

# MARKETING MEETING

DECEMBER 2ND

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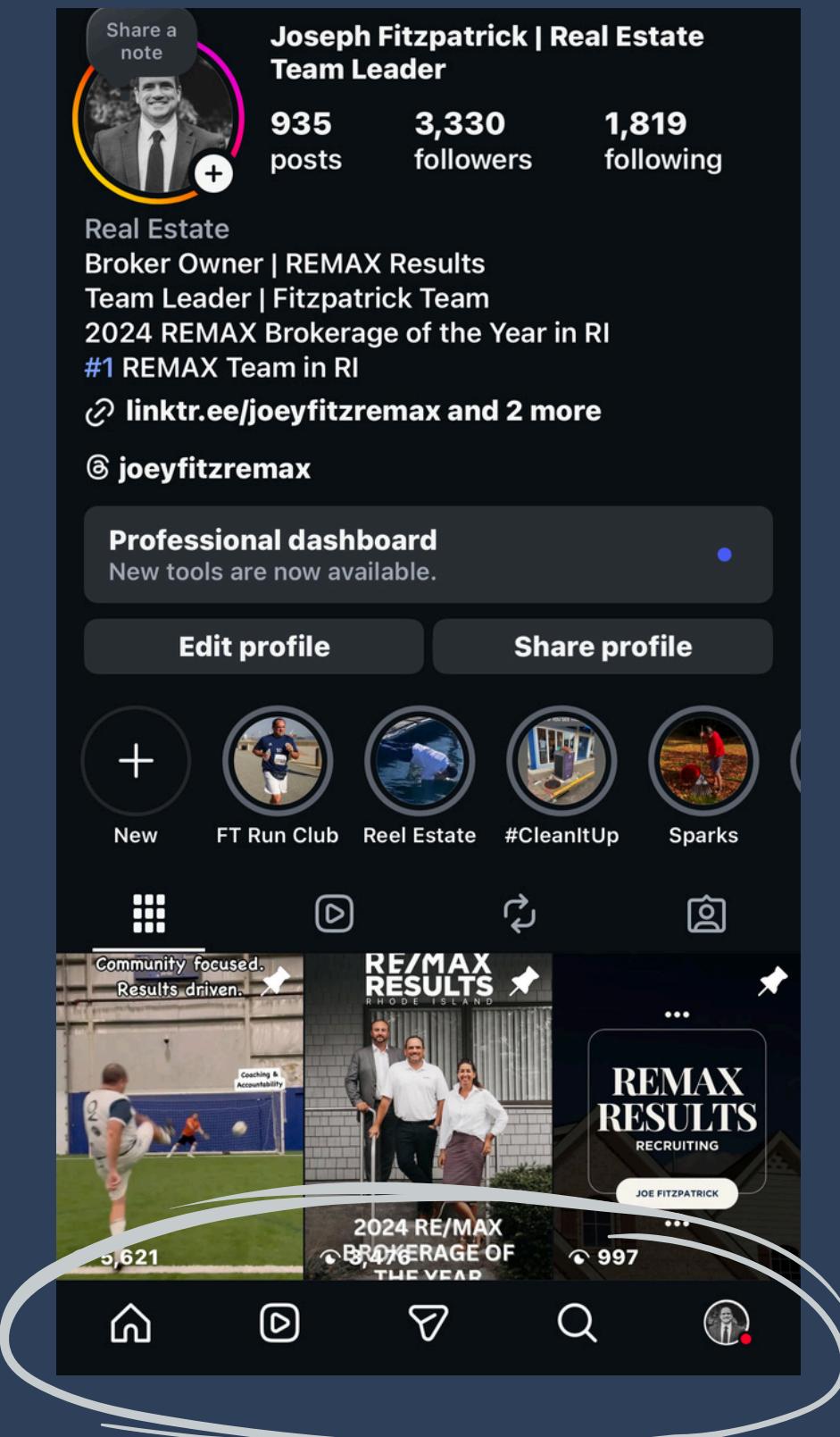
**MONTHLY SOCIAL MEDIA  
UPDATES & HOLIDAY  
VIDEOS FILMING**

# THE LATEST SOCIAL MEDIA UPDATES

- Hashtags
  - Instagram now only allows up to three hashtags on all posts
  - They want to push content creators and brands to be more deliberate with tags, using fewer, more relevant hashtags, and encourage better-quality content and authentic engagement rather than relying on a flood of tags to get visibility

# THE LATEST SOCIAL MEDIA UPDATES

- Instagram's New Look
  - Instagram revamped its bottom navigation bar, for most users.
  - Most app usage now comes from Reels, DMs, and algorithmic recommendations, more than from the traditional feed. The redesign is meant to reflect how people actually use Instagram today



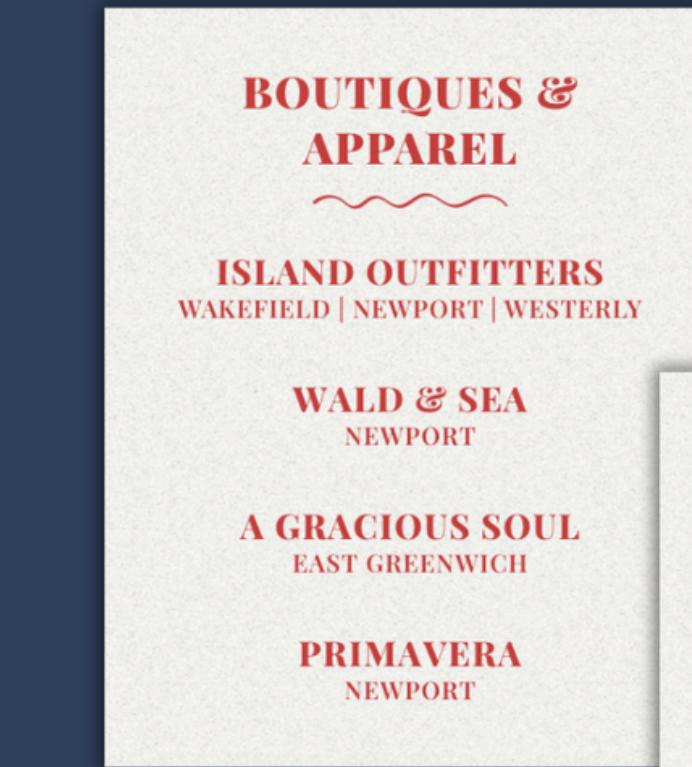
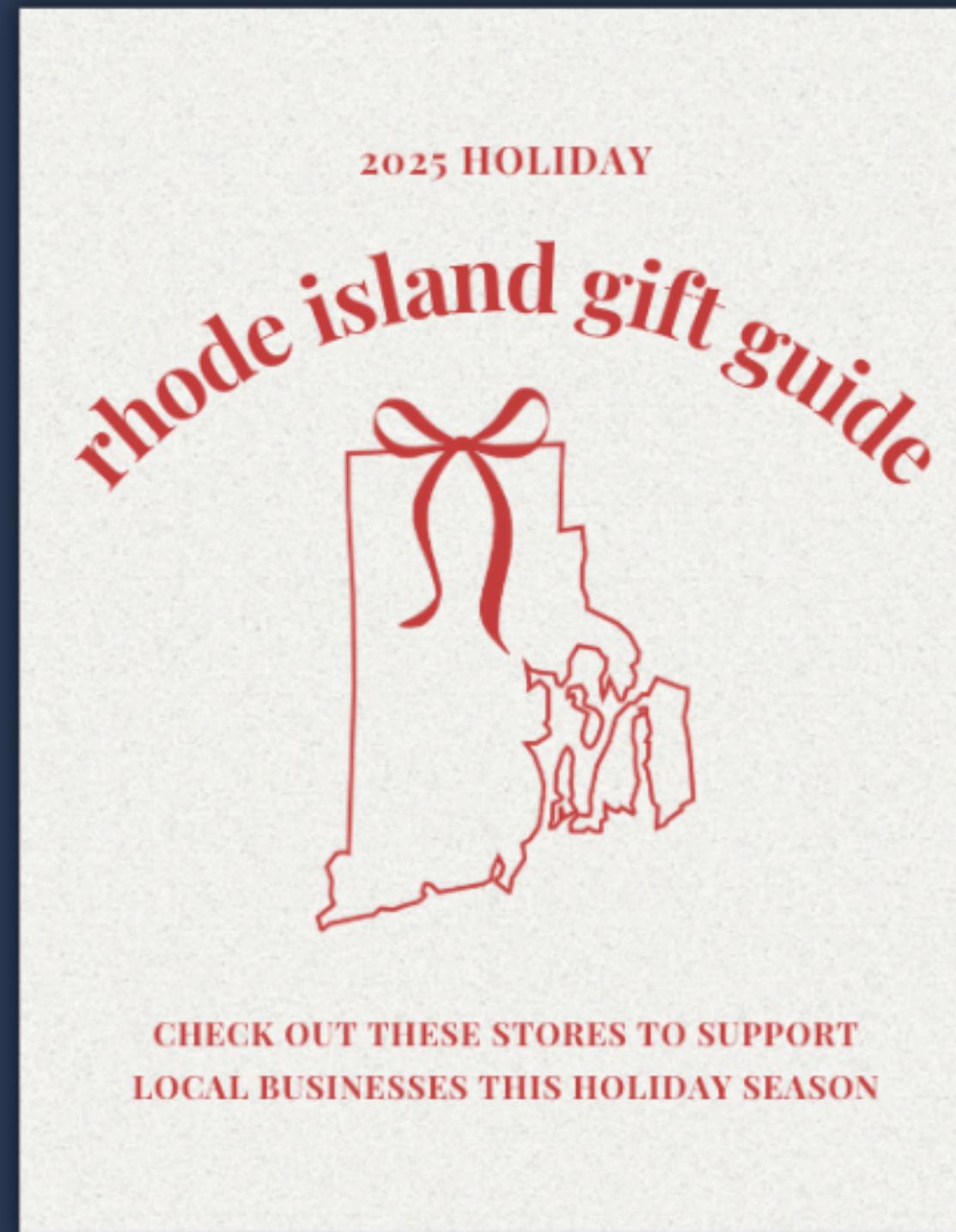
# THE LATEST SOCIAL MEDIA UPDATES

- Leads
  - Pulls in any high-intent activity—DMs, lead-form submissions, CTA taps, story replies, and comments that signal interest in buying, selling, or booking
  - It helps you identify warm prospects quickly by surfacing people who have taken meaningful actions to content

FT INSTAGRAM

User	Last Contacted	Action
Grapes And Gourmet	December 6, 2023 at 8:38 AM	Not contacted
Person in blue shirt	November 8, 2023 at 10:26 AM	Not contacted
Newport Rugby	October 20, 2023 at 11:06 AM	Not contacted
Jeanne Cimaglia   Rhode Island Realtor	October 14, 2023 at 8:06 AM	Not contacted

# SHARE OUR HOLIDAY GIFT GUIDE ON SOCIAL



# MONTHLY MEDIA DAY NEXT TUESDAY!

## SIGN UP FOR TIME WITH JULIA



# HOLIDAY VIDEOS FILMING

- Filming two videos
- One to be linked in our holiday card
- One for social media
- We will give you one line to say for each one

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