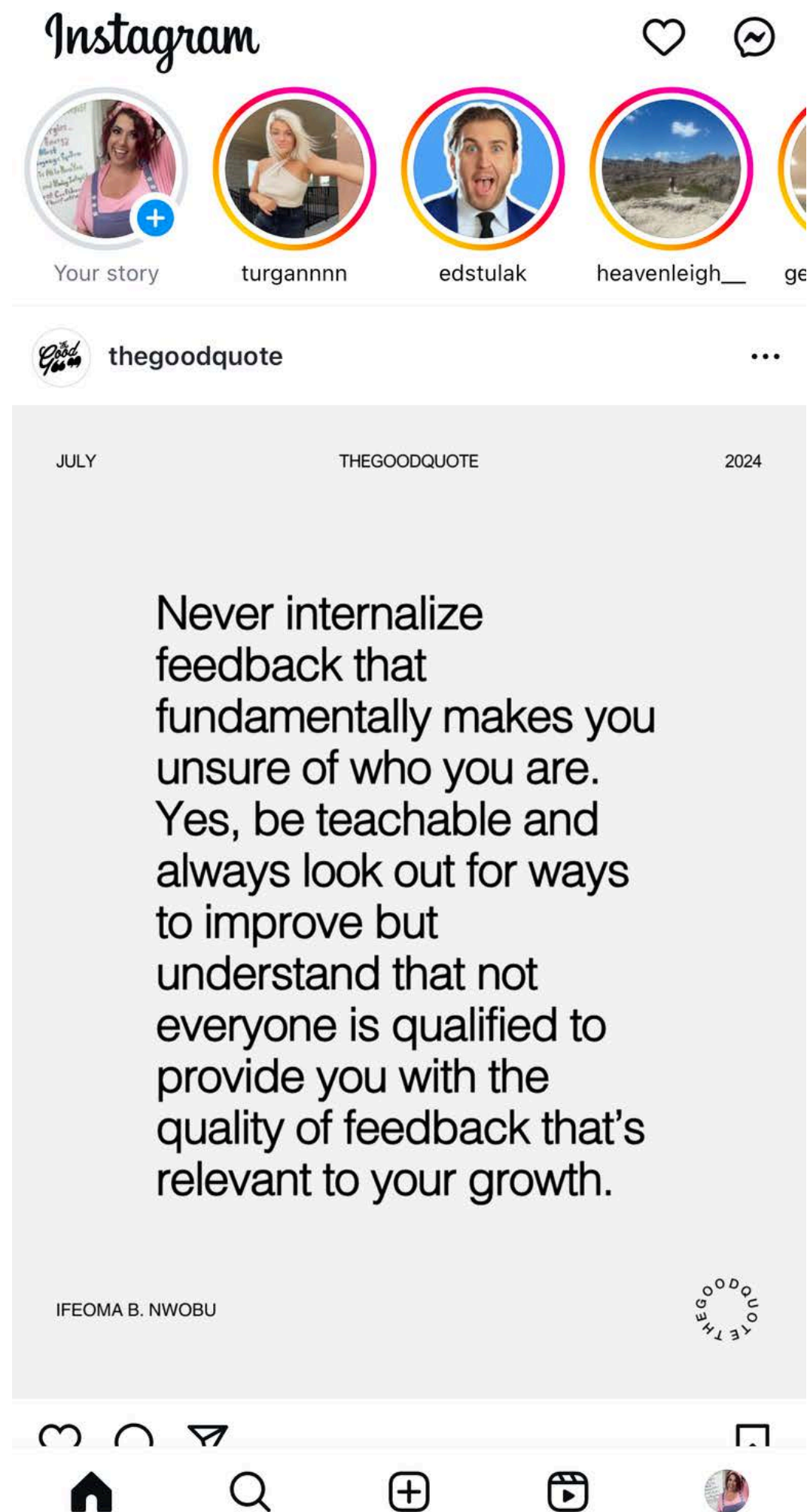
@AlinaAlign

July 7, 2024



the girl i haven't met · Rook1e & softy


Home Shorts Subscriptions You

Reels




TikTok





butyoucancallmesunshine  
she/her/hers




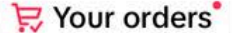
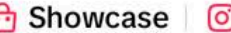

@butyoucancallmesunshine







8,571 Following | **21.1K** Followers | **163.8K** Likes


[Edit profile](#) [Share profile](#) 

 Dayton Realtor
 Speaker
 You can call me Sunshine
 Free Range Unicorn Mom
Mom

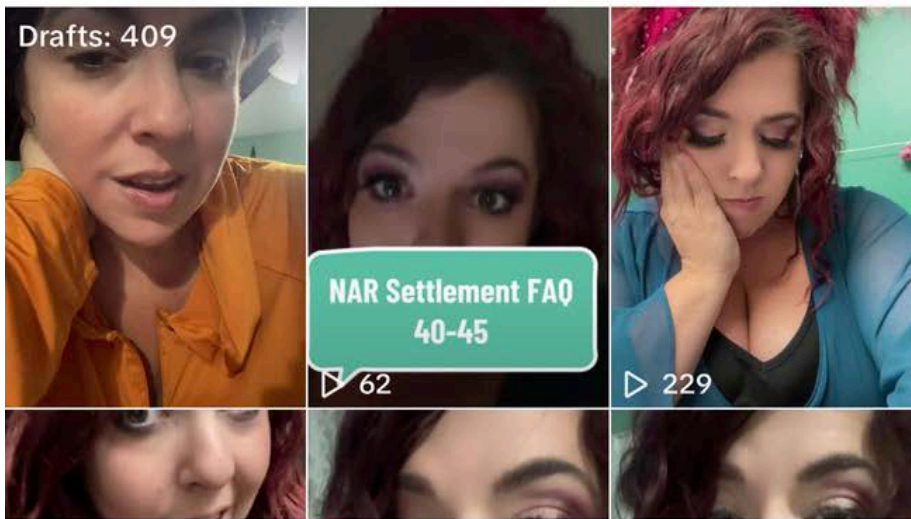
<https://tinyurl.com/Butyoucancallmesunshine>






   





 [NAR Settlement](#) [Spooky Ohio](#) [New pla](#)


Drafts: 409




    



Shorts

 **Heather Haase**   




Heather Haase
@ButYouCanCallMeSunshine
2 subscribers · 2 videos



[More about this channel](#) 

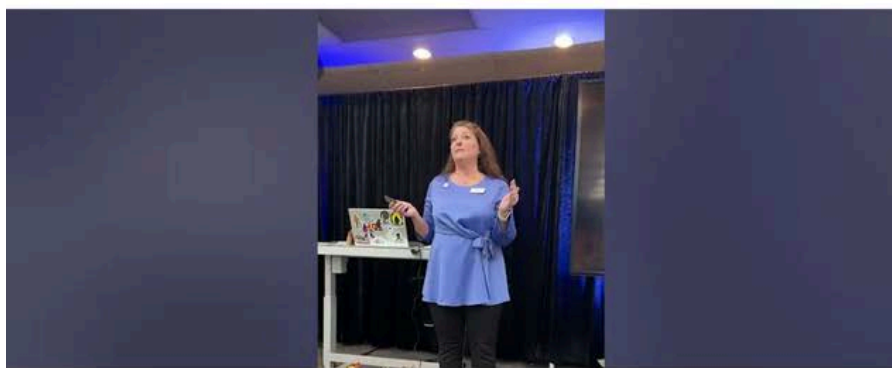
[Manage videos](#)  






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Uploads








 **Heather Haase Promo** 
50 views · 6 months ago

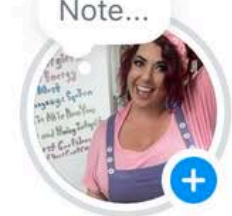


Reels


butyoucancallmesunshine     









Note...



2,329 posts | **4,107** followers | **6,779** following

Heather Haase she/her






 [butyoucancallmesunshine](#)

[Real Estate Service](#)
 Realtor and Productivity Coach at Keller Williams Advisors
 National Speaker
 Dayton Ohio  #daytonohio
 Mom  Traveler  Karaoke queen  History




tinyurl.com/Butyoucancallmesunshine

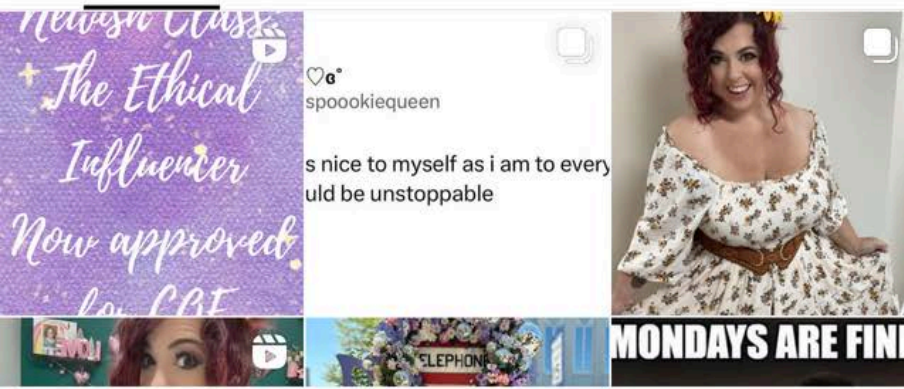
Professional dashboard
3K accounts reached in the last 30 days.






[Edit profile](#) [Share profile](#)

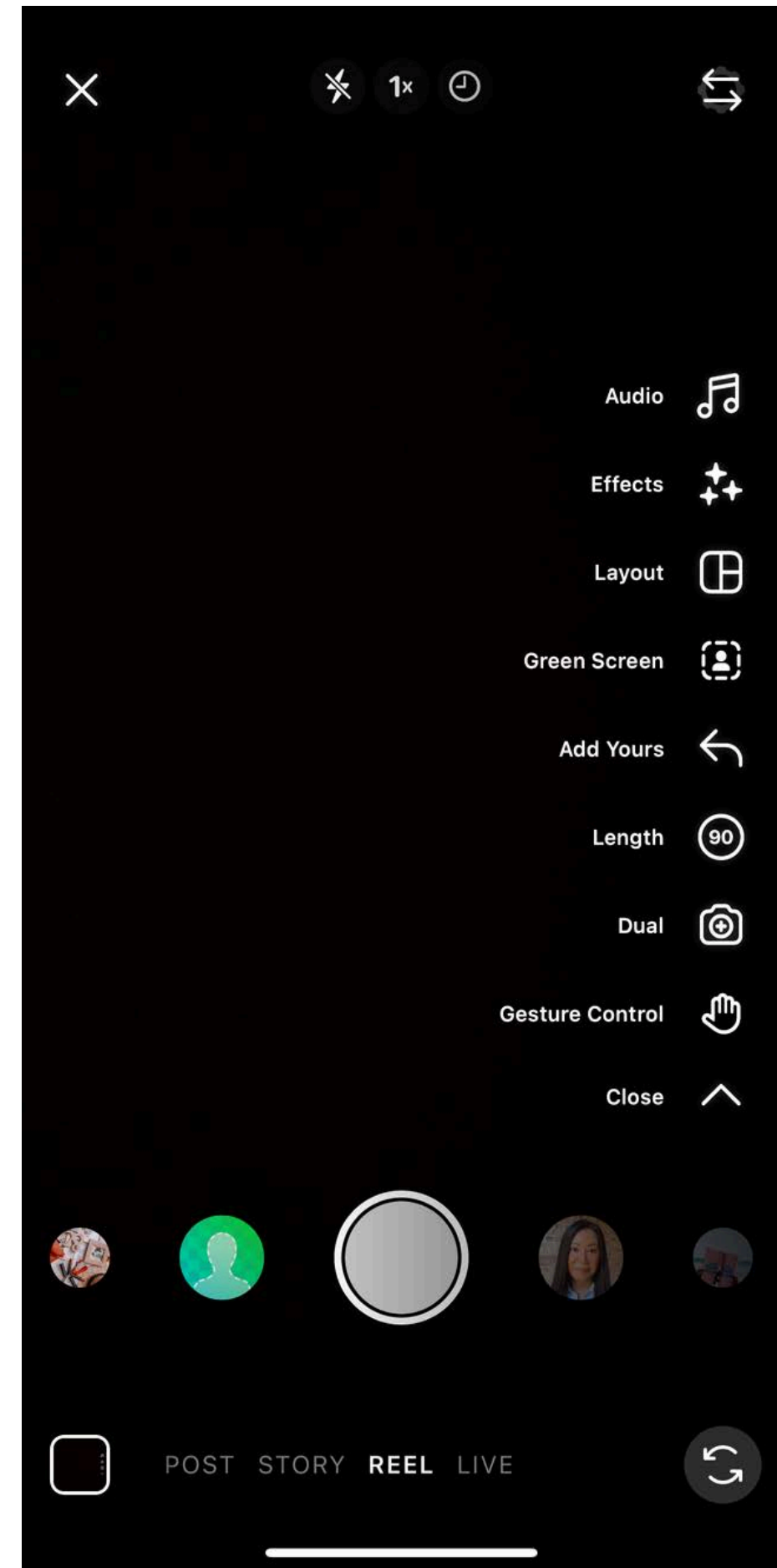
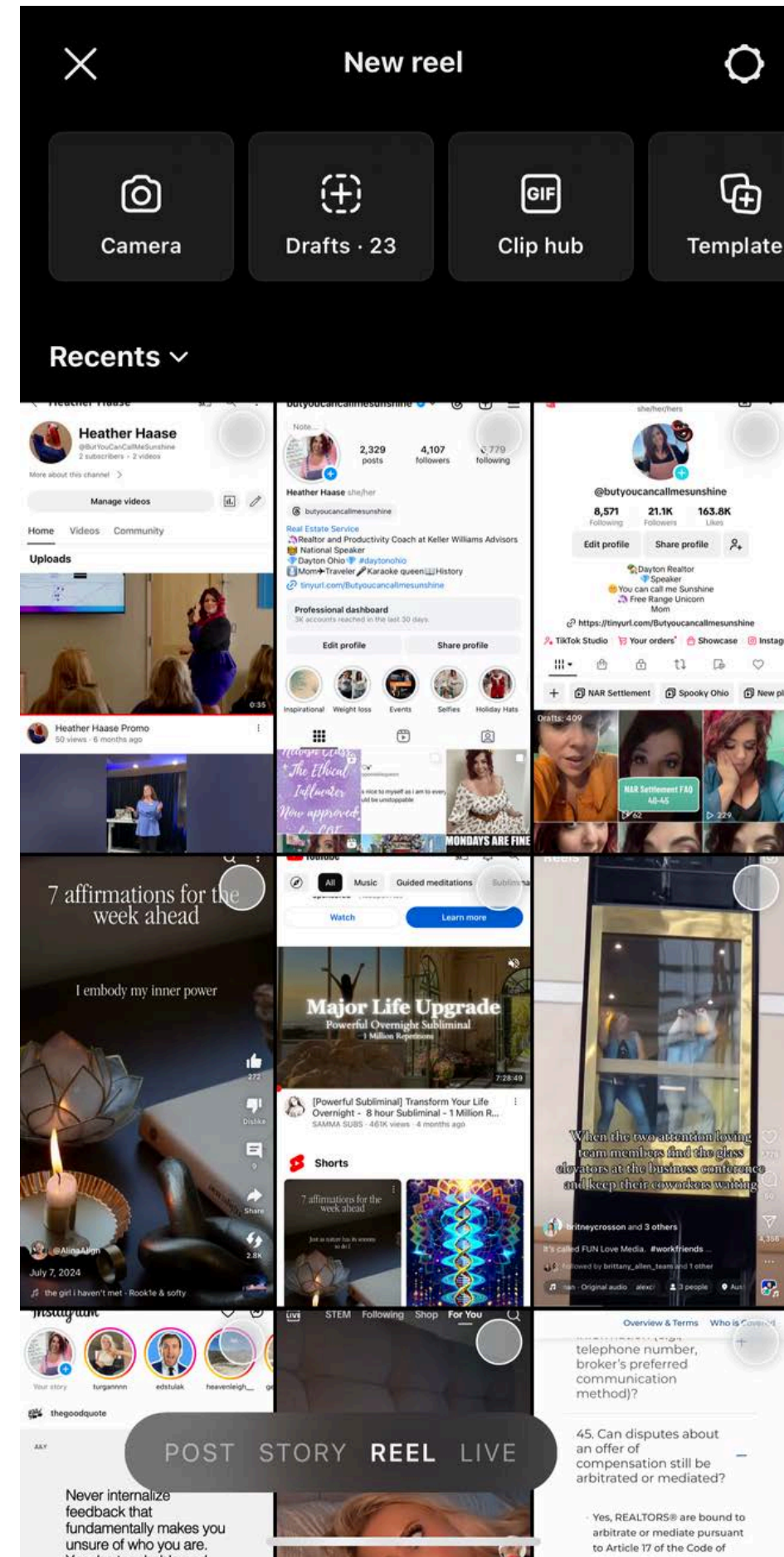
Inspirational | Weight loss | Events | Selfies | Holiday Hats



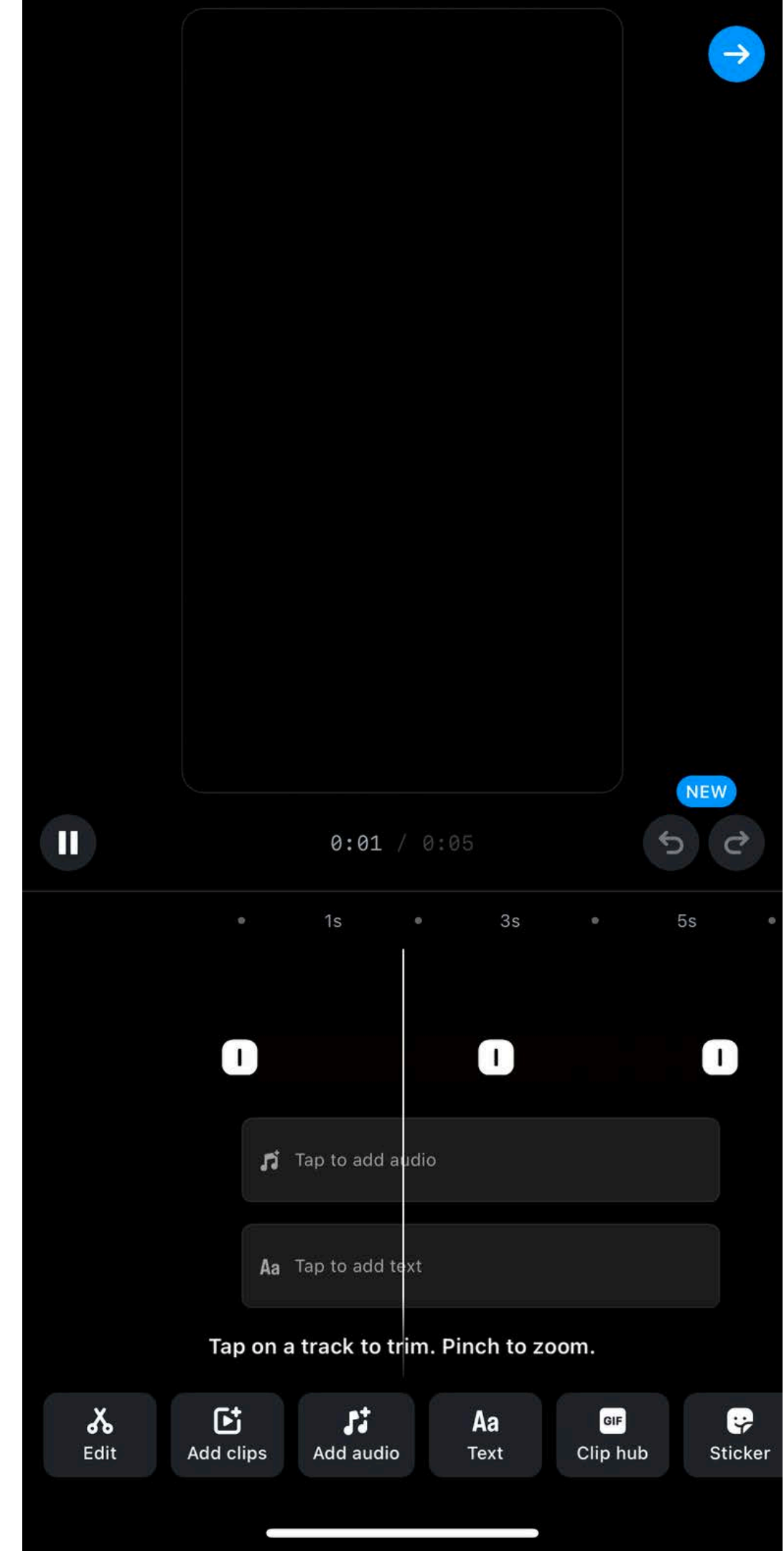
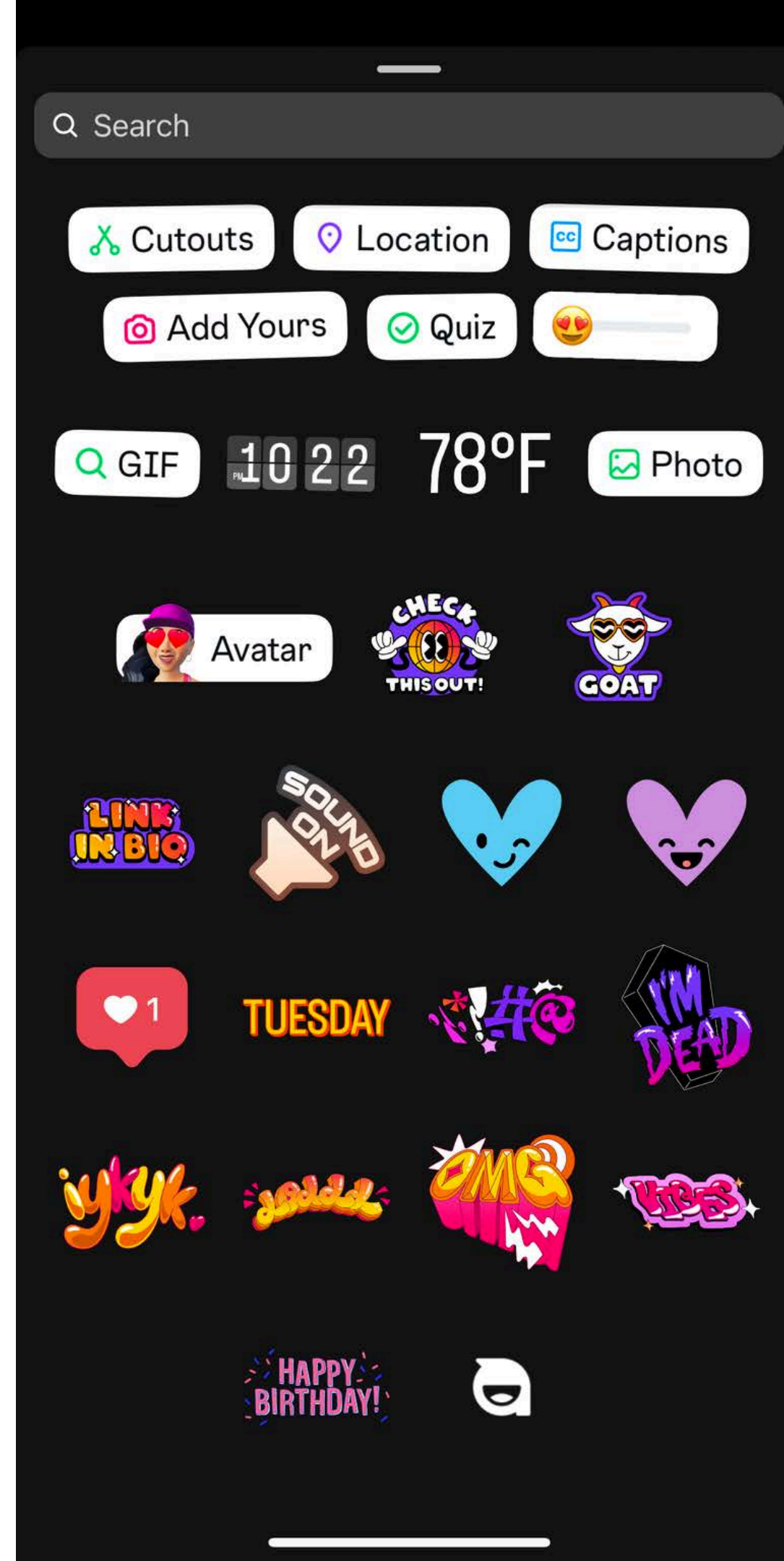
Reels



Reels



Reels



Reels

< New reel

Preview

Edit cover

Add a caption...

- Tag people >
- Tag products >
- Add message button >
- Audience Everyone >
- Profile display Main grid and Reels grid >
- Add topics >
- Rename audio Original audio >

Save draft Share

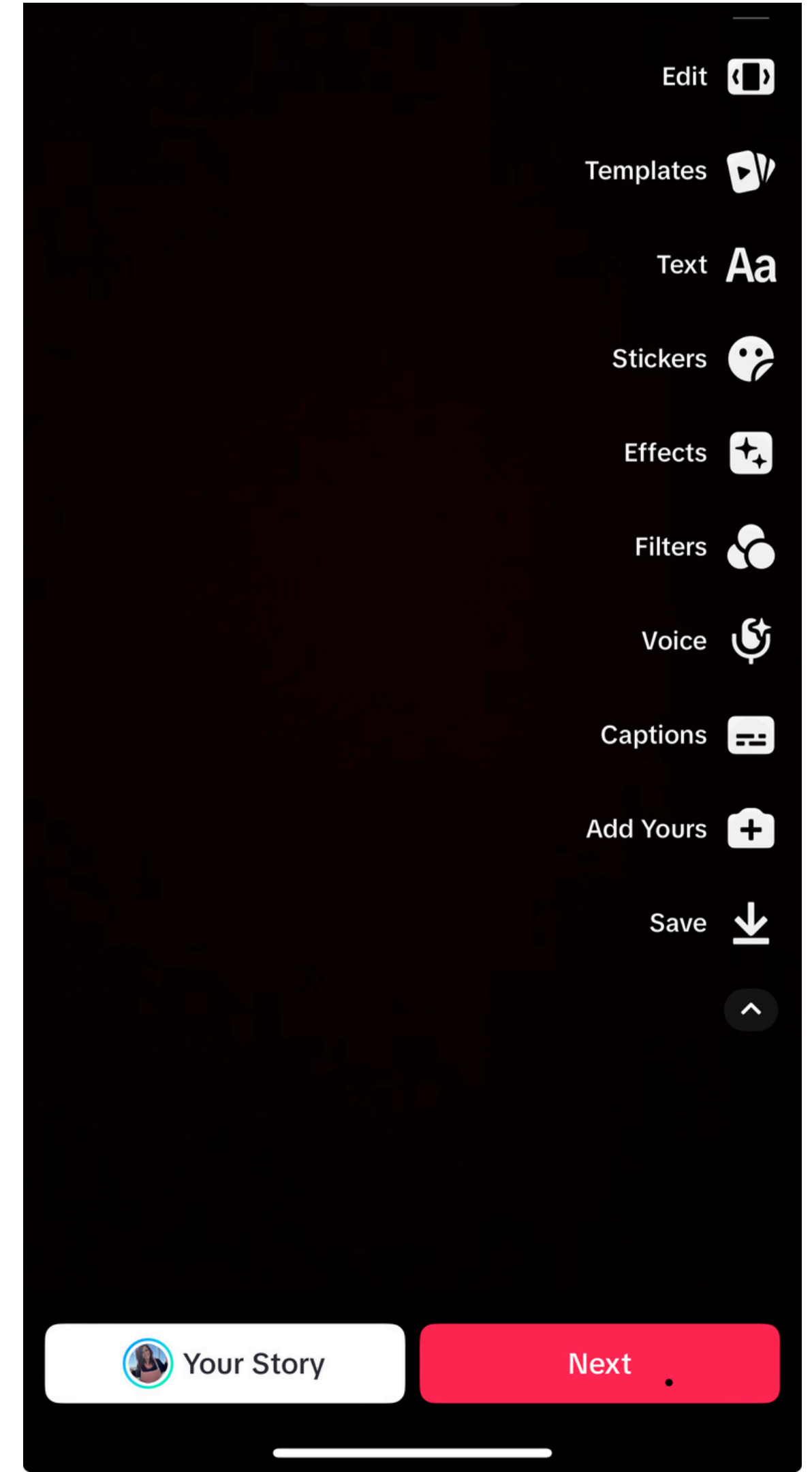
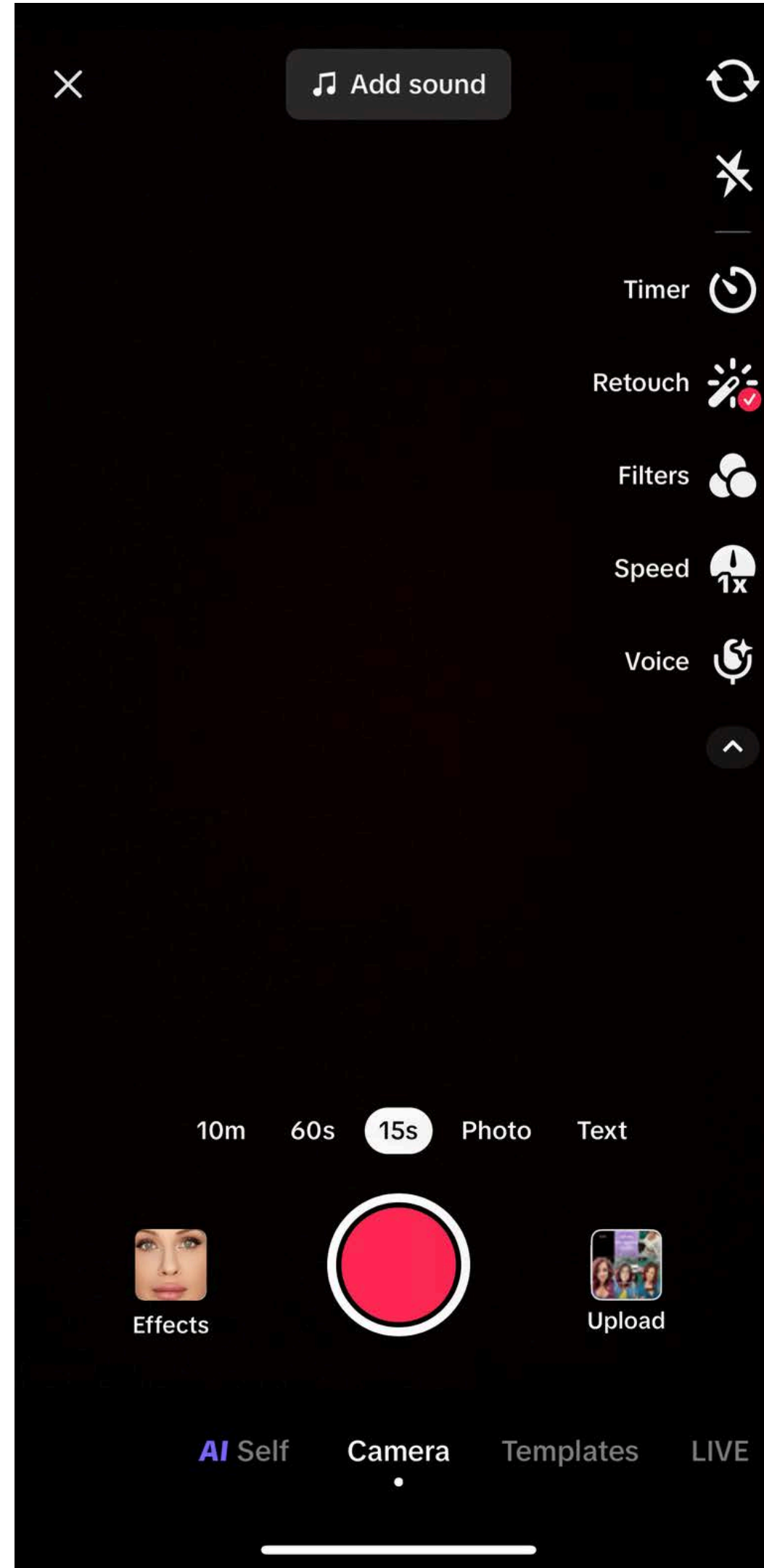
inspirational weight loss events series holiday flats

Grid Reels Profile

Series ▾

Home Search Add Reels Profile

TikTok



TikTok



Add description...

Preview

Edit cover

Hashtags

@ Mention

📍 Location ⓘ

Ohio

In God's Hands...

Somewhere in Time

Big Butt Mou

📄 Content disclosure and ads

+ Add link

Products and more

🌐 Everyone can view this post

⋮ More options

➦ Share to

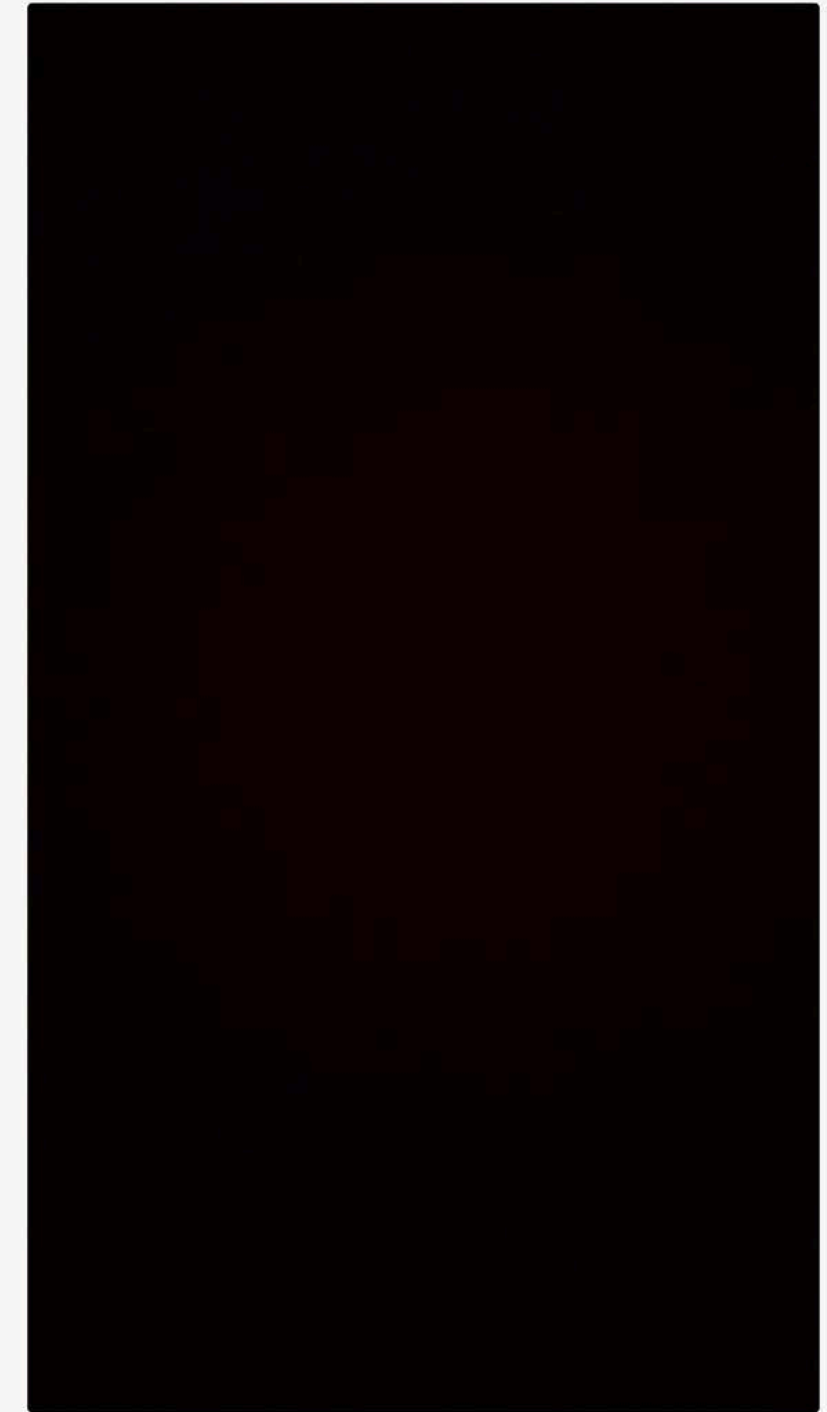


📁 Drafts

🚀 Post

Cancel

Save



Upload



None



Standard



Vector



Glitch

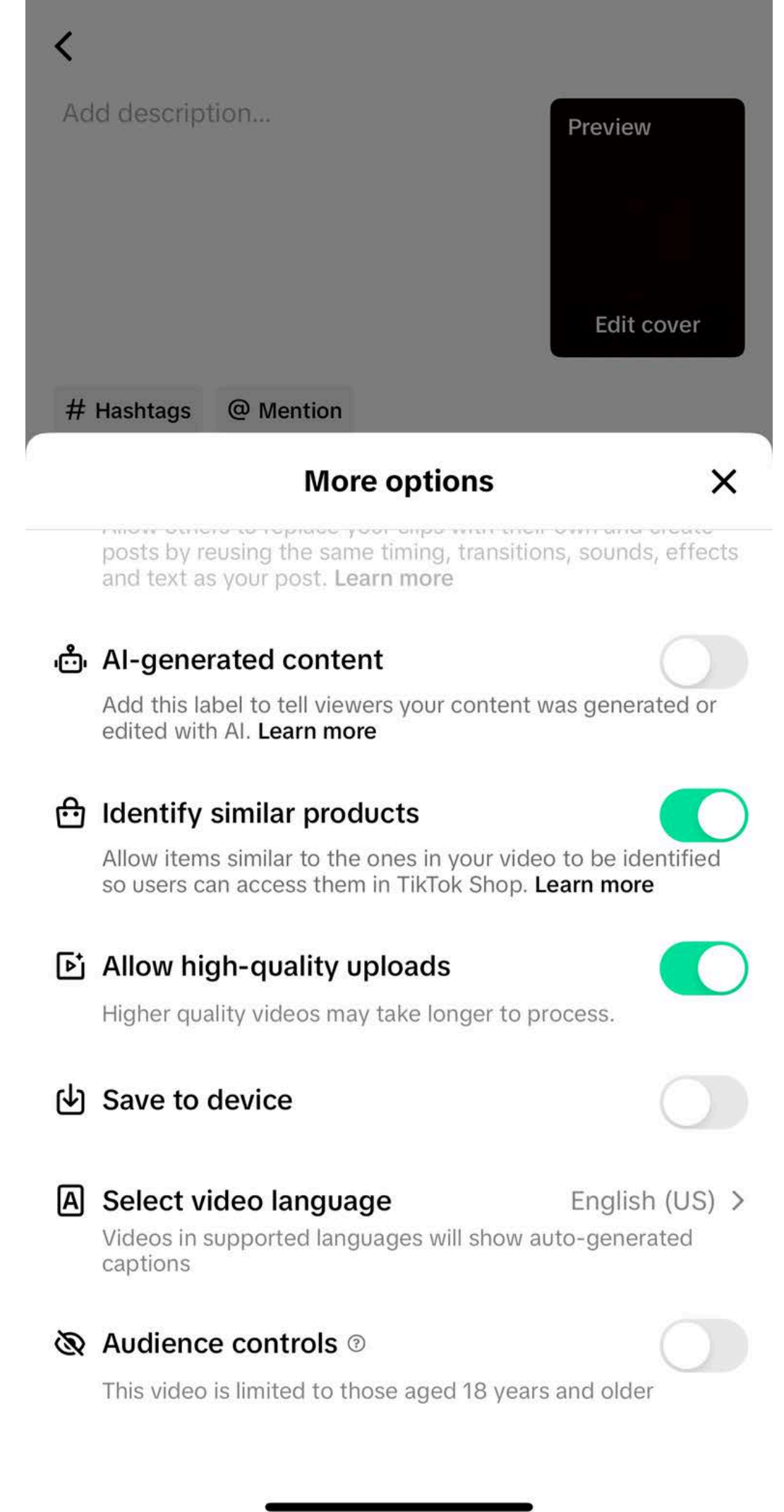
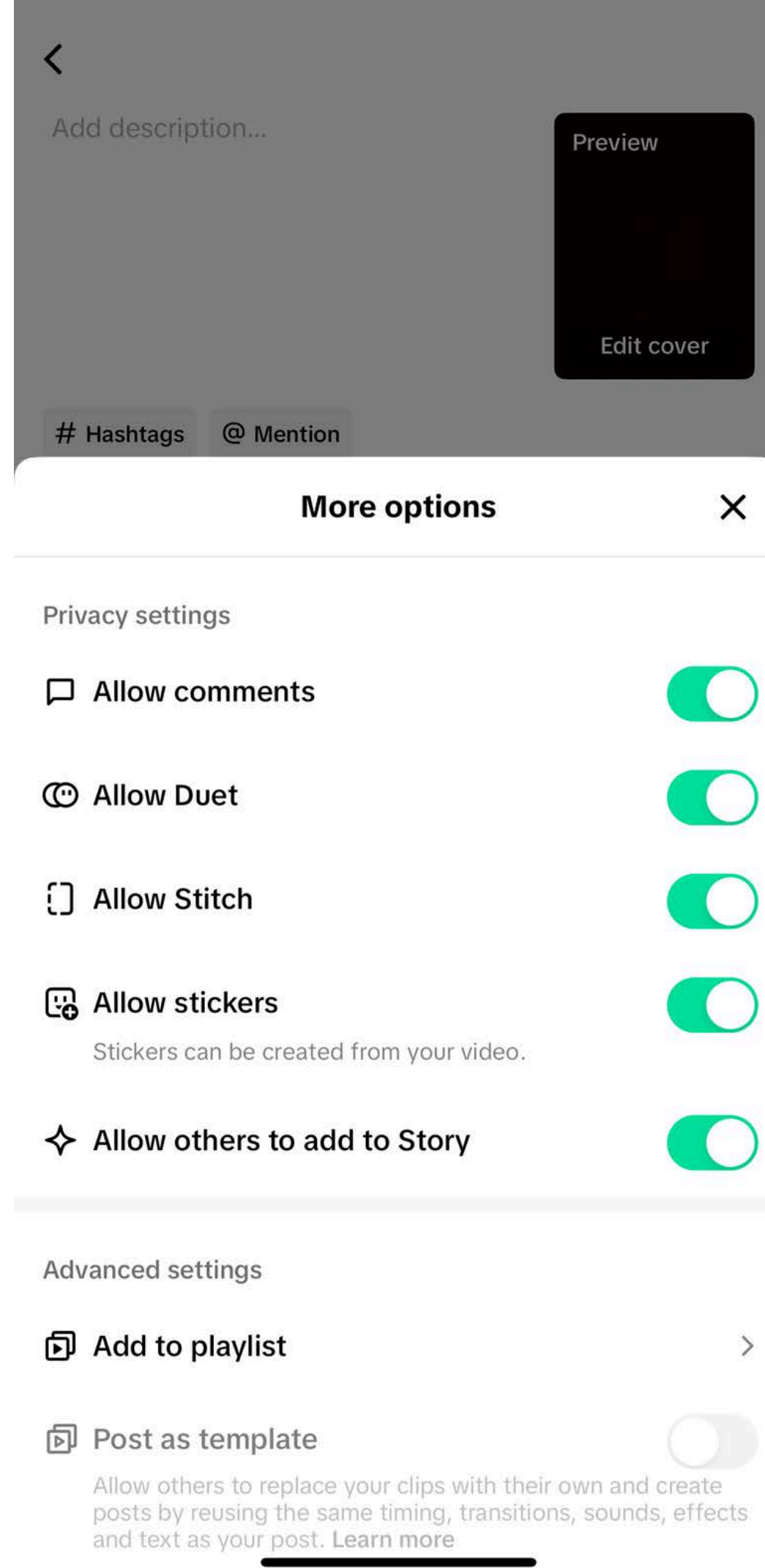


Tint

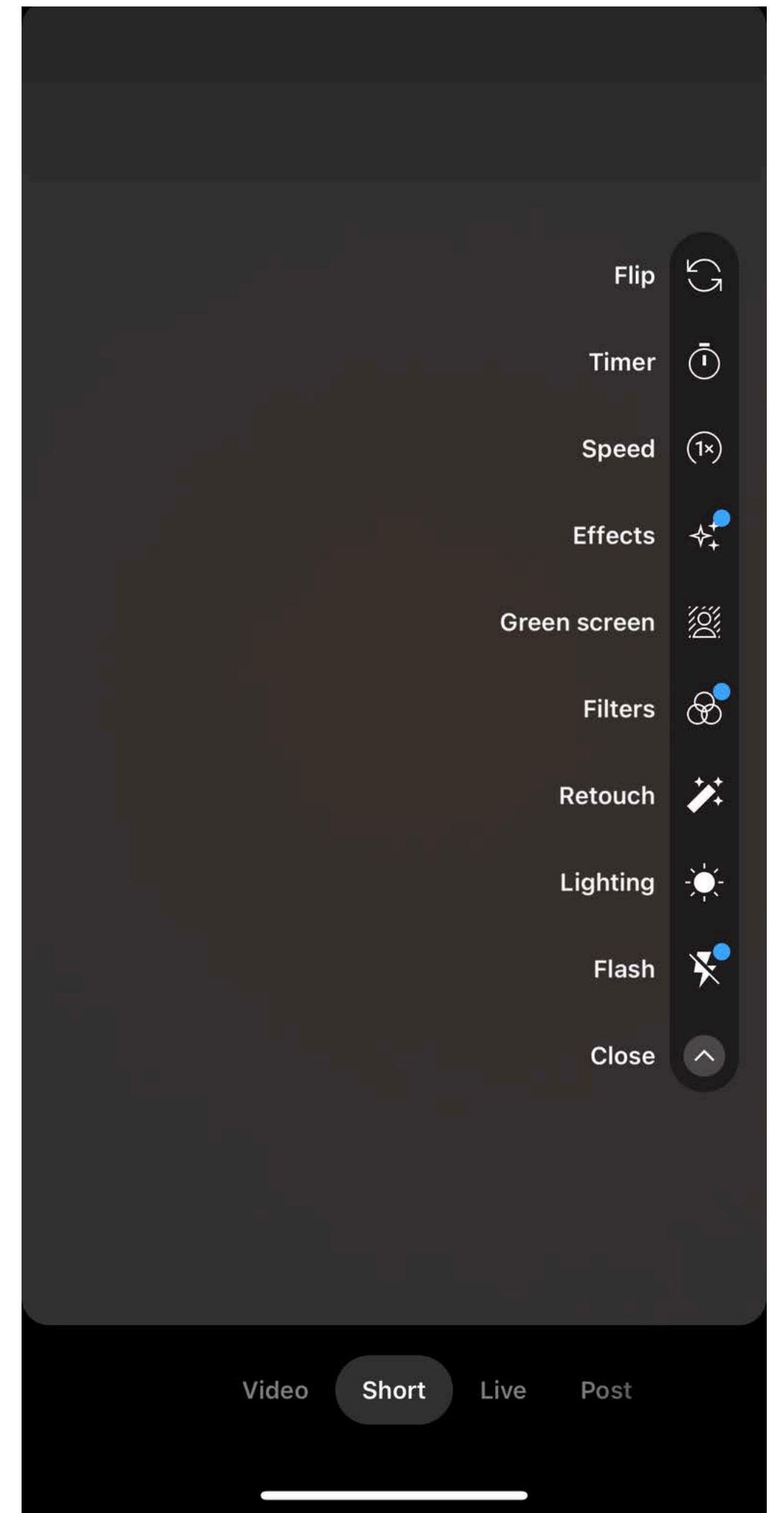
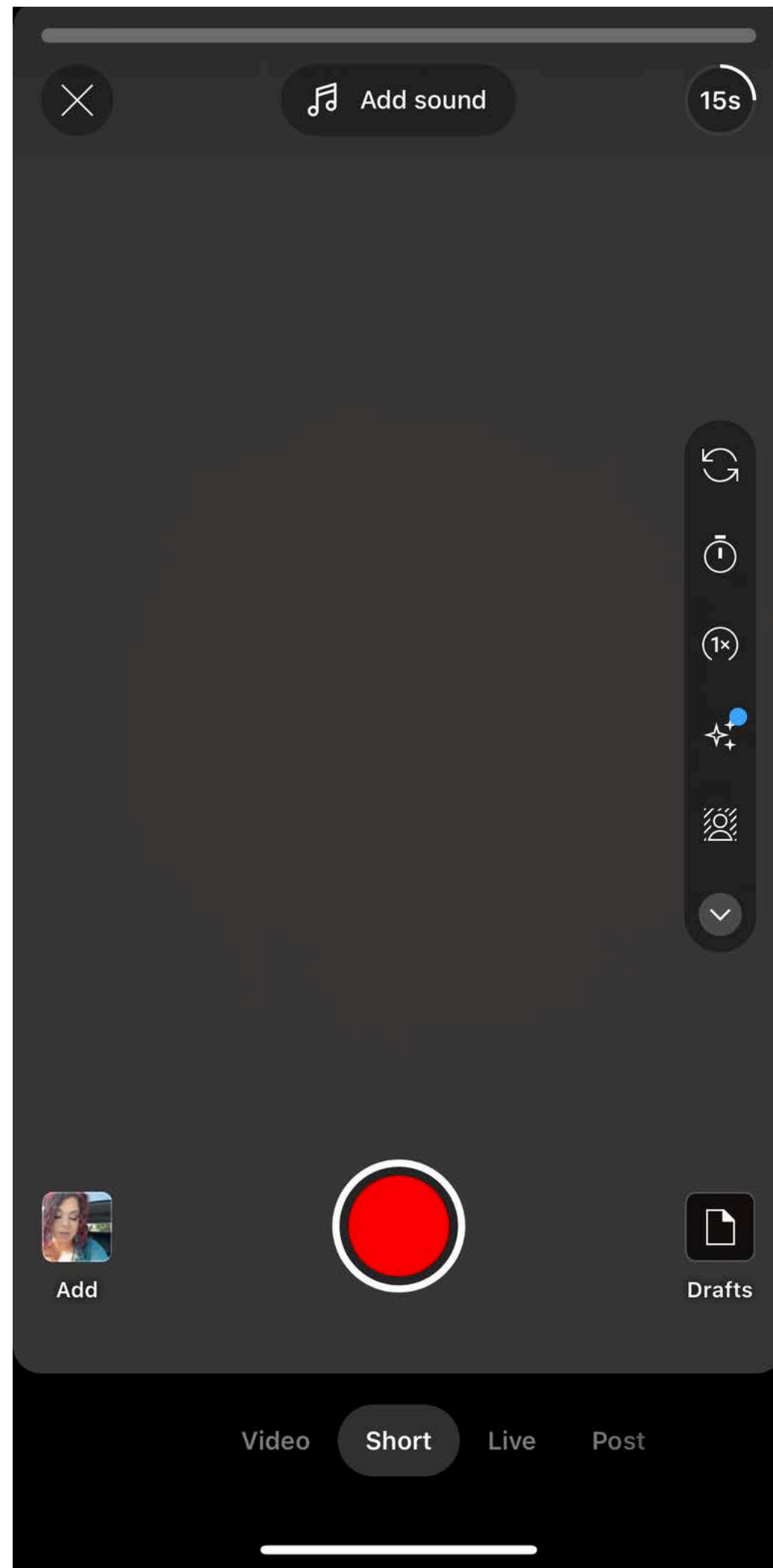


Emblem

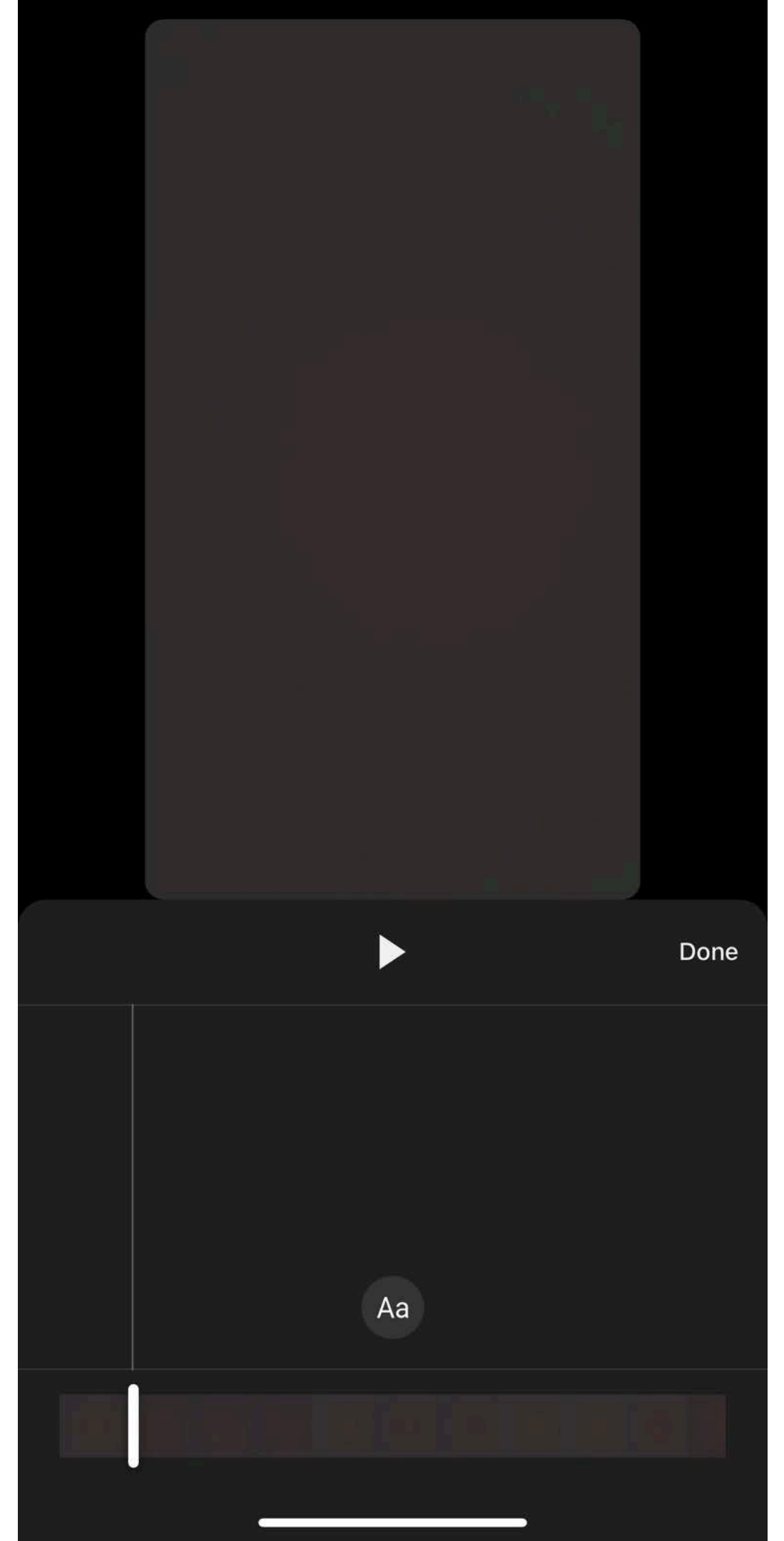
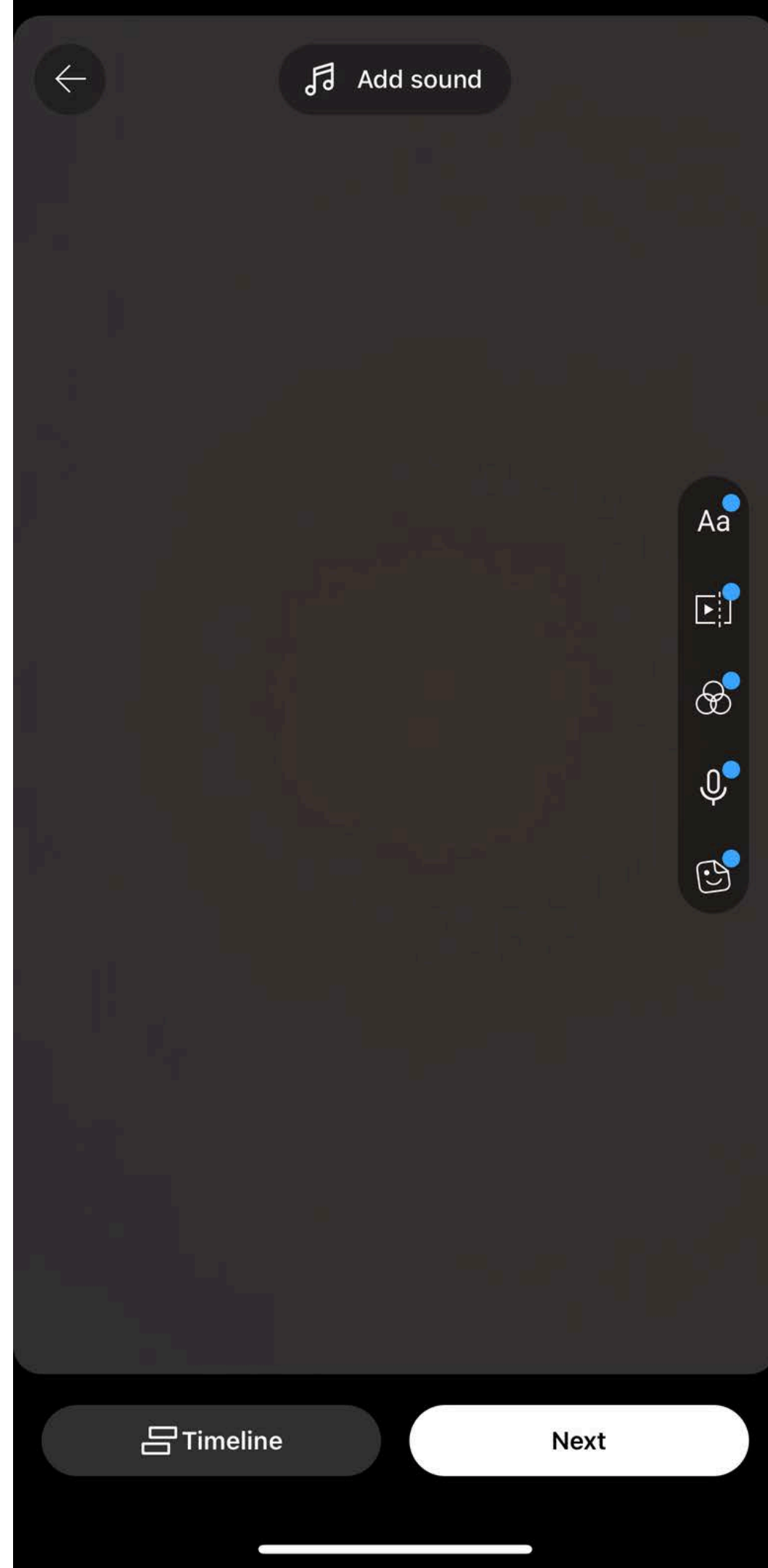
TikTok



Shorts

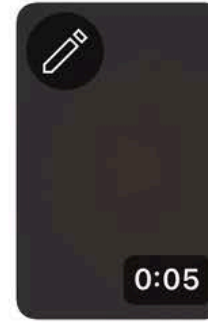


Shorts



Shorts

< Add details







Caption your Short



Heather Haase
@ButYouCanCallMeSunshine

-  Visibility
Unlisted >
-  Location >
-  Select audience >

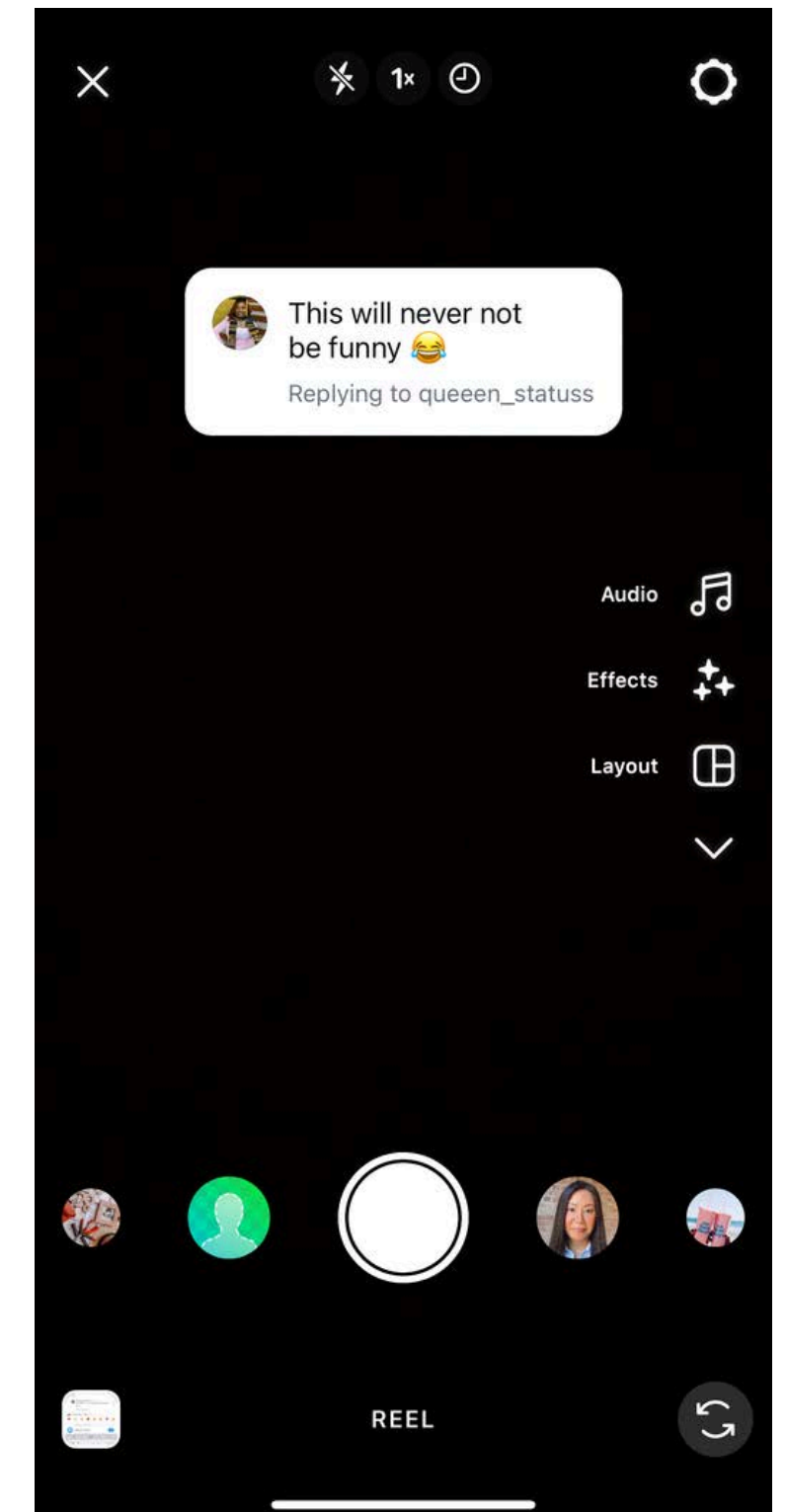
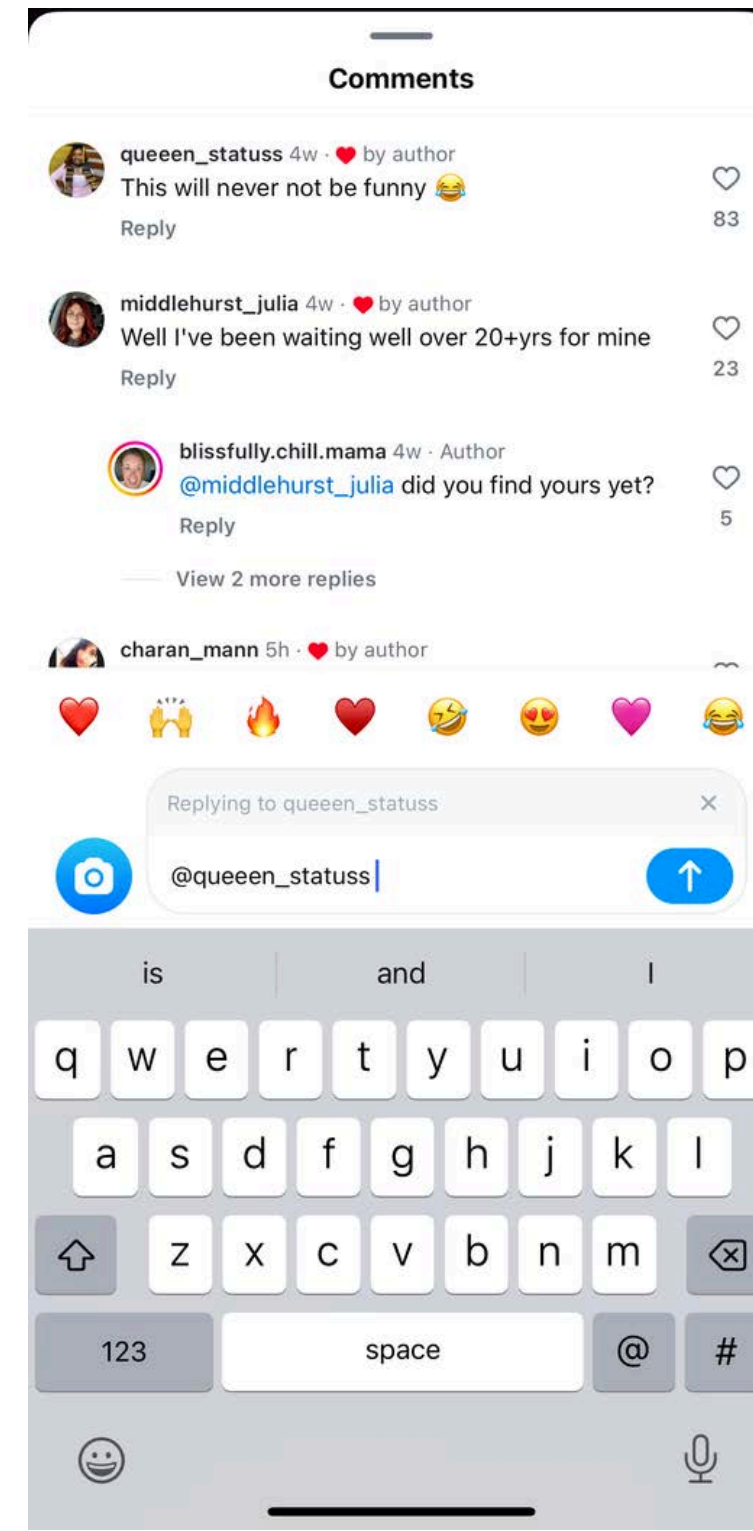
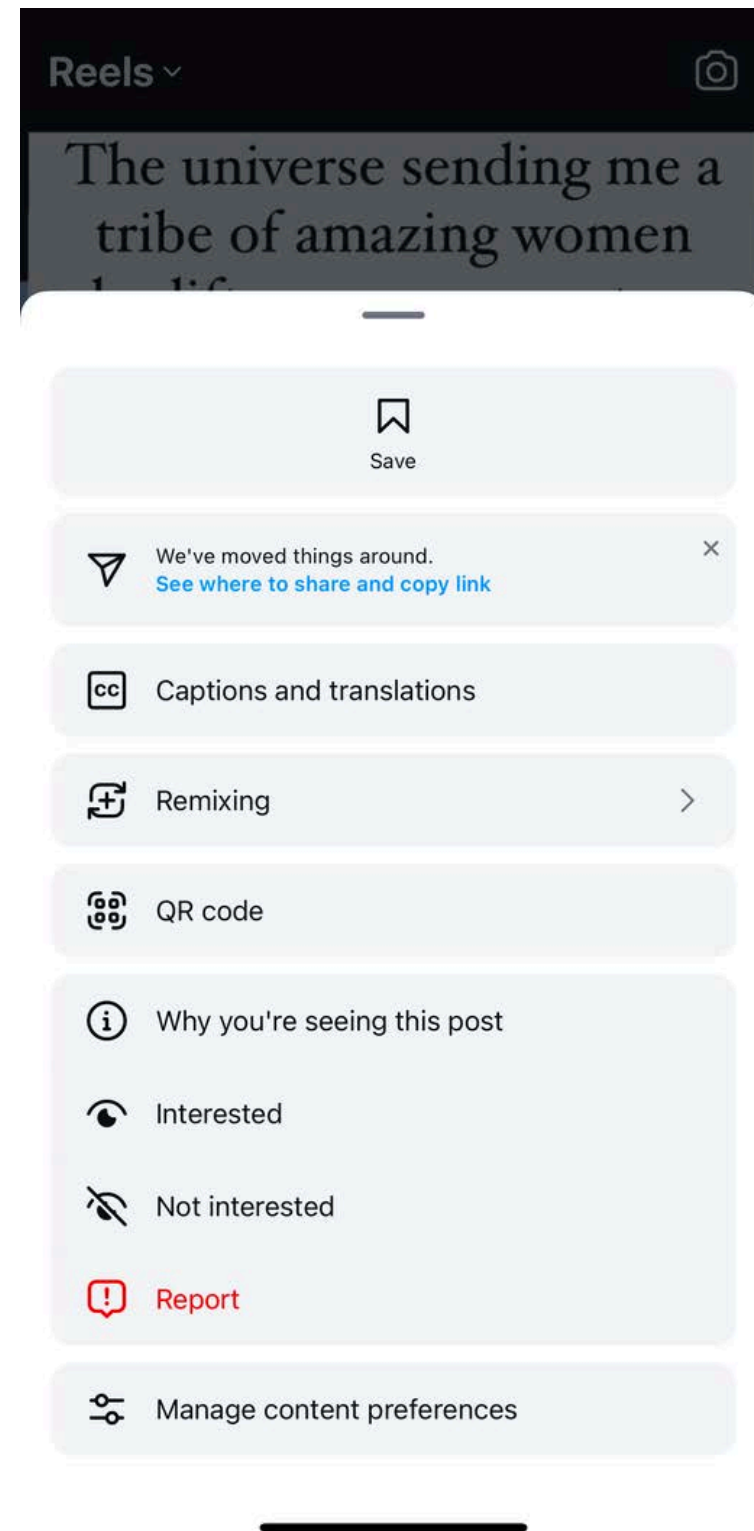
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-  Related video >
-  Shorts remixing
Allow video and audio remixing >
-  Add paid promotion label >
-  Comments
On >

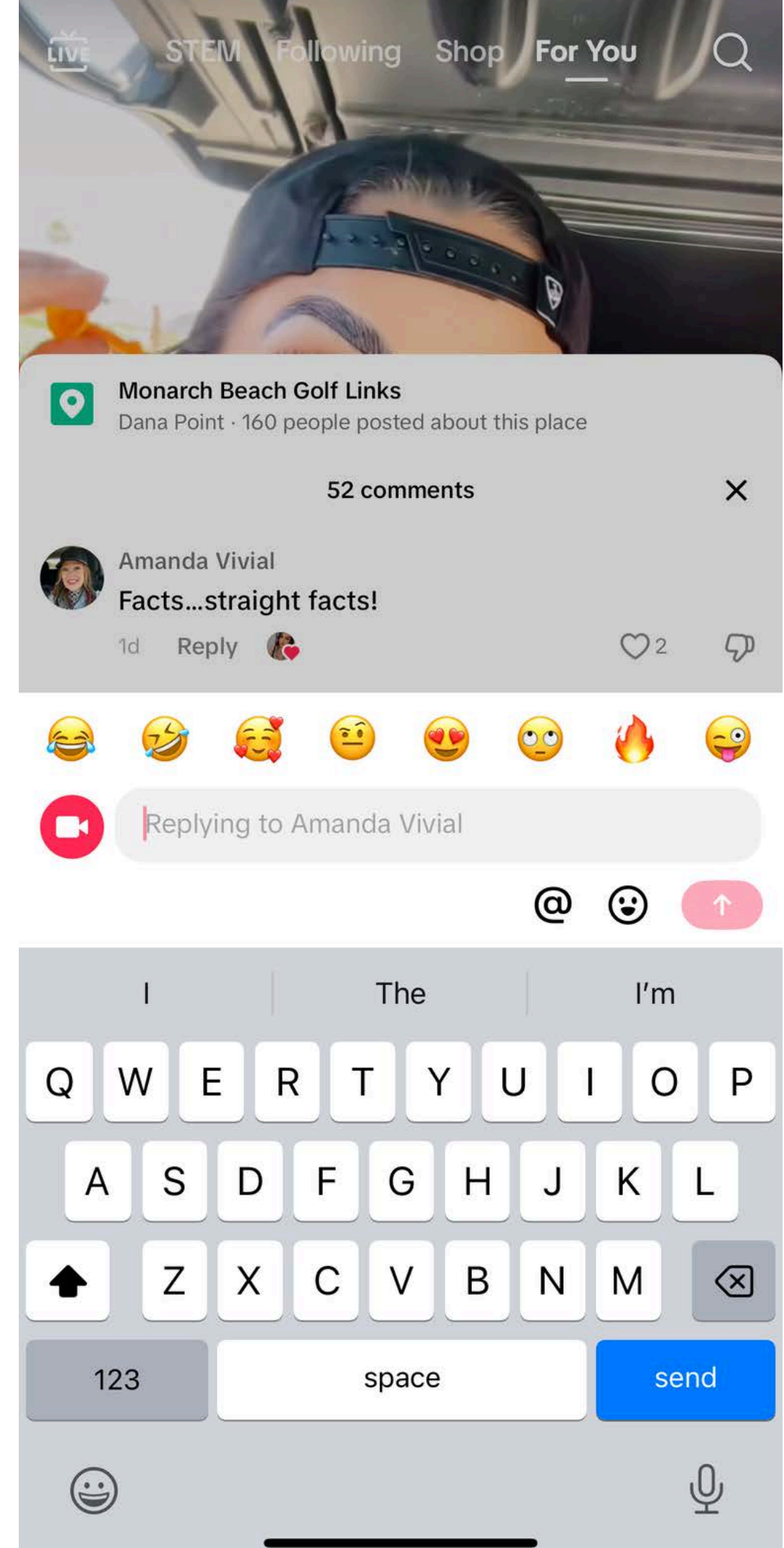
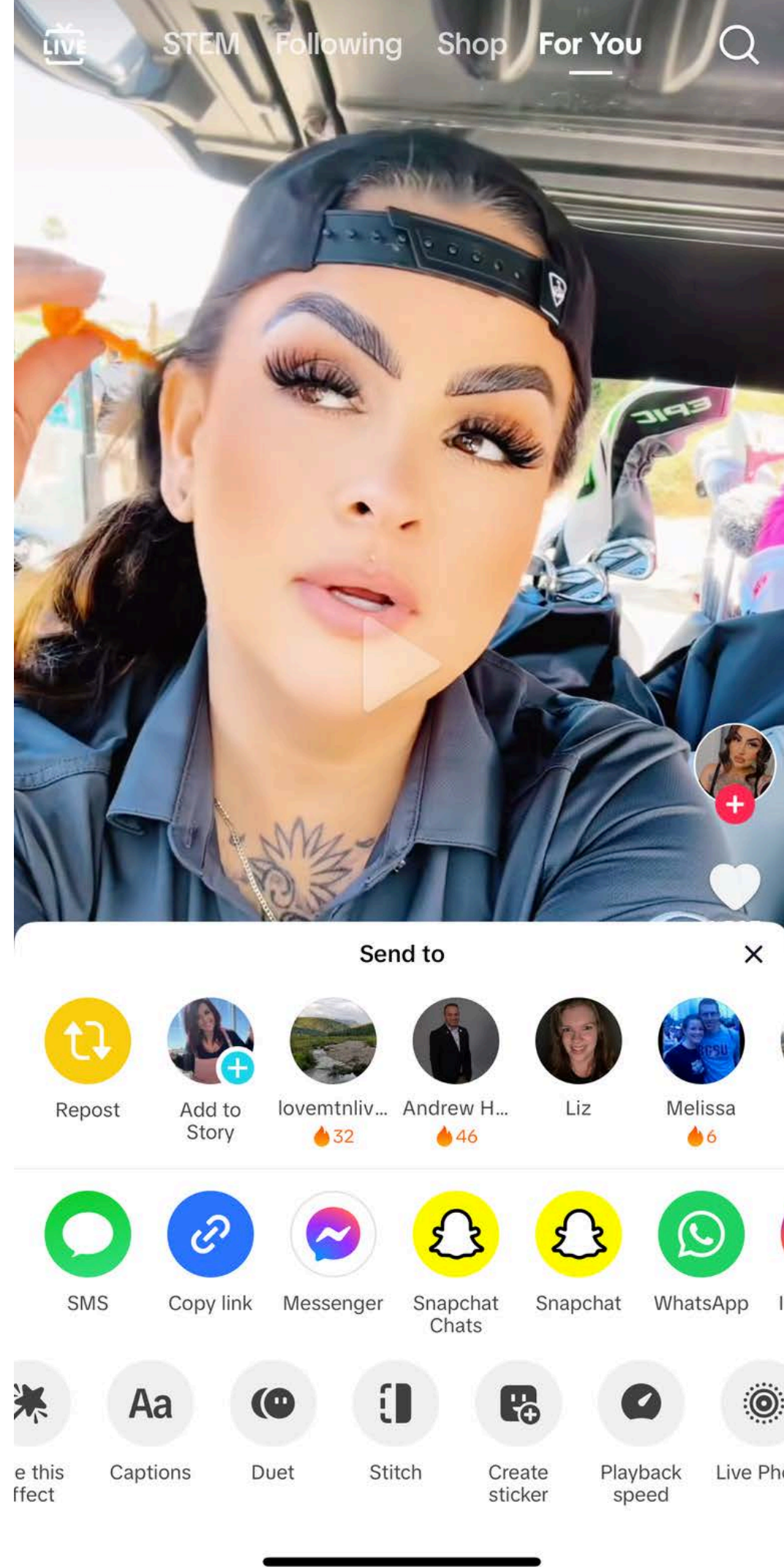
Save draft

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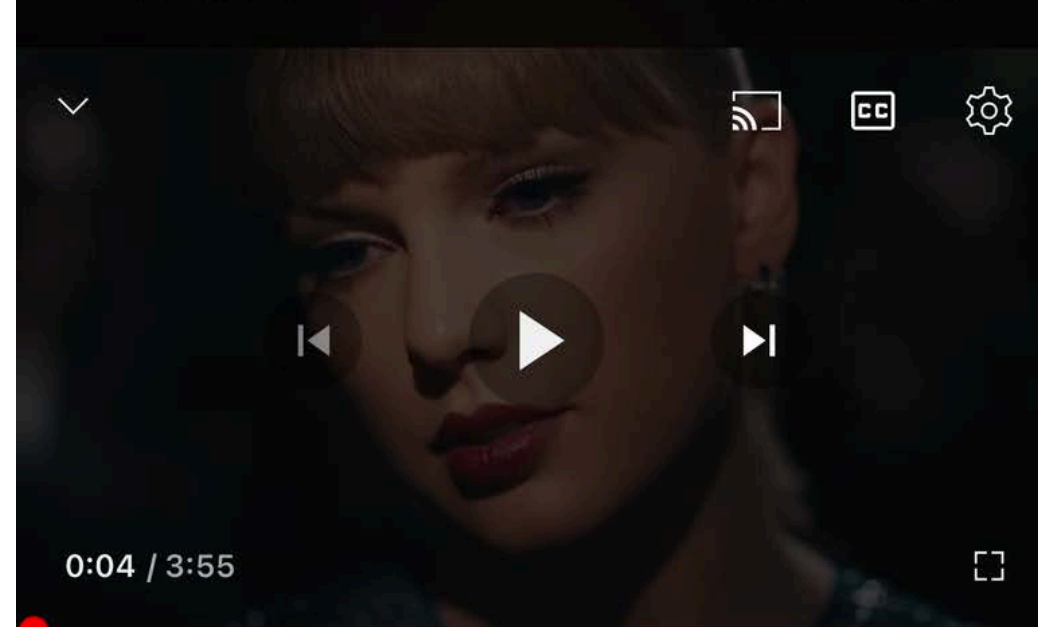
Reels



TikTok






Shorts




0:04 / 3:55


Taylor Swift - Delicate
555M views · 6y ago · Shop ...more

 **Taylor Swift** 59.6M [Subscribe](#)

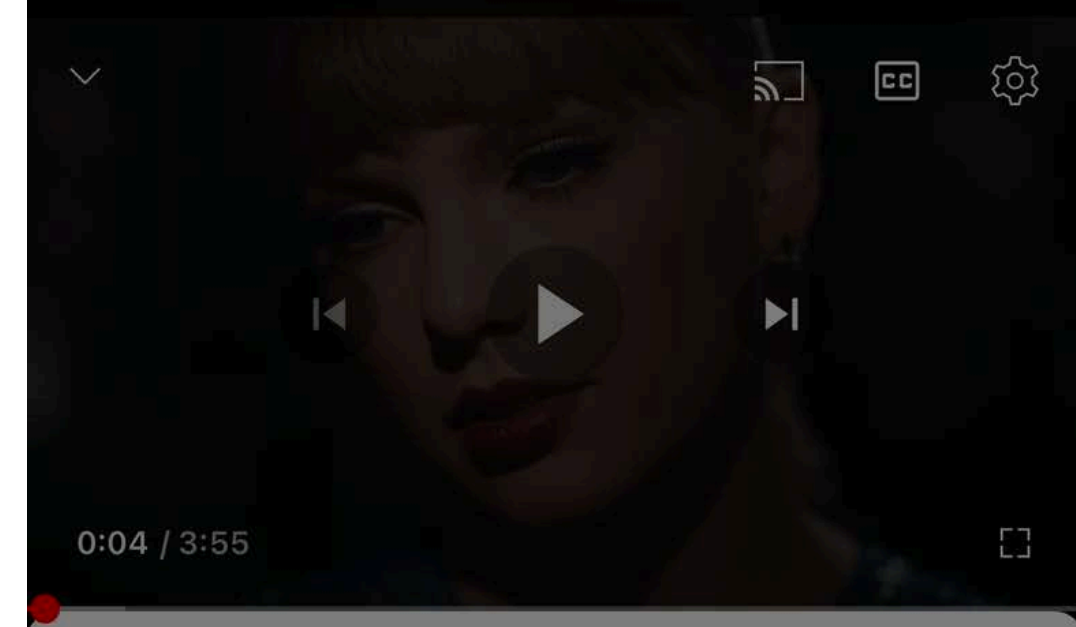
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Comments 209K

 Someone from 2024?






Next: Taylor Swift - Wildest Dreams
Mix - Taylor Swift - Delicate




0:04 / 3:55

Taylor Swift - Delicate
555M views · 6y ago · Shop ...more





 **Taylor Swift** 59.6M [Subscribe](#)

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Comments 209K

 Someone from 2024?

Remix

-  **Sound**
Use the sound from this video
-  **Collab**
Create alongside this video
-  **Green Screen**
Use this video as a background
-  **Cut**
Use a segment from this video



*Content
and Growth
Tips*

Tip #1

Engage:

Like, Reply, Share, Message,
Comment, Tag

Tip #2

Surprise and Delight



Meet the Guy Skateboarding to Fleetwood Mac



Share



Watch on  YouTube

Tip #3

Use a Hook

Tip #4

Be Consistent and Follow Up

Tip #5

Provide Value

Tip #6

Create Ways to Connect Outside
the App


Tip #6

Collaboration and Support Go
a Long Way

Tip #7

Identify Your Audience

*Do You Know Who Your
Audience Is?*



Who is your
ideal client?

Agent to Agent
Referrals

Investment
Properties

Aging in Place

Agriculture

Historic

*Do you have a niche
to consider?*

Commercial

First Time Home
Buyers

Luxury

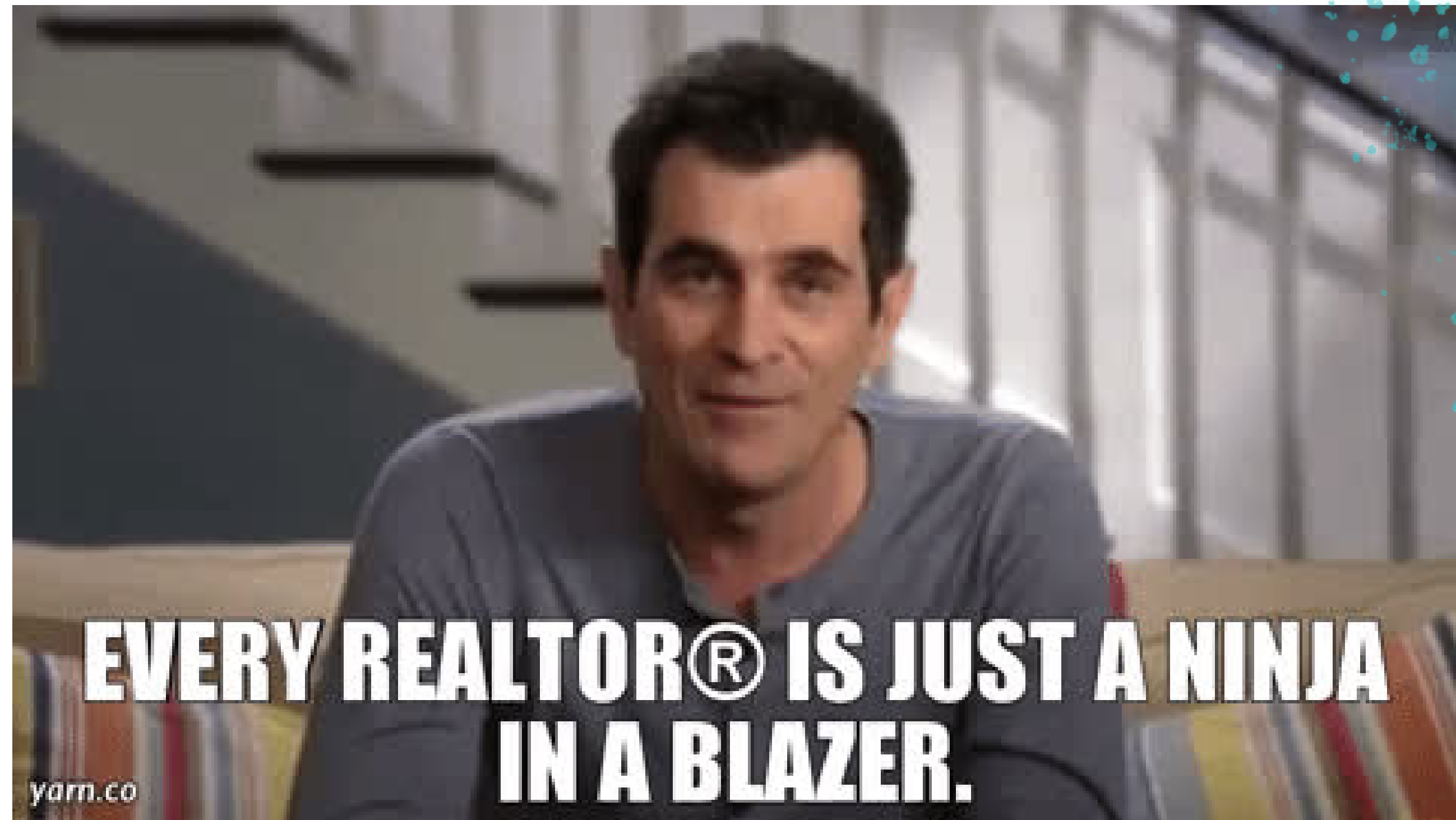
New
Construction

Relocation

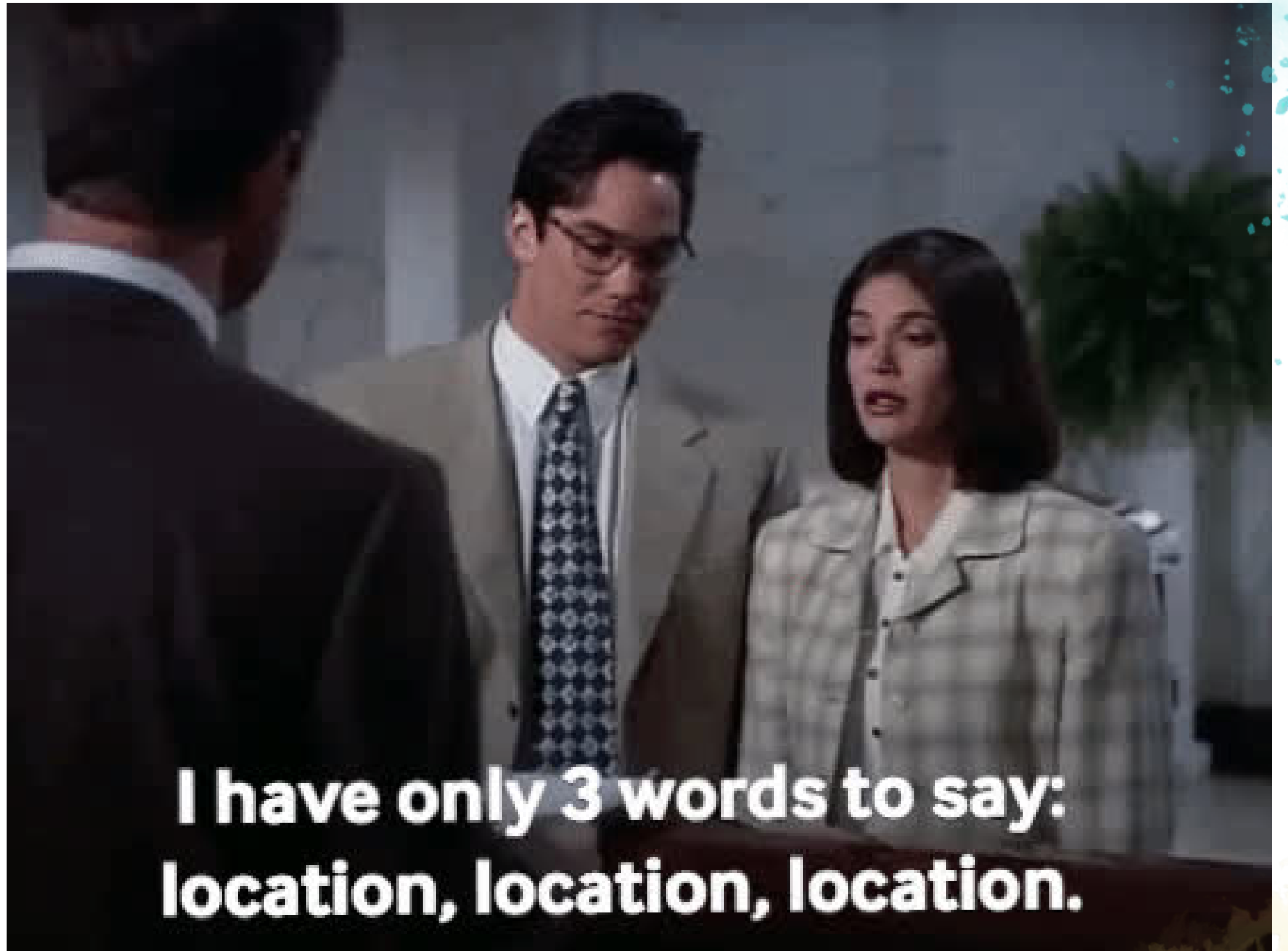
Military

Your Farm

10 Things you
love about
being a
REALTOR®



*10 questions
your clients
ask you or
may pertain
to your
audience*



*10 Things
you love
about
where you
live*



*10 Things
you love in
general*





Your Audience
Can Differ Per
Network

Instagram

Friends
Colleagues
Strangers

YouTube

Niche
Possibly a lot
of the other
groups

Facebook

Family
Friends
Colleagues
Strangers
People I met
randomly


Other Businesses
People I met
randomly

LinkedIn


Colleagues
Strangers
Other Businesses
Friends

TikTok

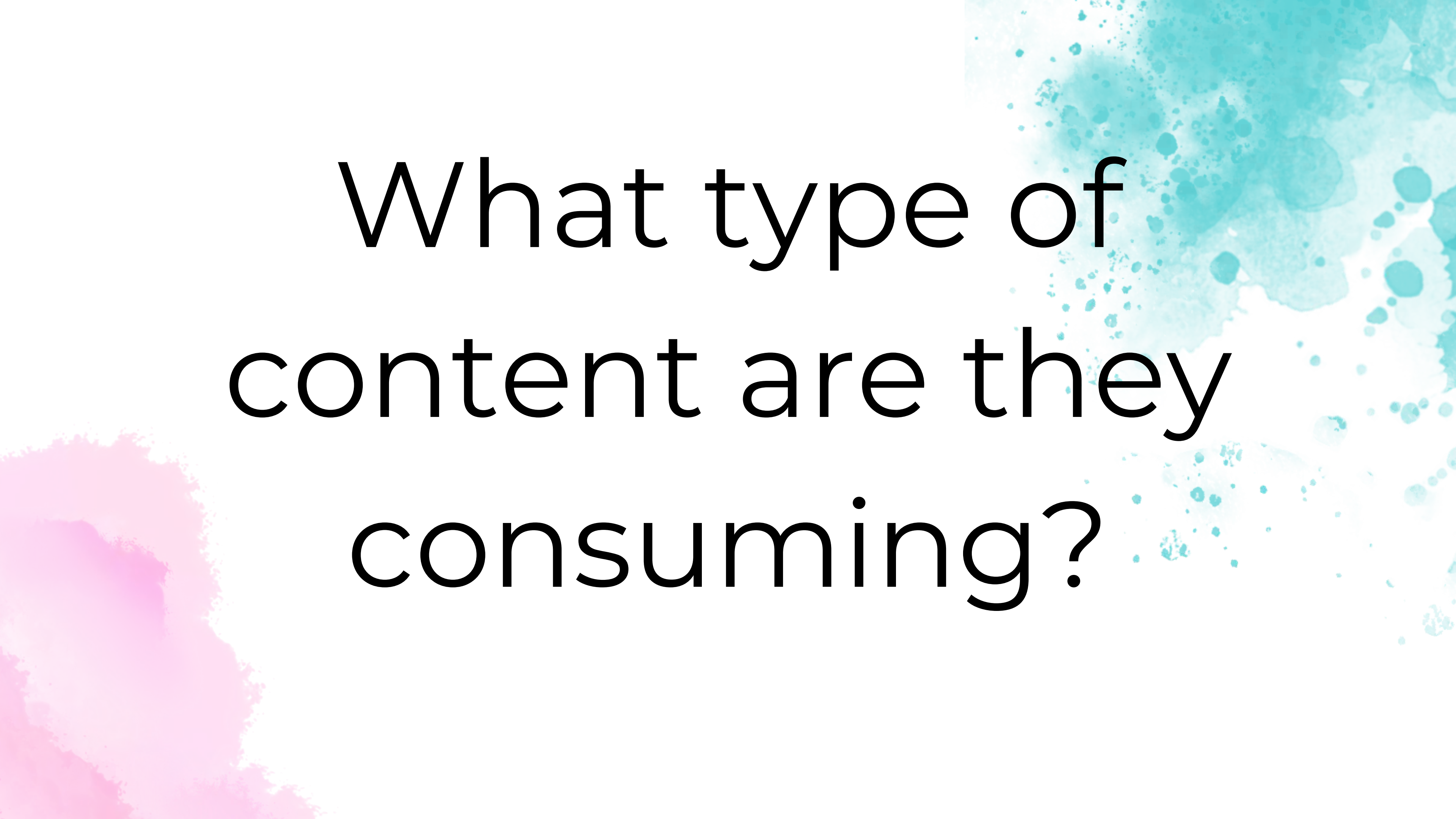
Strangers
Niche
Business Owners
Friends
Colleagues
Other Agents



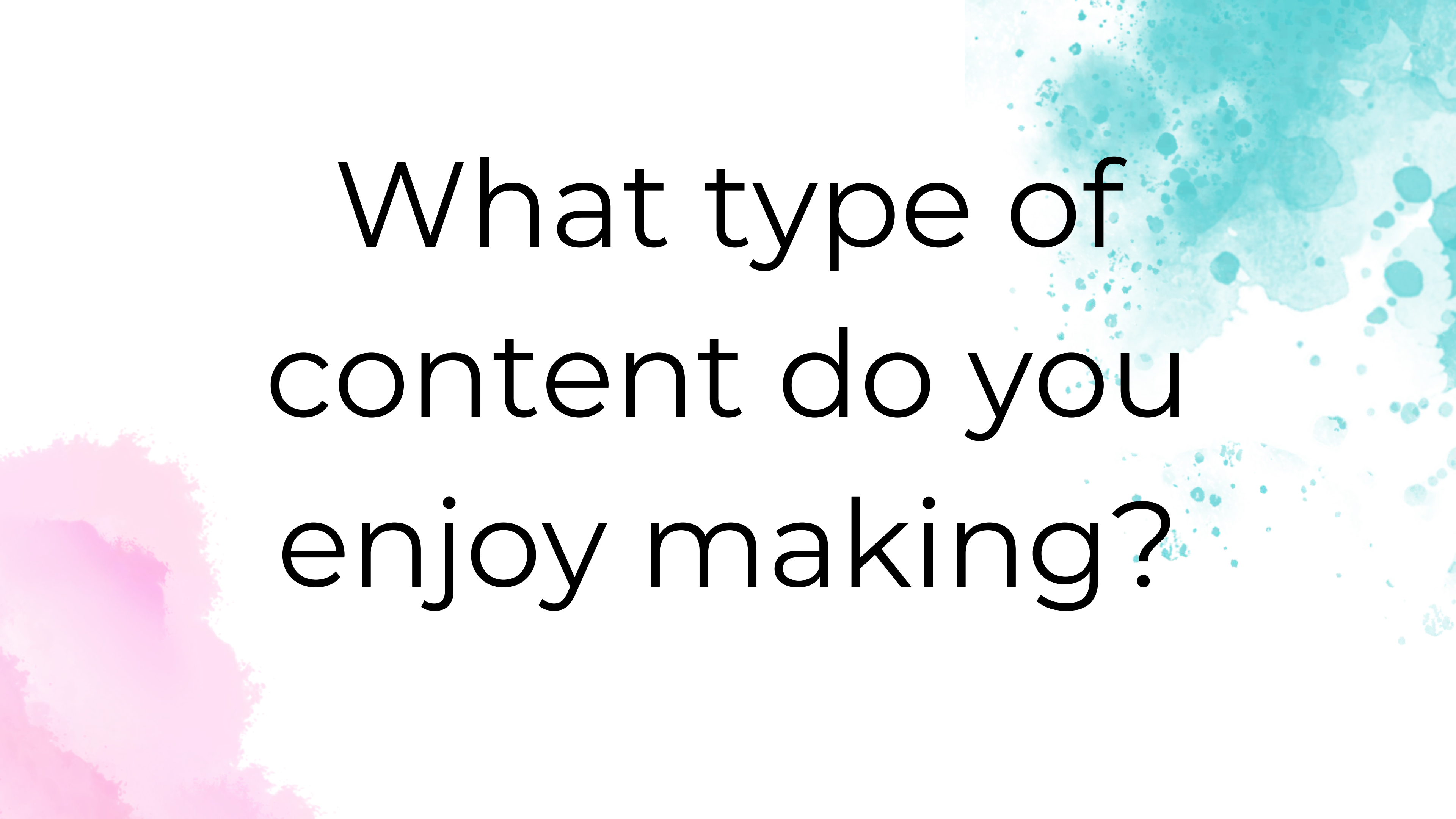
What are the
questions they are
asking?




What challenges
are your audience
facing?



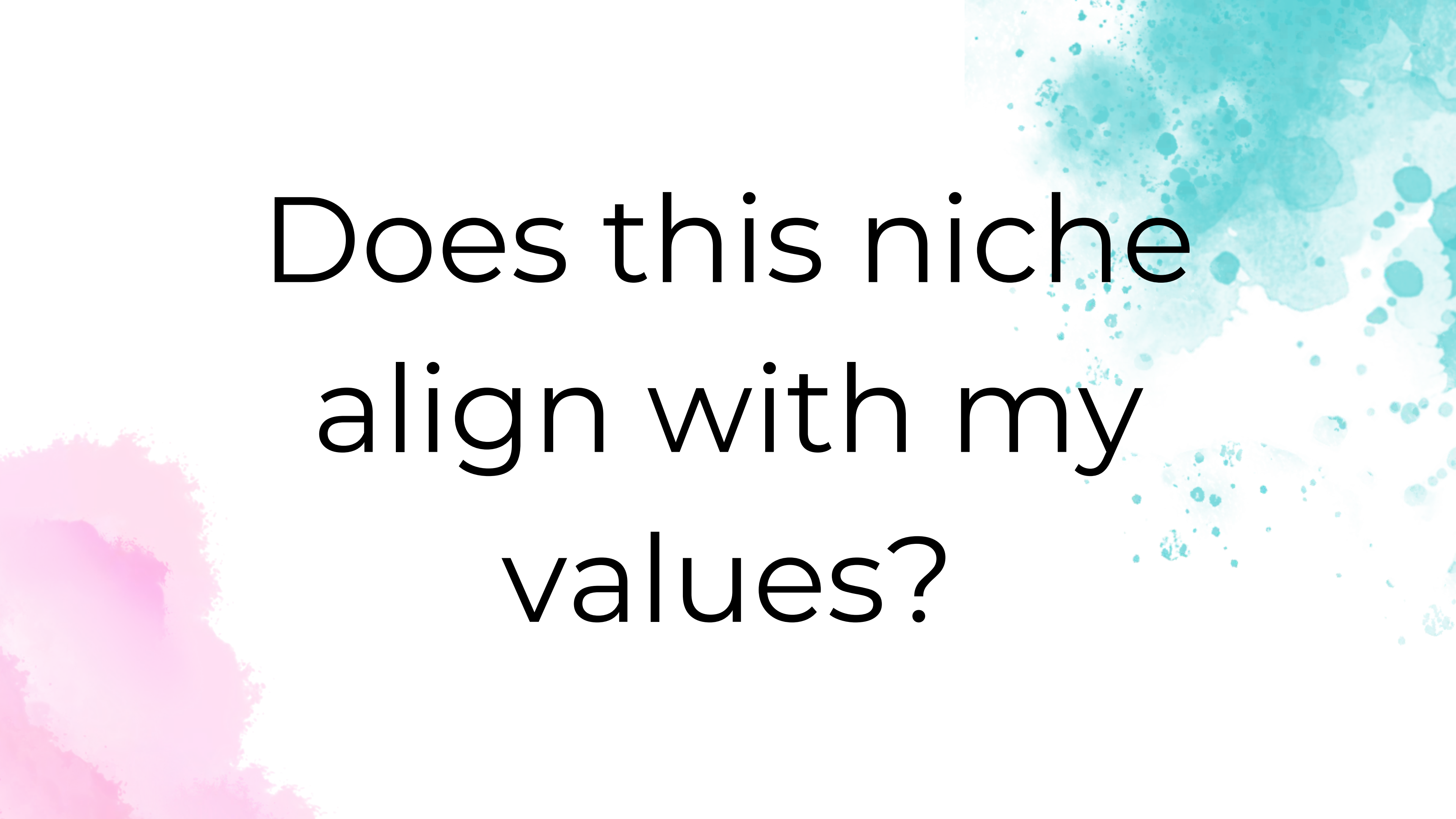
What type of
content are they
consuming?



What type of
content do you
enjoy making?



What do you enjoy
talking about?



Does this niche
align with my
values?



What do I love
about where I live?



ReEnact a Story

Showcase a Neighborhood

**Introduction to Yourself, Your Office,
Your Team, etc.**

Break Down Each Step of Buying/Selling

Home Organization Tips

Before and Afters

Information on Loans (Be Careful)

How To Appeal Property Taxes

So Much More!



Tools

Sound



Lighting



Stability



Content Calendar



Business Plan



Editing



Chat GPT and Canva



Newish Class:
The Ethical
Influencer
Now approved
for CBE

Fall in love with
Dayton in
February

Day 27: Eat Agnes



Decorative elements include gold stars and hearts scattered around the text and photo.

The background is a vibrant watercolor wash. It features a central teal area that transitions into yellow on the top left, pink on the bottom left, and purple on the bottom right. The colors are blended with soft, organic edges, and there are numerous small, darker spots and splatters throughout, giving it a textured, artistic feel.

Compliance

Article 1

Promoting Open houses (of others)

Promoting Other brokers Listings

Falsely claiming affiliations / credentials / experience

Article 10

Demographics of Online Advertising

ADA / Familial (Bordering tribal lands, Views of Augusta golf course, Walking Distance...)

Dangers of Seller Advertising

Logo on Websites/Social Pages

Pics used in Promos (Are they yours?)

Personal beliefs expressed on page (10-5)

Article 11

**Competency (Only Practice and
promote yourself within your
scope of expertise)**

Article 12

“Free” Services (12-1)

Truthful and Honest / Representation to the public

Photo Shop

Name and Info Displayed

Metatags, Google Adworks / analytics that manipulates searches

Signage / Advertising

Article 12



179 WAYS

AGENTS WHO ARE REALTORS® ARE WORTH EVERY PENNY OF THEIR COMPENSATION.

Here's a look at all the things — big and small — that an agent who is a REALTOR® may do to help clients when buying and selling a home.

You know you earn every penny you get when you sell a home. This list can help you show your customers exactly what you do to help them buy or sell their home.



NATIONAL ASSOCIATION OF REALTORS®



Article 15

**Do Not Make False or
misleading Statements
About Real Estate
Professionals**

Thoughts on the Settlement

☰ **The New York Times** 👤

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Powerful Realtor Group Agrees to Slash Commissions to Settle Lawsuits

The National Association of Realtors will pay \$418 million in damages and will amend several rules that housing experts say will drive down housing costs.

🎁 Share full article ➦ 📌 💬 2.5K 📖 Read in app



Selling a home is about to get cheaper after historic settlement

The NAR represents more than 1.5 million real estate agents.

By Alexis Christoforous

March 15, 2024, 9:09 PM ET • 4 min read



Thoughts on the Settlement

**My new listing descriptions in
MLS:**

**This THREE bedroom home
will be PERFECT for you as it
has reCENTly been updated.**



Thoughts on the Settlement

Lots of "REALTORS ARE OVERPAID" comments on social media, spawned by recent news. 📰📰📰

Let me give you a job description. How does this job sound to you? ? ? ?

"Now hiring. Commission only. NO pay guarantees. Average pay around \$56,000 per year but half of those hired will make \$10,000 per year or less. NO benefits. NO healthcare. NO weekends off. 45 to 65 hour work weeks. Some weeks, or months, with NO pay. Use your own car to drive 100's of miles per week. NO gas allowance. NO milage reimbursement. You pay for many of your own job tools, your education, extra training and your own association dues. You pay for most marketing. When payday comes, you deal with the IRS on your own taxes." 🙄🙄🙄

Sounds like an amazing opportunity, right? Where do I sign up? 🤔🤔🤔

These folks spend hours and hours with lots of home shoppers only to see the final result be "Thanks for all of the time and help but I'm going to wait until next year." 🙏🙏🙏

If they are lucky, and do a really great job of follow-up, that buyer may come back next year and not end up using their cousin's friend's 4th step-mom, Helen, who just got her real estate license in February. 🤔🤔🤔

Like most lenders, most realtors are on a stressful, endless rollercoaster ride. Up market, down market, up market, down. 📈📉📈

Many stick around because they love the job, the flexibility, and the opportunity to achieve financial freedom in spite of deals slipping out of escrow, buyers getting cold feet two weeks into a deal, home owners deciding they can sell their homes themselves, or having to dip deep into their savings until the next deal closes. 🤔🤔🤔

The very best, like in all professions, can make a really great living but real estate commissions are negotiable. Always have been negotiable. 🙄🙄🙄

When multiple brokerages are calling me this week to recruit me and asking me how it is going at [REDACTED], are you happy?

This is how it's going We are the # [REDACTED] Employers in America!! [REDACTED]

And we are the ONLY brokerage to make the [REDACTED] on the whole world 🌍

Guess what that means no brokage in Cincinnati beat us or even made [REDACTED] and was further down the list!

All of you agents are at the wrong place!!! Just take it from me being raised in Real Estate literally my whole life 🏠👩🏠

I am proud to work for the best brokerage in the world!

So don't recruit me 😏 You can't beat us 😏 and I will shut you down! I look at data and the data doesn't lie!

And that makes our training, marketing everything we do way above everyone else!

Pick your Realtor & Brokerage wisely 🥰

Thoughts on the Settlement



Tommy Choi is 🤖 feeling focused.

Mar 17 · 🌐

Our industry witnessed a pivotal moment with the settlement of class action lawsuits against NAR and its largest brokerages. The discourse surrounding this settlement centers on the elimination of broker cooperation from MLS systems. This practice, deeply ingrained in our business, allowed listing agents' brokerages to share commissions with buyers' agents' brokerages, fostering a collaborative ecosystem.

The settlement introduces a nuanced shift: while broker cooperation isn't banished, its terms must now find a home outside the MLS, in venues like broker websites, email, social media, or maybe old school over-the-phone conversations.

Contrary to the alarmist tones sometimes echoed in the media, this does not eliminate compensation.

That's where our real battle lies ahead.

These critics want to propose a model where buyers directly finance their real estate agents, severing the commission-sharing structure. This idea, will disproportionately impact groups such as first-time homebuyers, and underserved communities, inserting further barriers into an already daunting housing market. The essence of their argument overlooks the broader societal implications - increasing homeownership barriers does not equate to progress but rather deepens existing inequities.

We need to be ready to go to war against this flawed ideology.

Is this settlement perfect? No
Could there have been better communication? Yes
Can we go back in time and change things? No

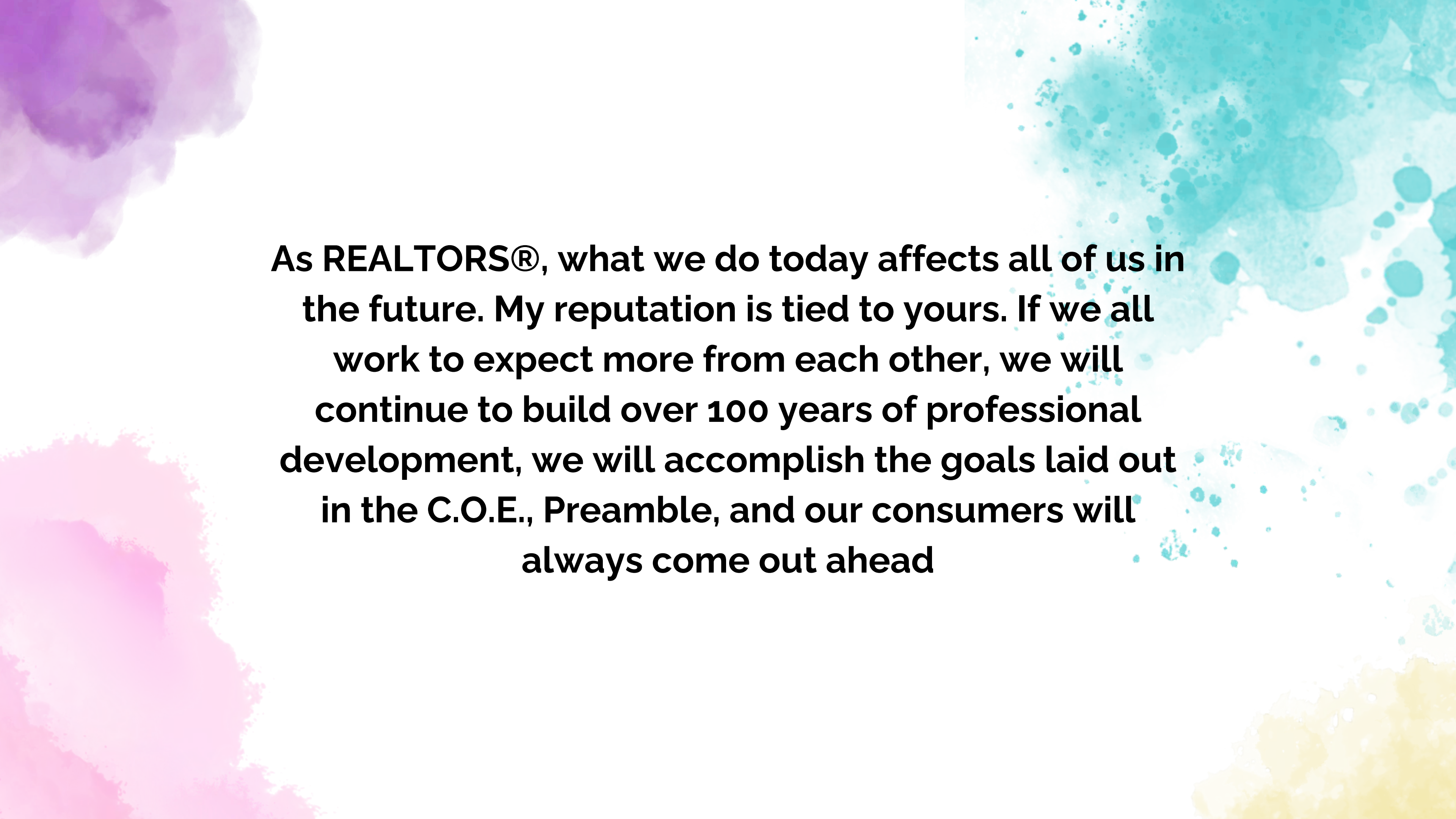
This settlement does not detract from our value because our value withstands the tests of market dynamics and changing regulations. In this moment, it's crucial to recognize that the settlement marks a moment of evolution, not a definitive setback.

The real estate industry, with its efficiency and adaptability, has weathered numerous storms. This moment, too, shall pass, serving as a catalyst for reflection, adaptation, and perhaps, innovation.

The fact is that buyers won't be leaving the market and neither will I.



*MLS Rules
and
State Advertising Guidelines*



As REALTORS® , what we do today affects all of us in the future. My reputation is tied to yours. If we all work to expect more from each other, we will continue to build over 100 years of professional development, we will accomplish the goals laid out in the C.O.E., Preamble, and our consumers will always come out ahead

Who Should I follow?

Instagram

@fel.villa
@michdoh
@chelsea.peitz
@coalitionproperties
@markilemons
@pinkyknowsnaples
@edstulak
@leighthomasbrown
@bethanymartinezpa
@thesnappingrealtor
@movemetotx

TikTok

@itsthatarealestatechick
@themortgagementor
@themortgagecreator
@kimsellsconcord
@northvalleygrp
@tylerhassman
@mrcmelendez
@hannah.grabau
@glennabaker
@madiroseamason
@valoanlady
@mikecorbett1

YouTube

Katie Lance
Karrin Carr
Kristina Smallhorn
Jeremy Blanton
Jeremy A Knight
Malcolm Lawson
Erica Wolfe
Bill Olson
Brad McCallum
Chi C Yan



Be Yourself

Just Start





Heather Haase

@ButYouCanCallMeSunshine

567-429-8037

realtorheatherhaase@gmail.com

