

# Rules of Video Engagement

## Rule #1: Be Authentic

### *What does it mean to be authentic?*

Being authentic in your video means you are showing yourself being you. If you're excited, happy, or sad - show it. People respond to authentic emotion.

## Rule #2: Be Spontaneous

### *What does it mean to be spontaneous?*

Being spontaneous in your video means you are unscripted and shooting with your smart phone. You're not reading from a teleprompter; you're in your office, your car, or walking down the street - sharing something with us from your heart.

## Rule #3: Be Relevant

### *What does it mean to be relevant?*

Being relevant in your video means you explain why you are making the video. You are responding to good news, or bad news, or had a thought or a story you want to share.

## Rule #4: Be Live

### *What does it mean to be live?*

Being live in your video means you are broadcasting the video at the same time you are recording it (via Facebook Live). Live video has 3x the engagement of pre-recorded video!



Being engaging on social media is just a part of what we teach agents about generating exclusive leads online. To learn more, attend our webinar "***The 5 Steps to Generating Your Own Exclusive Leads Online.***" Click here to see the webinar schedule: <https://cassleads.com/webinar-schedule/>