

MARKETING MEETING

AUGUST 26TH

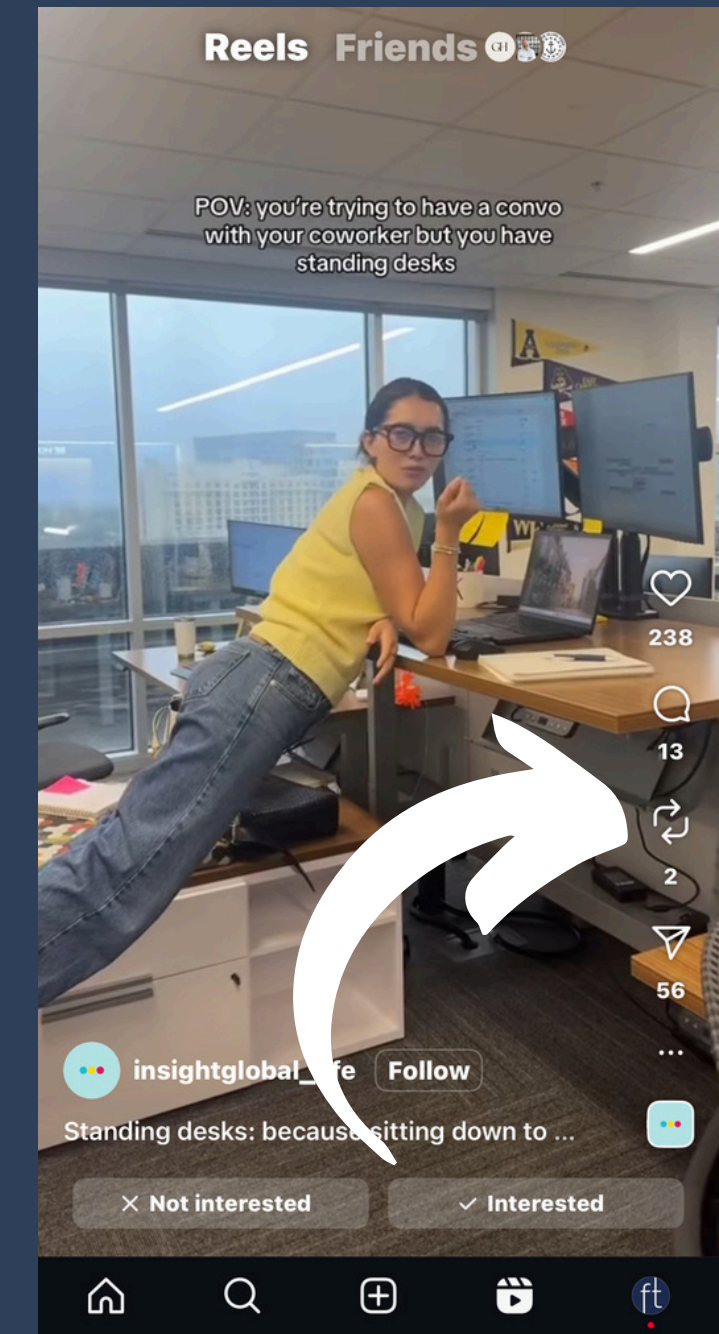
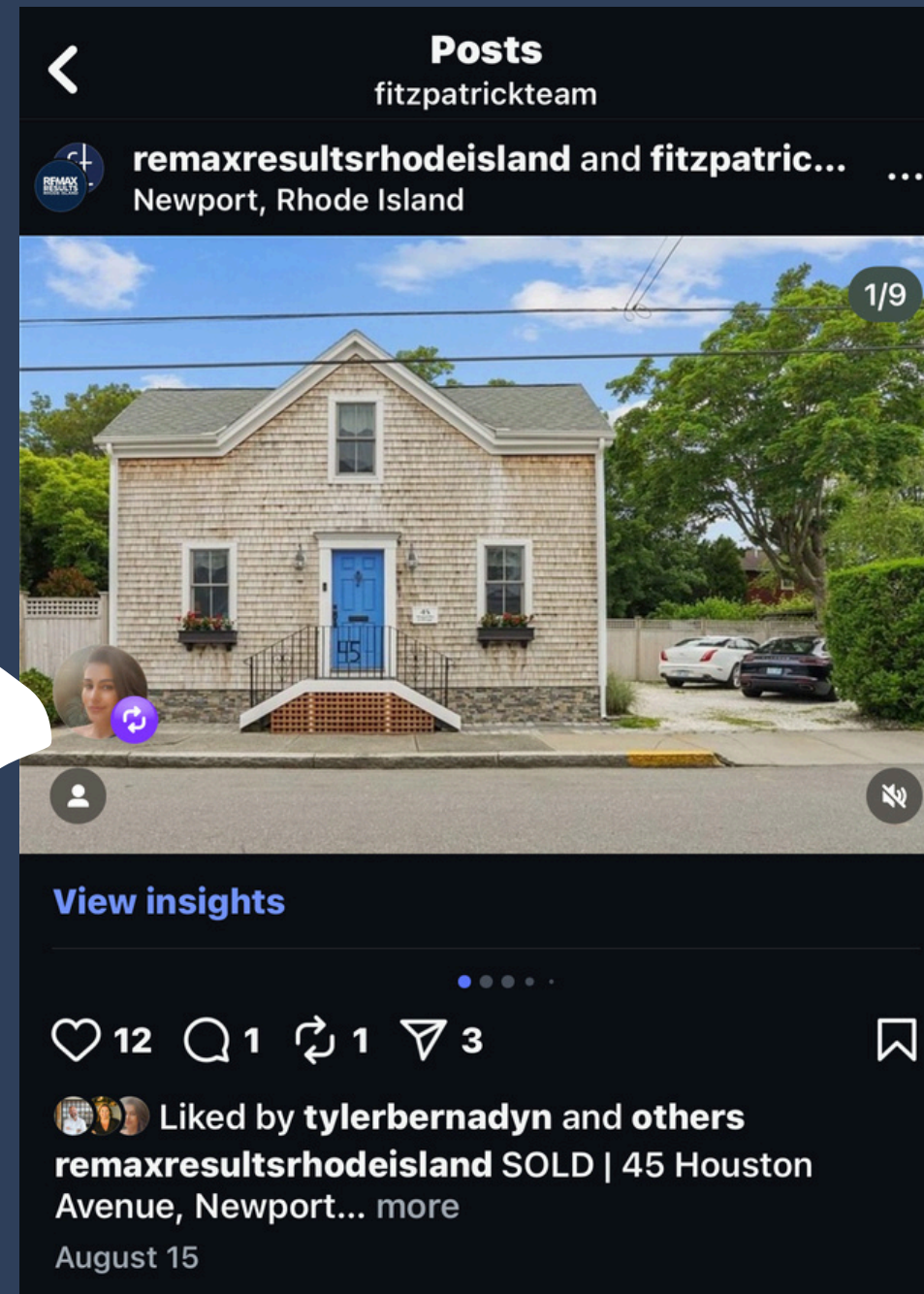
NEW INSTAGRAM FEATURES

OVERVIEW

- Instagram is always changing!
- They continue to prioritize discovery, connections, and creator tools
- Summer 2025 features include:
 - Reposts
 - Map
 - Friends Tab
- These updates offer new opportunities for content amplification, storytelling, and localized marketing

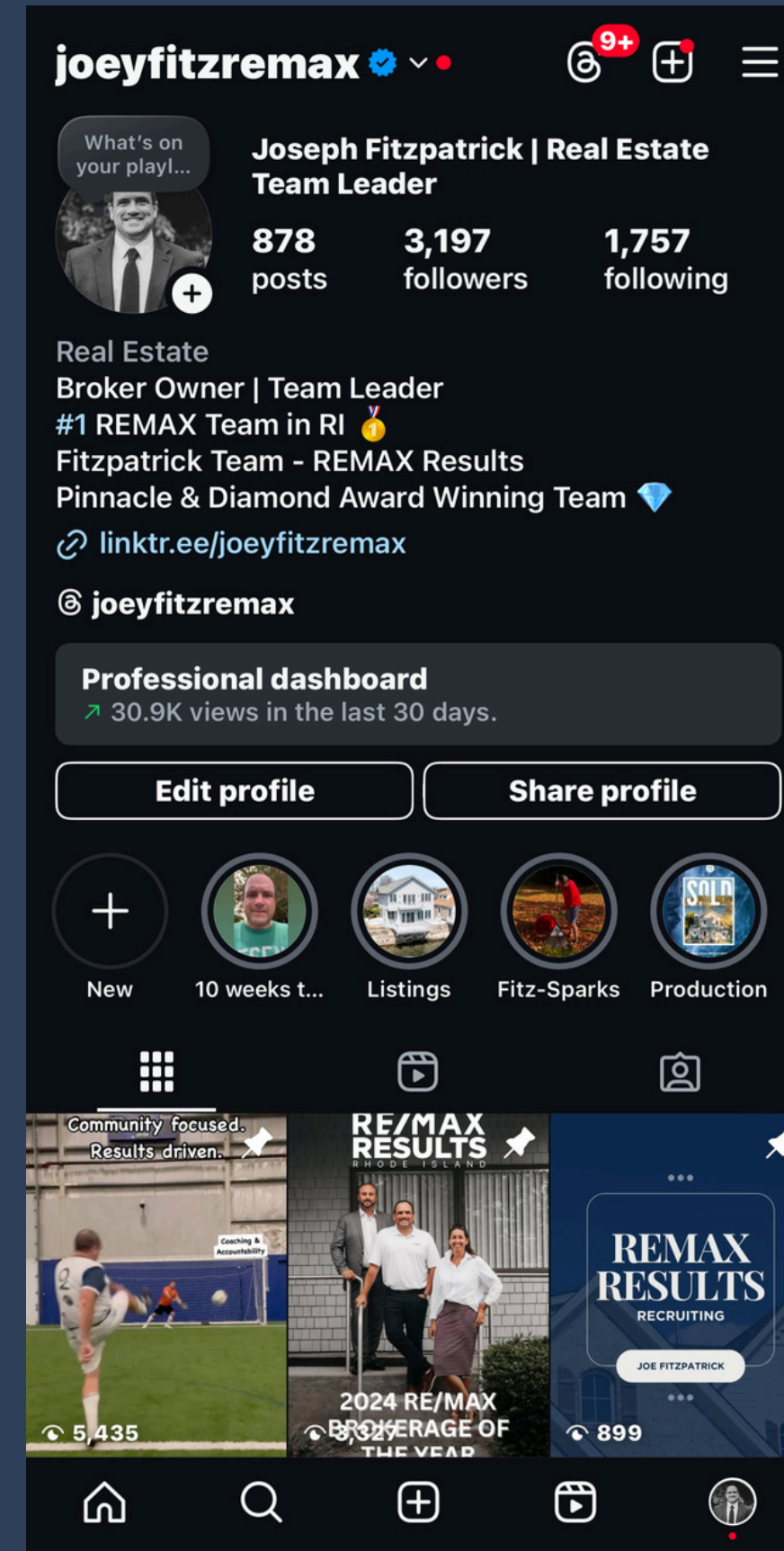
REPOSTS

- Users can repost public reels and feed posts directly to their own profile
- A new “reposts” tab shows all reposted content in one place
- Great for content amplification and extending reach through creator/follower networks



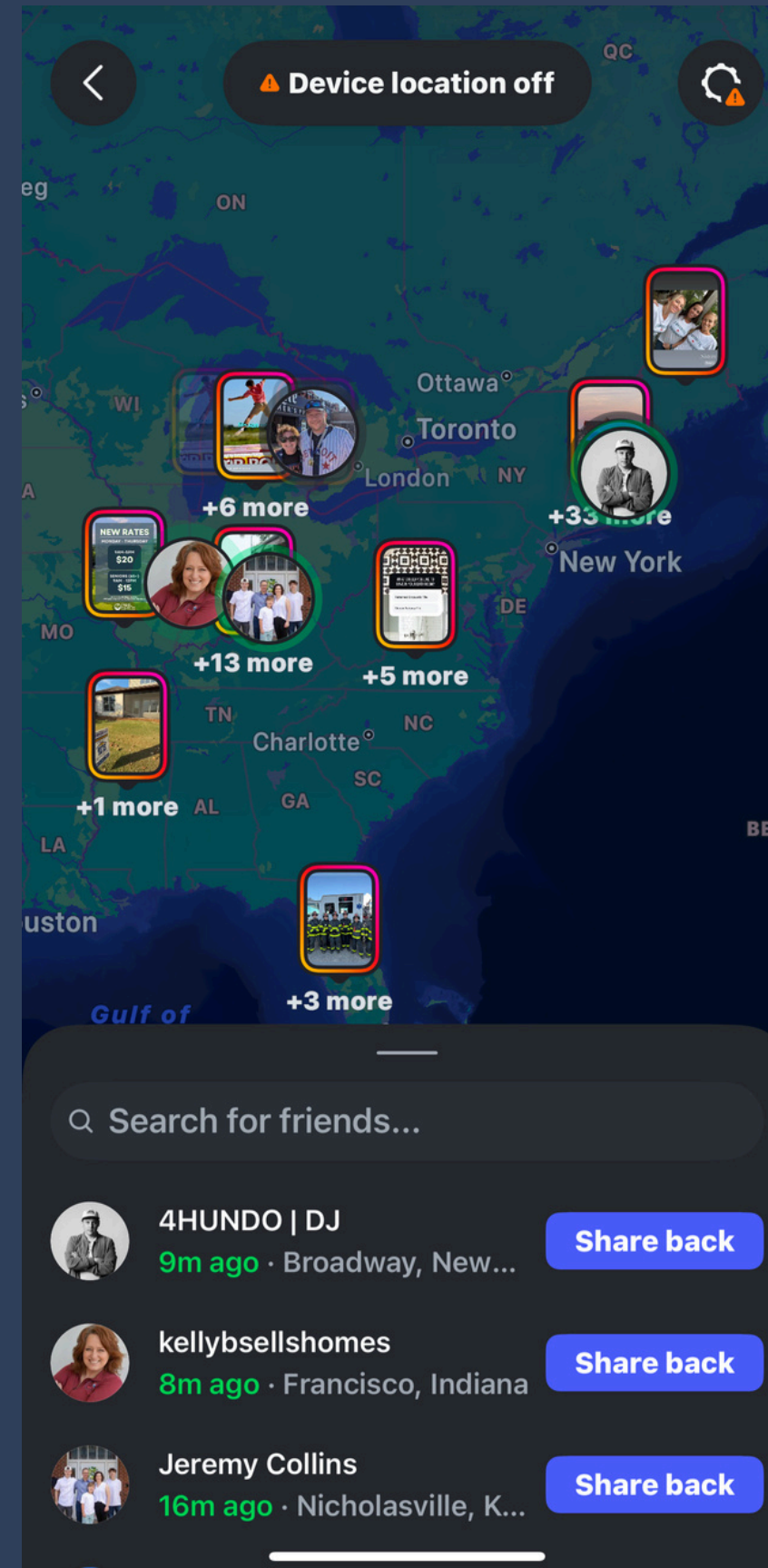
REPOSTS

- Instagram is in the process of rolling out a dedicated reposts tab on profiles
- You can still repost content
- Instagram has confirmed it will eventually appear on all accounts, next to the reels/tagged tabs



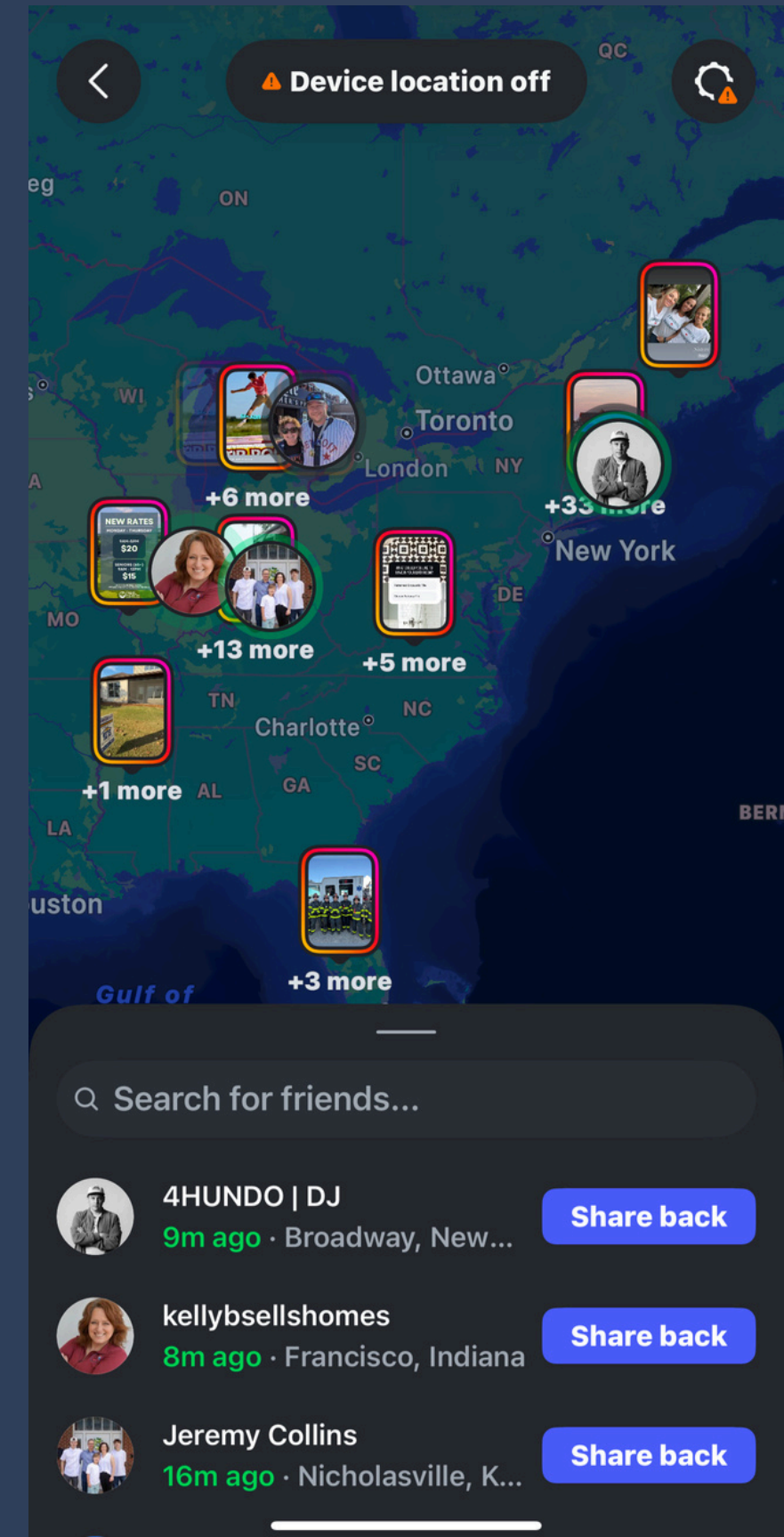
INSTAGRAM MAP

- New interactive map inside Instagram, showing content tagged by location
- Opt-in location sharing lets users decide if friends see their activity
- Opportunity for geo-targeted campaigns and local trend tracking



HOW TO ACCESS THE MAP

- Go to your direct messages
- At the top right corner, you'll see a map icon
- Tap it → this opens the Instagram Map, where you can see posts, reels, and stories tagged by location
- You can also choose to share your own location with friends (it's off by default)
- Your live location is also on the map



FRIENDS TAB IN REELS

- New tab in reels where users see what their friends have liked, commented on, or reposted
- Privacy options let people hide or mute their own activity
- Opens the door for more social proof visibility and viral engagement loops
- Not available to all accounts yet



WHY THESE FEATURES MATTER

- Reposts Tab
 - Amplifies high-value content and builds credibility
 - Share client testimonials, featured listings, or neighborhood spotlights
 - Your followers see trusted content, boosting engagement and reach
- Instagram Map (Location-Sharing)
 - Shows local content and helps target specific areas
 - Highlight listings, open houses, and local events by tagging locations
 - Engage buyers and sellers in your area
- Friends Tab in Reels
 - Showcase interactions with listings, client success stories, or tips — friends' activity encourages their network to notice your content

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