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S H O R T - F O R M C O N T E N T

At this point, everyone knows video is crucial for every social media platform and your real estate business. If you don't know that...you wouldn't have downloaded this ebook. So, let's skip the lecture on why you should create short-form video and go straight into what you should do with that content once you've already filmed it.

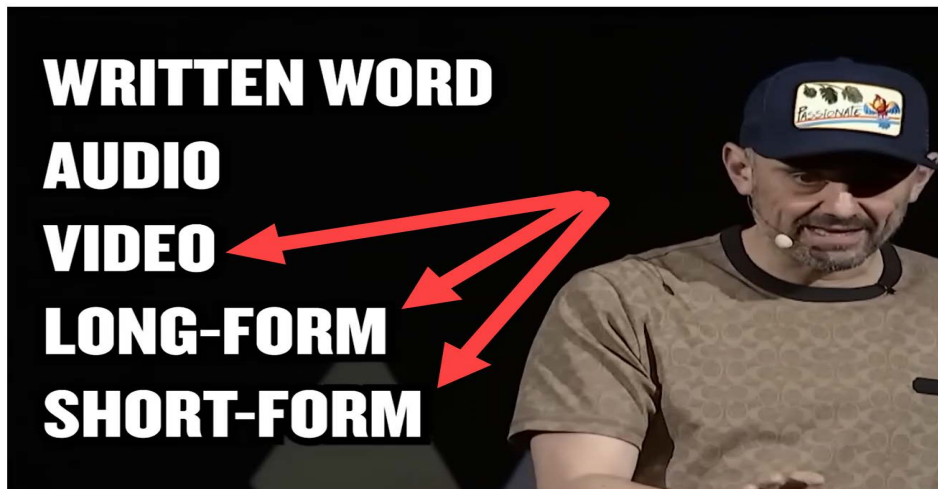
What this ebook focuses on is what to do with your short-form content after you've recorded it.

So, let's answer the question frequently being asked, "What's the best way to distribute shortform videos on these platforms?"

More specifically, "Do you post your TikToks to Reels? Do you post your Reels to TikTok? Do you record it in the app?

What the HELL do you do!?"





The good news:

You can use the same piece of content across most major platforms. Trying to record the same video for each one would leave you pretty much no time for your clients, so a best practice is repurposing that video.

But remember, every platform caters to a slightly different audience, aesthetic, and guidelines.

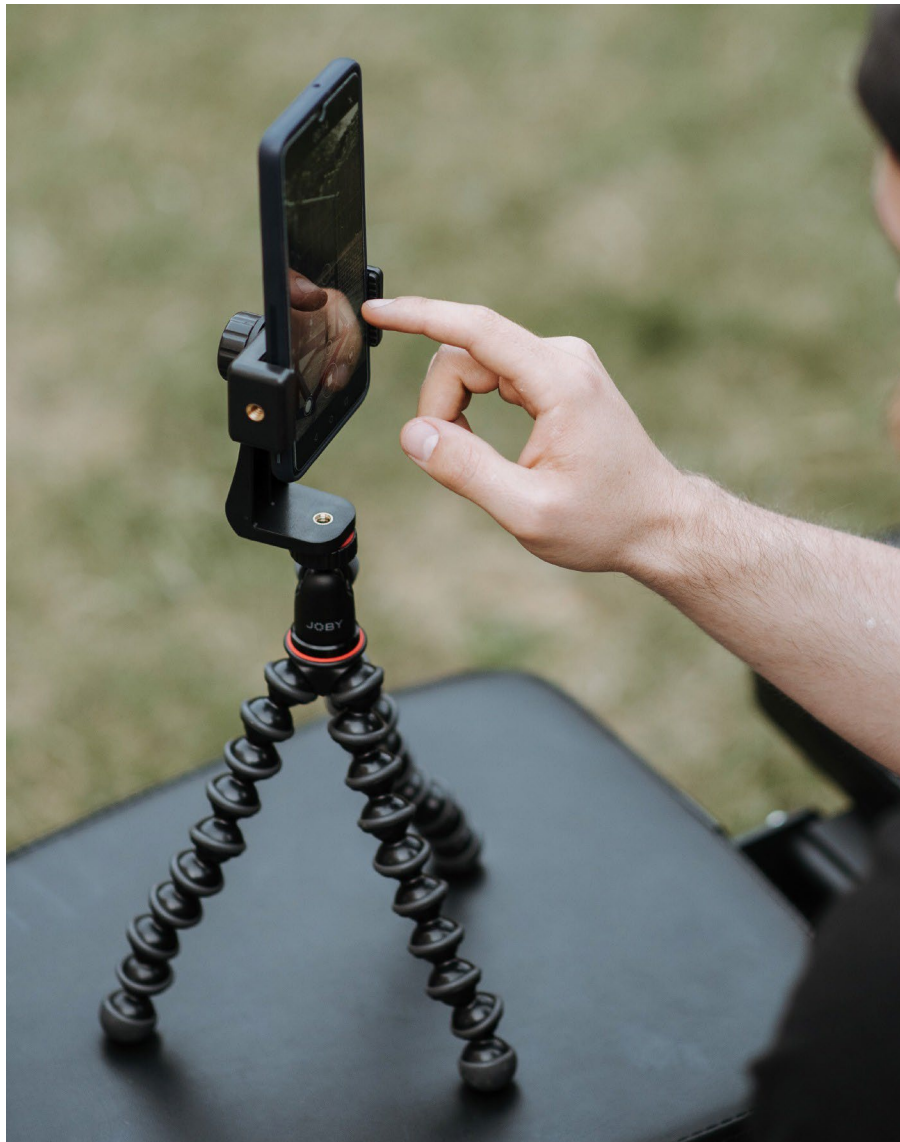
For example, Facebook has stricter copyright laws regarding music and trending audios. An IG Reel or TikTok might not work on Facebook Reels if it's using a song that isn't allowed by Facebook.

That's why original audio is always best.

Now, Follow these tips to make the most of your content distribution.

RECORDING OPTIONS

Obviously, before you distribute content, you need to record it. You have a few options for this, and we'll go through the pros and cons for each.



R E C O R D I N G O P T I O N S

#1: RECORD NATIVELY IN THE APP

The first option is to record your content natively in each app. This entails opening up whichever platform you want to post to, recording a new Reel or TikTok, and publishing it to your feed.

Pros: Instagram Reels, Facebook Reels, TikTok, and even YouTube Shorts have incredibly user-friendly editing. It can be easier and more cost-effective to edit the videos yourself in the app.

It's important to learn how to use these features as these platforms continue to evolve. If you just upload a video and post, you won't learn all the tricks and cool editing features that can enhance your video.

Also, every major platform loves when you use their platform how it was intended. So, recording and editing short-form videos in-app could help with the performance of the post.

Using the platform's music, stickers, filters, green screens, editing, and other features might give your content a little boost as opposed to just uploading a raw video and posting.

R E C O R D I N G O P T I O N S

Cons: The option of recording in-app is obviously extremely time-consuming. It means recording different material (or the same material over and over) in each app. There's also a learning curve to figuring out all the features, and a lot of busy agents might not have the time to learn all the little tricks.

A way around this is to batch-record videos. Pick a time each week or each month and record a bunch of videos in one session. That way, you have all your content planned out and can focus on the posting part.

Tip: If you're using IG Reels, I highly recommend downloading the video directly to your phone BEFORE publishing. That way, you can redistribute it to other apps without the Reels watermark. Also, there's always a chance the video you saved in drafts will disappear the next time you log in. Speaking from experience, this is an agony you want to avoid.

RECORDING OPTIONS



WATCH [HERE](#)

R E C O R D I N G O P T I O N S

#2: RECORD OFF APP AKA ON CAMERA

The next option is to record out of the apps. Your camera phone (assuming you have a newer model) is fully capable of this. But, if you want to level up in terms of quality, invest in a camera and mic.

How to start a podcast ebook is coming soon and gives several equipment options if you're just starting out.

Once the video is recorded, you have two options for editing. The first is to take the raw video, upload to each platform, and edit it within the app. This means you are using the app tools (which the algorithm loves, as we mentioned above), and you'll be able to vary how you edit—allowing you to customize for each platform. However, this does mean you'll be editing the same video several times.

The second option is to edit outside of the app. If you have an editing team, have them handle this part. Then all you need to do is upload, publish, and add the caption or some audio if it fits.

Some good apps to help you edit outside the apps are [Splice](#) and [CapCut](#), which can help with captions.

R E C O R D I N G O P T I O N S

Pros: This option allows you to batch-record content, saving you time. Plus, this option eliminates any issues of your video getting deleted from drafts as it lives on your camera roll. You can test it out on one platform to see if it performs well and then decide to post it on others.

Cons: As mentioned, platforms want you to use their tools, so if you record and edit outside the app, your content may not perform as well. So, always try to use at least one editing feature on the app before you post.



R E C O R D I N G O P T I O N S

#3: SCREEN RECORD VIDEOS

The final option is the least recommended, but sometimes you have to work with what you have.

Let's say you posted a video to a platform but didn't save it, and now you want to post it somewhere else. You can screen-record that video, save it to your camera roll, and upload it to another platform.

Pros: This enables you to save and reuse a video you otherwise don't have access to.

Cons: The quality will likely suffer, the timing will be off, and the algorithm won't love a screen recording.

Below we will discuss other methods to repost videos from one app to the next.

DISTRIBUTION

ON SOCIAL MEDIA PLATFORMS

Now that you have some recording basics, we'll get into some specifics for each platform.

INSTAGRAM

If you didn't know, every video on Instagram is now a Reel. When it comes to Reels, there are a couple of tips that make sharing to other platforms easier.

IG Tip #1: Cross-Post Reels

The first tip is [cross-posting](#) your Reels to Facebook Reels. You can do this automatically—just make sure you allow sharing between your Facebook Page and Instagram Account. From there, choose 'Share to Facebook' for any video you want to appear on both platforms.

But remember that some Reels won't upload to Facebook because they have audio that goes against Facebook's copyright policies.

DISTRIBUTION

ON SOCIAL MEDIA PLATFORMS

IG Tip #2: Download a Reel After Posting

The next tip is how to download a Reel after posting it to your account. You may need to do this if you want to post the same video on TikTok, but didn't download the video directly to your phone.

To do this, use an app like [Repost](#), which allows you to remove the Reels watermark.

All you have to do is click the three buttons at the top of the post, copy the link URL, and paste it into the app. You can download your camera roll from there and upload it to TikTok, Facebook, or Shorts.

Just know that sometimes syncing issues arise with this, where the audio is slightly off from the original video.

This is why I always recommend downloading every video directly to your phone before publishing.

DISTRIBUTION

ON SOCIAL MEDIA PLATFORMS

FACEBOOK

Have you noticed that Facebook's organic reach is coming back?

Economic uncertainty and other platforms have caused a lot of major advertisers to pull back their budgets, allowing the little guys to regain a little more influence on the platform.

Use Facebook as a place to beta-test content and see how it performs organically.

If it does great, then post to Instagram and TikTok. If it flops, Make some adjustments or delete it from my camera roll and go into hiding.

DISTRIBUTION

ON SOCIAL MEDIA PLATFORMS



DISTRIBUTION

ON SOCIAL MEDIA PLATFORMS

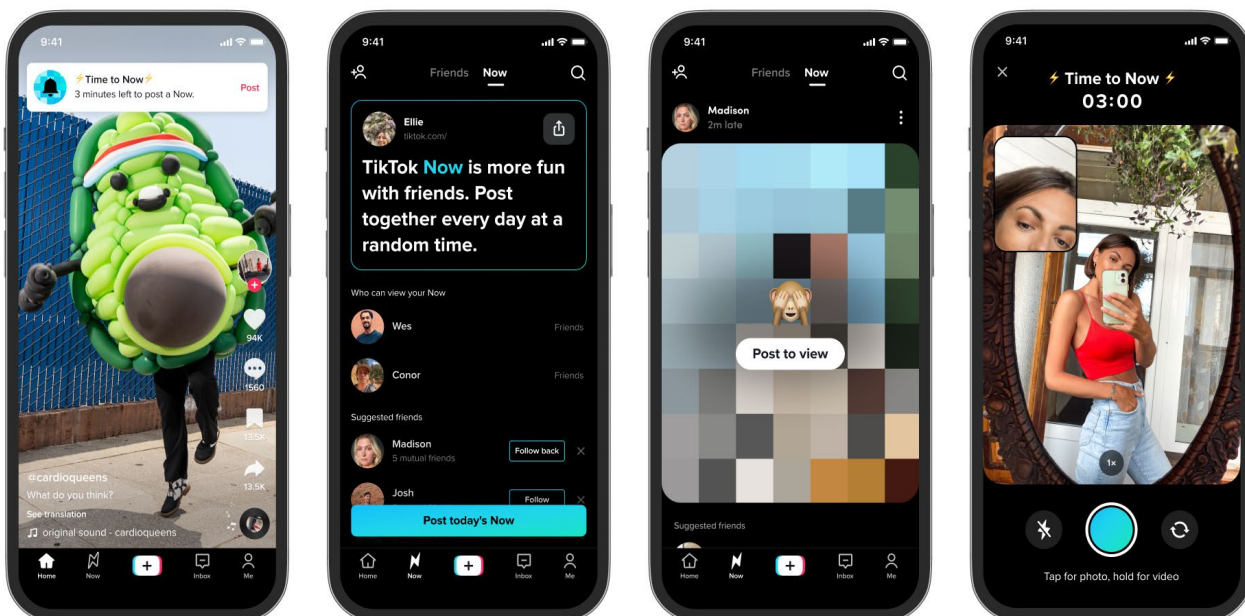
TIKTOK

If you want to post your TikTok to other apps, do not just download it to your camera roll.

If you do, it will still have the TikTok watermark on it. Facebook, IG, and YouTube do not want to promote their rival and will suppress content with that watermark, so you have to remove it.

To do this, I recommend using an app like [SaveTik](#).

It lets you download the TikTok without the watermark. Copy and paste the URL and download the new video to your camera roll. Now you can distribute it to other platforms.



DISTRIBUTION

ON SOCIAL MEDIA PLATFORMS

YOUTUBE SHORTS

If you're already filming short-form content for other platforms, you definitely need to put some of those videos on YouTube.

Shorts is an incredible opportunity to explode your growth on the platform as they have a separate algorithm allowing users with small subscriber counts to get lots of views.

YouTube Shorts Tip #1: Create Playlists

Once you have some videos uploaded, create different playlists. Eventually, you'll have an entire library of content for your audience.

YouTube Shorts Tip #2: YouTube SEO

The best part of YouTube is your videos have a longer lifespan than on other platforms because YouTube is essentially a search engine.

This makes the title of your video—and the first 1-3 lines of your description—really important.

All your copy must be SEO-centric, so include keywords related to your video in the title and description.

DISTRIBUTION

ON SOCIAL MEDIA PLATFORMS

YouTube Shorts Tip #3: Create Clips From Long-Form Content

If you're already filming long-form content on YouTube (podcasts, listing videos, market updates, market-centric videos, education, etc.), you should definitely start chopping those up into short-form clips.

You can sometimes get 5-10 clips from one long-form video.

Pro Tip: To give your short-form content a longer lifespan, embed your Reels, TikToks, and Shorts into blog posts on your website.

This can improve the SEO of your short-form content, give you content to write about, and give you can send it in an email blast.

Shout out to Tom Ferry Coach Jason Pantana for that tip!

BEST PRACTICES

FOR SHORT-FORM CONTENT

HOOK AND RETAIN

Every platform rewards creators when their content is actually watched all the way through. But in today's scroll-by world, it's tough to capture anyone's attention.

The most successful short-form videos immediately capture attention with a solid hook, hold that attention for the duration of the video, and then give a call to action at the end.

There are tons of agents who are killing it with short-form content—so if you're looking for idea inspiration, find a few styles you like and work to emulate them.

Here are a few agents you can follow who crush short-form with ELECTRIC Hooks:

1. **Taya Dicarlo**
2. **Glenda Baker**
3. **Massive Agent**
4. **Katie Day**
5. **Brad McCallum**

BEST PRACTICES

FOR SHORT-FORM CONTENT

Focus on a hook that will make people stop on your video. Don't bother introducing yourself. If someone wants to know more about you, they'll look at your bio.

Just work to shock or amuse viewers in the first three seconds of your video to capture their attention.

From there, you need to retain people's attention so they'll keep watching. Quick camera cuts, location changes, text overlays, and fast-paced action helps with this.

Do everything you can to remove dead space to keep them watching to the end of the video. You can even use text-hooks throughout the video like "wait until you see this..." or "watch until the end..."

Finally, create a call to action that will entice people to comment or engage with the video in some way.

The more engagement, the better. *Ending YOUR videos with questions that people actually answer in the comments section.*

BEST PRACTICES

FOR SHORT-FORM CONTENT

CHANGE THINGS UP

If something isn't working, change it up.

Even if you post the same video, with the same editing on every platform, you can adjust the caption and music on each. Learn what works best on each platform. Long or short captions?

Trendy or instrumental music? Neon text overlays or white?

When you feel your content is stuck, ask what you can change to improve it.



BEST PRACTICES

FOR SHORT-FORM CONTENT

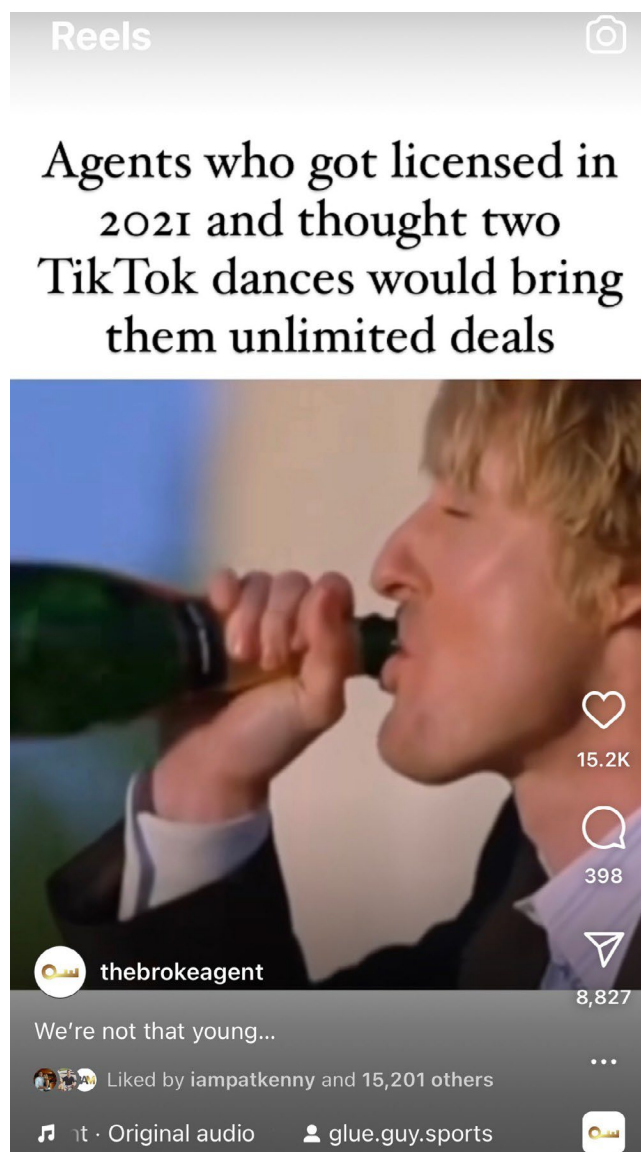
MAKE HORIZONTAL VIDEOS WORK

It's all about vertical video for these platforms. But that doesn't mean you have to throw out something that was filmed horizontally.

Download [Instasize](#), an easy-to-use editor that can turn horizontal videos into vertical by giving them a background. I've found that white backgrounds do way better than black ones, but you can try it out yourself. The brighter, the better.

Add text above or below the video in the background to add some extra visual appeal.

Do this with a lot of my meme-style Reels that were originally not full-size vertical.



SEE ONE [HERE](#)

BEST PRACTICES

FOR SHORT-FORM CONTENT

USE CAPTIONS

Most people scroll on mute. Make sure you add captions to every video so people get your message without having to turn their sound on.

You can do this in-app or use an app/editing software.

THUMBNAILS MATTER

When you visit someone's profile, you click on videos based on the thumbnails.

So, always try to find the most engaging screenshot within the video natively on IG or Tiktok.

Try to make sure it has text that covers the topic of the video as well.

You can also upload a thumbnail after you post.

Use a tool like [Canva](#) to create a thumbnail. Again, this should tell the viewer what the video is about.

Think Netflix—you want people to know what they are clicking on. For some thumbnail inspo, check out [Taya DiCarlo](#), or [Paige Stecking's](#) pages.

