



# REALTOR.ca Profile Video Guide

The Canadian Real Estate Association (CREA) is providing REALTORS® with additional marketing tools by supporting the display of About Me and About Us videos on REALTOR® profile pages.

The Profile Video feature currently exclusively supports videos from YouTube, which is the only commonly used video platform which provide <u>video closed captioning</u> in compliance with <u>Web Content Accessibility Guidelines</u>.

The REALTOR.ca Profile Video feature allows REALTORS® to post introductory videos which appear directly on their profile page. There are two Profile Video categories: About Me and About Us. One video can be posted for each category.

According to data from the <u>National Association of REALTORS</u>®, 70% of consumers only contact a single agent in their home buying or selling journey. Additionally, with the COVID-19 disruptions, there has been a dramatic increase in consumption of video and multimedia content by consumers.

Video popularity was on the rise before the pandemic—Cisco had already estimated that, by next year, a staggering 82% of all created content would be video.

Now more than ever, REALTORS® need to market themselves to stand out, and leverage video to showcase their skillset and value to potential clients.

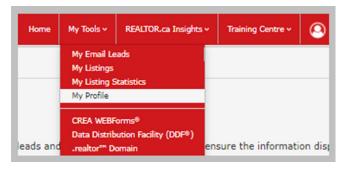
REALTOR.ca has prioritized the implementation of the Profile Video feature on REALTOR® profiles.



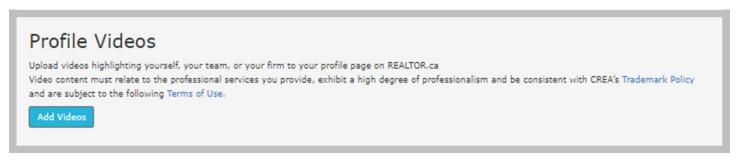
The REALTOR® Profile Video feature can be used two ways: either the agent uploads video (option 1) or their boards via data load (option 2). Only one option can be supported at a time. Initially, all members will be able to upload videos via member.REALTOR.ca (option 1). If the board chose to support data load, the member will not be able to upload via member.REALTOR.ca.

## **Option 1: Agent uploads videos (Default)**

1. Login to member.REALTOR.ca and go to My Tools then My Profile.



2. Scroll to Profile Videos and click Add Videos.



#### 3. Upload your YouTube video:

- a. Copy and paste the video URL from YouTube and click Validate.\*
- b. Select the video category: **About Me** or **About Us**. One video is permitted for each category.
- c. Review and agree to Terms of Use and click Save.



\* By clicking Validate, you agree to upload videos [only] highlighting yourself, your team, or your firm to your profile page on REALTOR.ca. Video content must relate to the professional services you provide, exhibit a high degree of professionalism and be consistent with CREA's Trademark Policy and are subject CREA's <u>Terms of Use</u>.

Your video(s) can be played, deleted or edited from member.REALTOR.ca/Realtor/MyProfile.aspx.

Videos are posted to REALTOR.ca similarly to REALTOR® Photos.



## Option 2 – Upload via Board Data load

By default, the Profile Video feature is updated via <a href="mailto:member.REALTOR.ca/Realtor/MyProfile.">member.REALTOR.ca/Realtor/MyProfile.</a>
<a href="mailto:aspx">aspx</a>. Boards can opt to upload REALTOR® Profile Videos via data load by contacting CREA's Member Experience Centre at support@crea.ca. Once a board informs CREA of their intention to upload via data load, agent uploads will no longer be possible. Only one video upload option can be supported at a time.

English and French versions of the video are supported.

Data load for this feature is supported via field 270 as an extension of the social media upload field. Upload codes 6 and 7 were created for the videos.

Upload Code	English	French	Status	Last Update
1	Website	Site Web	Active	October 4, 2016
2	FaceBook	FaceBook	Active	October 4, 2016
3	LinkedIn	LinkedIn	Active	October 4, 2016
4	Twitter	Twitter	Active	October 4, 2016
5	Instagram	Instagram	Active	March 27, 2019
6	About Us Video	Vidéo à propos de nous	Active	April 7, 2021
7	About Me Video	Vidéo à propos de moi	Active	April 7, 2021



#### **Field Submission Format:**

^270Type1,Culture Code1, URL1 ^270Type2,Culture Code2, URL2

#### Field Submission Example:

^2706,1,http://www.youtube.com/video ^2704,1,http://www.twitter.com/JoeRealtor

More details can be found at this link: <a href="https://support.crea.ca/Boards/NDS/">https://support.crea.ca/Boards/NDS/</a> DataloadFieldDetails/270.

Only YouTube videos can be uploaded. If videos other than YouTube are uploaded, an error will be displayed on the member.REALTOR.ca My Profile page.

The Profile Video feature allows for one video to be uploaded in each of the following categories:

- About Me, English
- About Us, English
- Vidéo à propos de moi, French
- Vidéo à propos de nous, French