REACHMEDIA
PRODUCTIONS

BOOSTED REACH

How to get more eyes on your video, without spending a dollar on ads.

A distribution strategy designed to increase organic reach and listing visibility, built for Realtors and business owners. I make the video. This guide makes sure people actually see it. Everything here comes from what Instagram and Meta have said publicly about ranking, plus large studies from Buffer and Hootsuite. No hacks, no tricks, just what holds up.

What the platforms actually reward

Instagram's head, Adam Mosseri, names three signals that matter most:

- **Watch time:** how long people actually watch.
- **Likes per reach:** these weigh a bit more with people who already follow you.
- **Sends per reach:** DM shares, which weigh a bit more for reaching *new* people.

Every tip below is built to move those three.

BEFORE YOU POST

1. Write to one specific buyer

Picture their age range, family status, lifestyle, career and income level, and what they value most: space, privacy, convenience, equity, a short commute. Write the caption to *that* person, not to "everyone."

Why it works: When the right people engage, the platform learns who else to show the video to.

2. Win the first 3 seconds

- Open on your strongest shot (the view, the reveal), not the logo or a slow walk-up.
- Add a short line of on-screen text that tells viewers why to stay ("Lake views from every room").
- Lead the caption with the lifestyle benefit, not a feature list or MLS-style copy. End with a soft, open-ended question ("Could you see yourself on this deck?").

Why it works: Meta's Reels system predicts whether a viewer will watch less than 3 seconds, and watch time is a top signal.

3. Keep it original, and only as long as the story needs

Post your own footage natively, with licensed music and no other app's watermark. Reels can run up to 3 minutes, but every second has to earn its place.

Why it works: Instagram recommends the original over reposts, and it counts seconds watched, not just the percentage.

4. Make it findable

- **Caption:** name the topic in plain words, like "Lakefront home for sale in Erie, PA."
- **On-screen text and subtitles:** say and show the key words.
- **Profile name:** for example, "Jane Smith | Erie Realtor." Search matches it.
- **Hashtags and location:** up to 5 targeted hashtags (Instagram's cap), plus the town or neighborhood.

Why it works: That's where search looks, and public posts from professional accounts can now show up in Google too.

WHEN YOU POST

5. Post when your people are online, and post consistently

Check **Insights → Follower active times** on Instagram and your Page insights on Facebook. No data yet? Start with lifestyle: families in the evening, professionals early morning or lunch, retirees mid-morning.

Why it works: Timing amplifies good content. Buffer found what you post matters most, how often matters a lot, and when matters least. Strong early engagement in the first 30 to 90 minutes is a good sign.

6. Ask for the send, not the like

Make one natural ask: "Know someone looking for this? Send it to them." or "Tag the friend who needs this kitchen." Skip "comment YES" or "share to win" bait, because Meta reduces its reach.

Why it works: Sends are the strongest signal for reaching people who don't follow you yet.

7. Keep links out of the post

On Instagram, say "DM me" or "link in bio." On Facebook, link-free posts out-engaged linked posts in every format studied. On LinkedIn, links trail native posts, except on video. Want a link? Add it after 24 to 48 hours if the post goes cold.

8. Pin one conversation starter

You can pin up to 3 comments. Pin a simple question or key lifestyle benefit, with your keyword: "Would you rather update the kitchen or keep the equity for later?"

Why it works: It guides the conversation toward meaningful replies.

AFTER YOU POST

9. Reply to every comment, for real

Reply fast, ideally in the first hour. Use real words, not one-word answers or emojis, and ask a follow-up to start a thread.

Why it works: Buffer's 2026 study of about 2 million posts found replies lifted engagement about **21% on Instagram**, **9.5% on Facebook**, and **30% on LinkedIn**.

10. Share it to your Story, then send it personally

Add a poll, question, or slider plus a "Tap to watch" sticker. Then send it to a handful of people who'd genuinely care: past clients, a referral partner, the seller.

Why it works: A tap opens the full video, which drives viewers back to the post.

11. Extra credit: listing photos and Trial Reels

- On **Facebook**, drop 2 to 4 listing photos in the comments to give people more to look at.
- Use Instagram's **Trial Reels** to test a new hook or format with non-followers first.

12. Judge the right numbers

Track **average watch time**, **likes per reach**, and **sends per reach**, not just views. Don't delete a slow starter. Posts can pick up later through search and Explore.

SKIP THESE: "hacks" that don't hold up

Hack	Reality
Like and save your own post	No evidence it counts. Other people's response does.
"Story views add to Reel watch time"	They don't. Viewers have to tap through.
Engage from an alt account	Risky. Meta prohibits fake engagement.
Comment on your own post 3 times	No evidence it helps. One real question is plenty.
Pin every keyword comment	Only 3 pins. Keywords belong in the caption, on-screen text, and profile name.
"More comments = more reach, every time"	Nothing guarantees reach. Watch time, likes, and sends lead.

Why This Matters

This isn't about "beating the algorithm." Algorithms don't reward effort. They reward attention, relevance, conversation, and content people pass along. Hold attention from the first second, be worth sending, send clear signals about who it's for, and show up consistently. The algorithm does the rest.

Boosted Reach makes sure your video doesn't just get posted. It gets seen.

If you want your next video to work harder, let's talk.

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