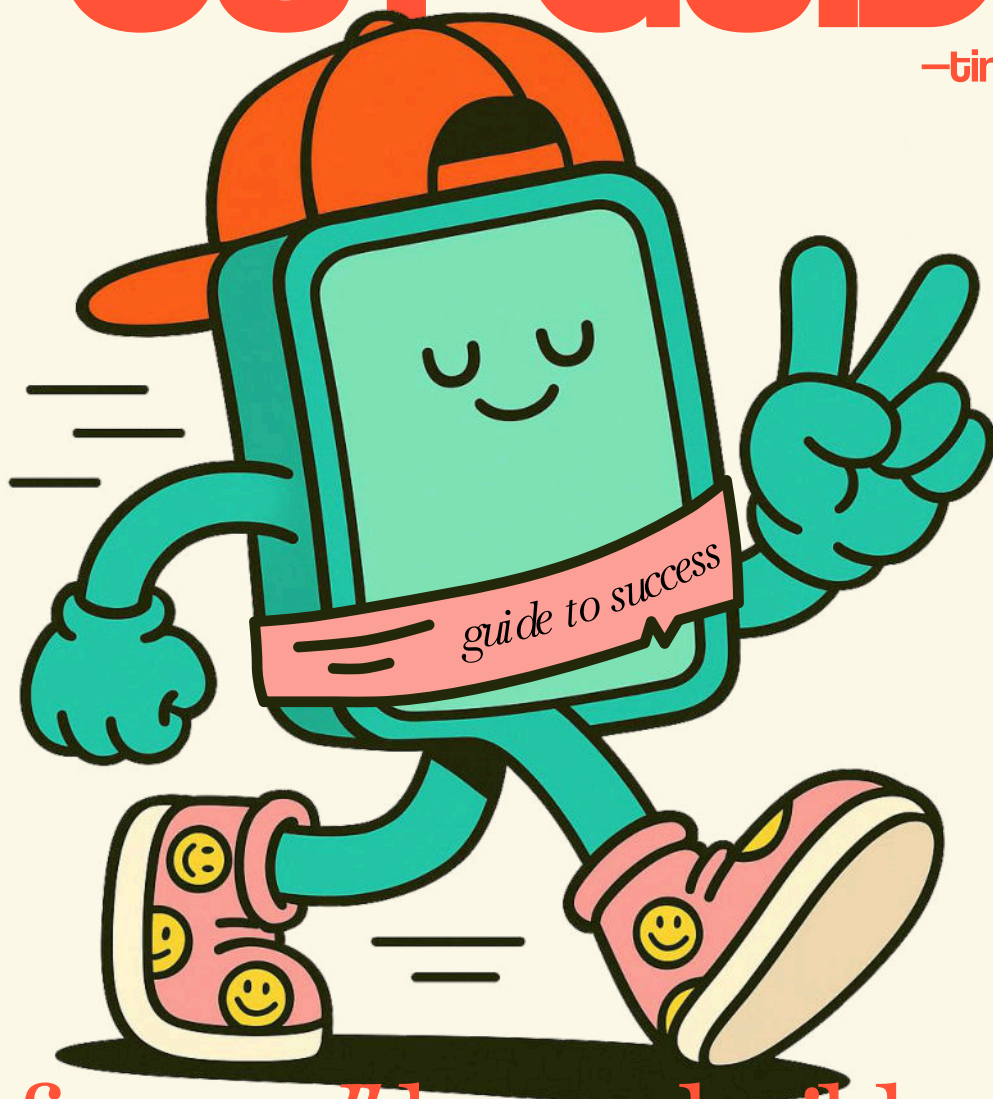


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# INSTAGRAM POST GUIDE

—tiny easy



*for small* home builders

## How To Structure Your Instagram In-Feed Posts For Small Home Builders.

Posting on Instagram can feel like a guessing game—especially in the small home industry, where generic marketing advice doesn't apply.

This guide shows you exactly how to structure your in-feed posts to get more engagement, more reach, and more serious leads.

### You'll learn:

- What makes interior and exterior shots stand out—and how to use the same techniques in your posts.
- How to format carousel posts to capture attention and keep people swiping.
- The must-have information you should include in your captions (and how to make it easy)
- Simple best practices that help your posts stand out in a crowded field.

All based on what's actually working for builders in our space—so you can apply it straight to your next post!

## What this guide focuses on.

We're focusing on **Instagram carousel posts**—a format that lets you share multiple images in a single post that users can swipe through.

Carousels are the lowest-effort, highest-return type of content you can create:

- They support both photos and videos, but even with just images, you can create high-performing posts that are quick to produce.
- You can include up to 20 images per post—giving you plenty of space to show off every angle of your design, answer questions visually, and build trust.
- They're great for engagement. If someone doesn't interact the first time, Instagram may resurface the second image later in your audience's feed—giving your post a second chance to be seen.

If you're short on time, carousels are one of the most effective and efficient ways to show off your work and connect with potential buyers.

Without further ado, let's dive into what makes exterior and interior shots stand out—and how you can apply the same techniques to your own posts. 🙌



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4:5

In-feed/Carousel

Post Size:

**1080 × 1350**

Profile Grid View Size

**1012 × 1350**

## Why it works:

- **Framing the full build (not just a crop)**

Make sure the entire tiny home is visible—nothing chopped off or awkwardly cropped. It helps viewers understand the scale and craftsmanship of your work.

- **Use the 70/30 or 80/20 rule**

A good balance is 70–80% home, 20–30% landscape. This keeps the focus on your build while still grounding it in its environment.

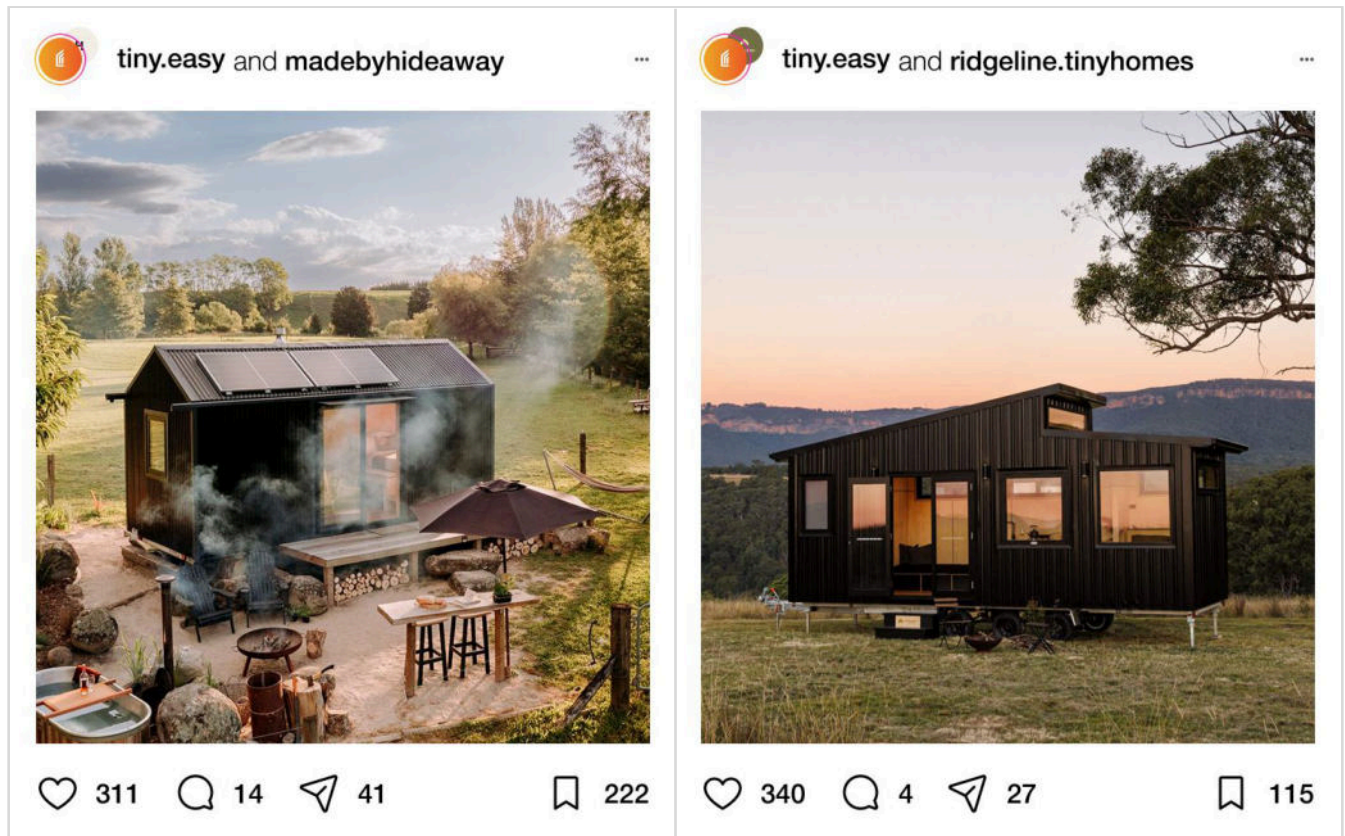
- **Set the scene with simple outdoor styling**

A few well-placed props—like chairs, a firepit, or some potted plants—can transform your exterior shots. It helps potential clients imagine themselves living there.

- **Show the home in its final location**

If the home is already delivered, A photo of the build in its final location helps buyers picture it as a real, livable space.





## Key Takeaways:

- **Use wide framing and play with angles**  
Step back or use a wide lens to capture the full home. Try a high or low angle to add depth and help your build stand out.
- **Get multiple shots from different angles**  
Capture the exterior from all sides—front, back, and sides—so viewers can see window placement, rooflines, cladding details, and any attachments like decks or awnings.
- **Shoot when the light is soft**  
Early morning or late afternoon light makes your exterior shots warmer and more flattering. Avoid harsh midday sun where possible.
- **Style with simple props you have on hand**  
Add a couple of items—chairs, plants, or even a mug on a table—to bring life into the outdoor scene.

## Bonus Tips:

- **Don't stress about the perfect setup**  
You don't need a fully landscaped scene. A clean shot of the tiny home by itself—with the entrance clearly visible and a nice natural backdrop—can still be incredibly effective.
- **Use AI to enhance the scene (when needed)**  
If you haven't delivered the home yet or the setting isn't ideal, use AI tools (like ChatGPT with image input) to replace the background with a beautiful landscape. Just make sure your original photo is clear and the home stays untouched.
- **Tidy up the area**  
A quick cleanup goes a long way. Remove building scraps, hoses, or tools before snapping the shot.
- **Take extra photos while you're there**  
The more photos, the better! Even if you only post one, having multiple angles gives you content for later—perfect for carousels or reels.



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6



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720

4:5

In-feed/Carousel

Post Size:

**1080 × 1350**

Profile Grid View Size

**1012 × 1350**

## Why it works:

- **Bird's-eye view = clarity**

A high-angle shot gives viewers an instant understanding of the layout without needing a walkthrough.

- **Multi-zone visibility**

With kitchen, dining, and living areas all in frame—and the stair access suggesting a loft—viewers can naturally piece together the entire space.

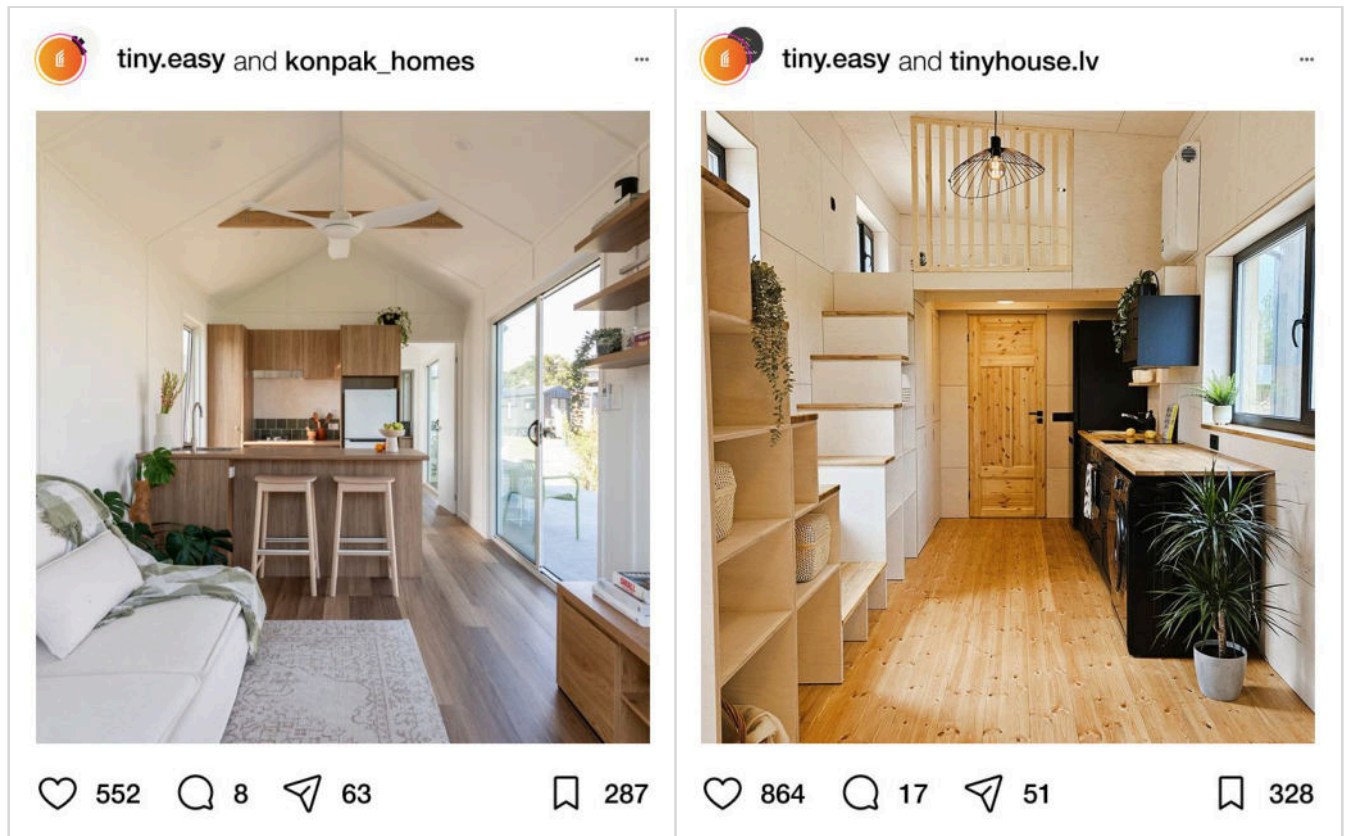
- **Inviting lighting**

Natural ambient light fills the room, making it feel open, bright, and livable.

- **Tasteful styling**

The decor is clean and simple—not overdone. It gives just enough personality to help buyers imagine themselves in the space, without distracting from the home itself.





## Key Takeaways:

- **Shoot with layout clarity in mind (high or eye-level)**  
Whether it's a high-angle or a wide, eye-level shot. The goal is to help potential buyers quickly understand the layout and flow of the space.
- **Capture multiple zones in one frame for your hero or supporting images.**  
Show how your spaces flow together. Try to include kitchen, dining, and living in one shot where possible.
- **Show the whole room for single-room shots**  
To highlight one room, capture it in full to give proper context. Beauty shots are great extras, but full-room views matter most.
- **Use ambient, or natural lighting**  
Lighting can make or break a shot. Aim for ambient lighting or, natural daylight that feels warm and bright.
- **Keep staging subtle but intentional**  
Use clean, minimal decor that hints at lifestyle without cluttering the space—think plants, throws, or a chopping board on the counter.

## Bonus Tips:

- **You don't need to be a pro photographer**  
Most smartphones today can take stunning photos—just clean the lens, use natural light, and hold steady.
- **Stage with what you already have**  
No need to buy fancy props. Bring a few items from home—like cushions, a plant, or your coffee mug—to add warmth and personality.
- **Declutter before you shoot**  
Clear off kitchen benches, hide loose cords, and tuck away anything that distracts from the space.
- **Shoot when the light is right**  
Morning or late afternoon often gives the softest, most flattering natural light. Avoid harsh midday sun.
- **Take multiple angles**  
Capture a few options—high angle, eye level, wide shot. You'll thank yourself later when picking what to post.

# Best Practices to Maximize Engagement

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## 1. Start with a strong hero shot and an equally strong supporting image.

Instagram now resurfaces your second photo in the feed if the first one didn't get much engagement. That means your first two images are your biggest shot at grabbing attention.

🌟 **Tip:** Try pairing an interior with an exterior shot (or vice versa) to give viewers full context right away.



## 2. Show **EVERYTHING**

Your potential customers want to know everything about your designs. Even if your post is about kitchen design or highlighting a specific detail, there's always that one person asking "where's the toilet?". Avoid repetitive questions by including shots of every part of the home—even if it feels redundant to you, it builds trust and transparency.






### 3. Fill your captions with high-impact info.

Answer your most common questions before they happen. At a minimum, include:

- Design Name + Type (THOW, ADU, Cabin, Container Home etc)
- Dimensions (length x width x height)
- Number of rooms
- Transportable?
- Starting Price
- Can it be customized?
- Off-grid capable?
- How can they contact you?


The easier you make it to reach, the more likely they will.

*\*Design info below is an example of how you can structure your caption.*





540 8 5 115

**Surfside Retreat | 2 bedroom tiny home on wheels**





 Tiny House Info:

- ✓ 2.8m x 7m x 4.25m
- ✓ 10ft x 24ft x 13.6ft
- ✓ Sleeps up to 2
- ✓ Kitchenette with bar dining
- ✓ Bedroom on the ground floor
- ✓ Small Loft - Reading Nook
- ✓ Bathroom with shower & compost toilet

Starting From: \$130,000

 Customize this design using our online 3D Configurator → Link in Bio or head to our website  <https://www.tinyeasy.com>

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You can also include extra details like standout materials, popular upgrades, or certifications you believe your audience cares about.



# Turn Your Instagram Posts Into Sales With The Right Software Solution

Tiny Easy

Whether you're just getting started or ready to scale, the right software can turn online interest into real results. Here's how our tools help — and when to use them.

At Tiny Easy, we help builders:

- Get more qualified leads using our interactive 3D software solutions
- Showcase your homes online—in 3D and directly on your website or marketing material
- Save time by letting our software solutions do the heavy lifting for you.



## 3D Tiny House Designer

DESIGN, PLAN & SELL SOFTWARE

**Best for:** New or growing builders looking to develop a model range in 3D and create client-ready marketing material.

### Use it to:

- Design your 3D models and floorplans — no CAD required
- Create client-ready 3D Viewers for model pages and sales conversations
- Export renders for brochures, listings, and imagery
- Produce SketchUp files to send to architects or builders
- Create PDF plans to show to clients, send to architectures or builders.

👉 Perfect for building your product range and customizing designs for your clients.

[!\[\]\(4b7a79268f6ba26c1471d4232fffa85a\_img.jpg\) Try For Free Here!](#)



## 3D Sales Configurator

CPQ, SALES & LEAD GEN SOFTWARE

**Best for:** Established businesses ready to scale with pre-set models and a streamlined sales process.

### Use it to:

- Showcase your models and upgrade options in an interactive Configurator
- Allow potential customers to choose layouts, materials, and pricing in real time
- Capture leads while they're most engaged — right from your website
- Cut down back-and-forth communication and qualify leads faster

👉 Perfect for automating lead capture and closing sales faster.

[!\[\]\(5a351309c3b87e4420622c1f0e57efc0\_img.jpg\) Book a Free Demo here!](#)



## Let's Connect.

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