

The Multifamily Guide to Social Media



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Introduction

For anyone in the multifamily marketing game, an active social media presence is an incredible opportunity to reach potential renters. When done right, you're able to showcase the true lifestyle of your property and neighborhood to your target resident. But if social media is falling to the bottom of your marketing priority list, here are some stats to make you reconsider:

- **64%** of Twitter users and **51%** of Facebook users are more likely to spend their money with brands they follow.
- **63%** of millennials stay updated with brands on social media.
- **Nearly half** of all consumers count on social media when making a purchasing decision.

Alright, time to make social media marketing a priority for your multifamily property. But if you're a social media beginner, where do you start? With new networks, analytics, and tools appearing every month, it can seem overwhelming to begin. But fear not, setting up and maintaining an effective social media presence is easier than you think.

In this guide, you'll learn how to create and optimize your social media accounts on the five major social networks: Facebook, Twitter, Pinterest, Snapchat, and Instagram. We'll show you the differences between each network, and how to share content to engage your ideal audience on each one.

Who we are

We know what works for multifamily marketers. By partnering with the biggest names in the multifamily industry, we've increased ROI on marketing spend, filled leases faster, and increased brand awareness for properties all over North America.

And we can prove our methods work. Check out [this success story](#) to see how we increased revenue by \$306,000 in just 45 days for a luxury apartment community.

General Best Practices

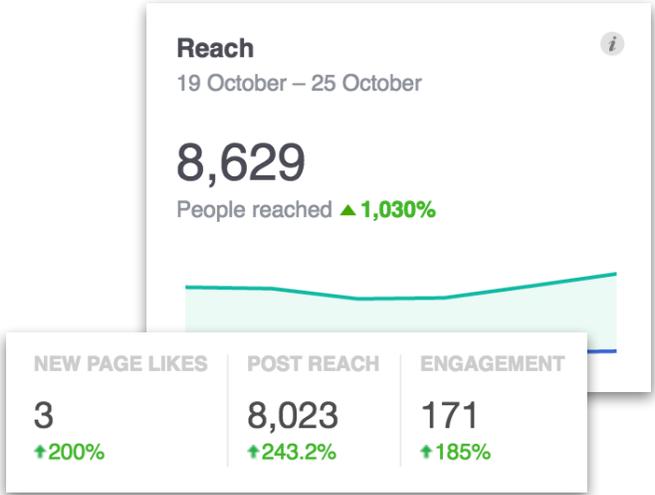
With new social media features and updates debuting every week, it can be difficult to keep up with the best strategies for building your multifamily business. But at the root of every social strategy are a few methods that will grow your following, earn engagement, and help you connect with potential residents.

Own your brand.

You always want your property name and brand to be memorable. On social media, that means keeping your name and profile picture similar across every social network. On Twitter, Instagram, and Snapchat, be sure and grab the same @ handle for your property. Choose a high-res, clear logo for your profile image.

Set a goal (and track it).

Looking to drive more traffic to your website? Or wanting to increase mentions and awareness of your property around town? Set a goal for your social media efforts and track your improvement. This can help provide focus to your social media strategy, and give you numbers to track your ROI.



Post consistently.

With algorithm changes, it's already difficult for brands to get in front of their target audience. It's even harder if you're only posting once or twice a week. Try to post 5-7 times a week on each social network. Sound impossible? Try using a scheduling tool like Buffer, Hootsuite, or Sprout Social. These allow you to focus one day a week on your social media and schedule out your entire week. Then, you can check in periodically and respond to comments.

The screenshot shows a scheduling interface with a header bar containing 'Every Day' and 'New Posting Schedule'. Below this is a row of seven blue buttons representing the days of the week: Monday, Tuesday, Wednesday, Thursday, Friday, Saturday, and Sunday. Underneath the buttons, the text reads 'Post at these 7 times **Every Day** :'. There are three rows of time selection controls, each starting with a clock icon. The first row shows '12' in a dropdown, '12' in a dropdown, and 'AM' in a dropdown. The second row shows '10' in a dropdown, '41' in a dropdown, and 'AM' in a dropdown. The third row shows '01' in a dropdown, '03' in a dropdown, and 'PM' in a dropdown.

Write like you talk.

There's no magic style of writing for social media. Accounts with millions of followers simply talk to their audience like they're talking to a friend. Keep it casual and don't overthink it when adding captions and comments on social media. And don't try to push a lease on every social media post. Your goal is to promote your community in a friendly, engaging way.

Be social.

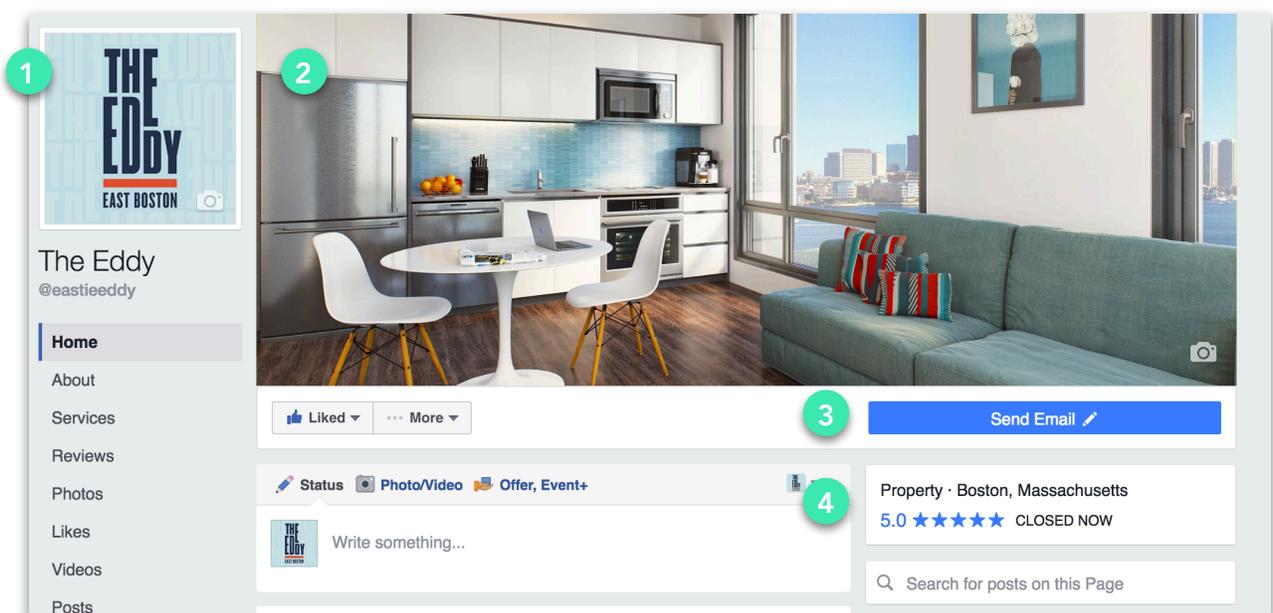
Remember: Social media was invented to give people outlets to talk with each other. When you're communicating for a brand on social media, it can sometimes feel more like you're shouting through a megaphone than having a conversation with a friend. Engage with other people on every social network.

Facebook

Facebook has grown into the largest social network in the world, with over 1.65 billion monthly active users. And while articles swirl claiming “Facebook is dead” every few months - its sheer size makes it impossible for businesses to ignore. Here's a quick intro to Facebook Business Page options and design.

Optimizing your Facebook Page

1. **Profile picture:** This is shown all across Facebook, including every time you leave a comment. Choose a high-quality logo, and keep this consistent across all of your social networks.
2. **Cover photo:** If you have great views from your community, this is a great place to show them off. A perfectly decorated apartment works well here, too.
3. **Call-to-action (CTA) button:** This button helps page visitors take an action. You can customize this button to say "Call Now", "Contact Now", "Send an Email", and many other options.
4. **Location and hours:** Page visitors can see where you're located, and live info on when you're open or closed. Here's how to set up your hours.



What to share

Once your profile is shiny and ready to show off, it's time to share some content and start engaging. It can be difficult to get traction on Facebook - the network's algorithm often pushes page posts lower in users' news feeds. So it's important to share content that gets people talking. Ask questions and run contests to spark comments and shares.

Even advertising that you're leasing now can be done in a creative and engaging way. Don't just post, "We're leasing! Call now!". Instead, snap a picture of the interior and try asking your followers how they would decorate the space.

Facebook is a great place to share links to your website, whether it's your leasing page, blog, or community info. With its massive audience, it takes just a few shares or comments for a post to take off and traffic to your site to spike.

Boosting posts

Facebook's "Boost" feature is an inexpensive and effective way to highlight your best posts and get them in front of a larger audience.

After sharing links to your website, click the blue "Boost post" button at the bottom right of your Facebook post. From here, you can select a budget, audience, and duration for your post to be promoted. You can target your current fans, or select a new audience based on location, interest, and age.

Start with a small budget of \$10 or \$20 to boost a post, and experiment with what type of posts you boost. You'll receive engagement stats on posts you boost that show how many paid and organic views your content has received, including clicks and more information about the demographics of people that viewed your post.

Want to start boosting posts and creating Facebook ads that convert? Here's 10 examples of highly effective Facebook ads to help you get started.

[Learn More](#)



Twitter

If you had to describe Twitter in two words, it's "fast paced". It's the social network of choice for breaking news stories, live posting during conferences and events, and hosting online chats. Twitter moves quickly, so you need to bring your content A game to keep up. It's best to post to Twitter several times per day to touch different segments of your audience.

Profile setup

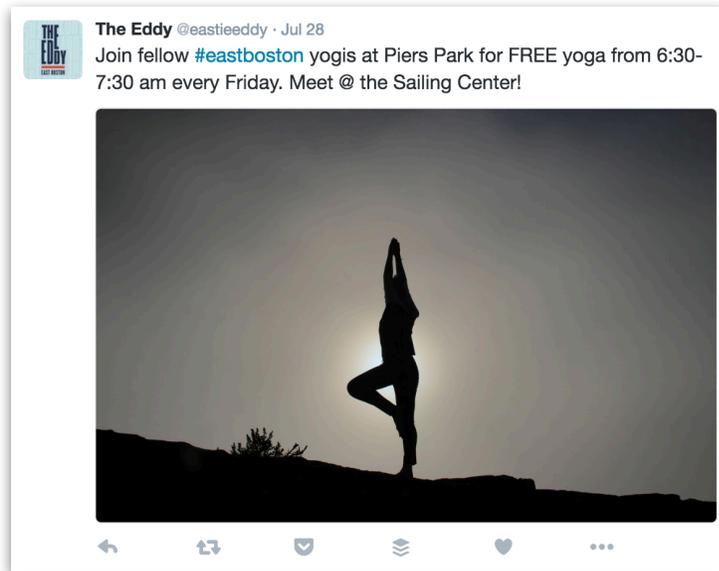
Before you start Tweeting, it's important to get your profile into tip-top shape to give visitors the best impression of your community.

1. **Profile picture:** If you have a high-quality logo, set this as your profile picture. It's important to keep this consistent across different networks. This strengthens your brand and makes you memorable.
2. **Bio:** Whatever makes your community appealing - highlight it here. List your amenities or your neighborhood here to put your best foot forward in 160 characters or less.
3. **Location:** This is important - how else would locals know to follow you? This can be simply your city and state, or as specific as a particular neighborhood.
4. **Link:** Add a link to your website to allow visitors to take the next step and get in touch.





Once your profile is looking its best, it's time to start sharing. So where do you begin? Start by following local businesses and news sources around your community. Neighborhoods, local bloggers, shops, and restaurants are all wonderful sources for content to Tweet out to your followers.



As you're marketing your community, your Twitter account can serve as a curator for everything that's going on in your city.

While it's tempting to promote your building in every post - no one wants to follow a pushy salesman on Twitter. Keep a balance of the type of content you share and vary your posts.

The 4-1-1 rule is the standard for variety on Twitter. For every 4 shares of articles, news, or other non-sales content, share 1 retweet of another person's content, and 1 promotional post.

How to use hashtags

One of the biggest opportunities for gaining a following on Twitter is getting involved in discussions about local events and hopping on trending hashtags. This will get your posts in front of a wider audience and new potential followers.

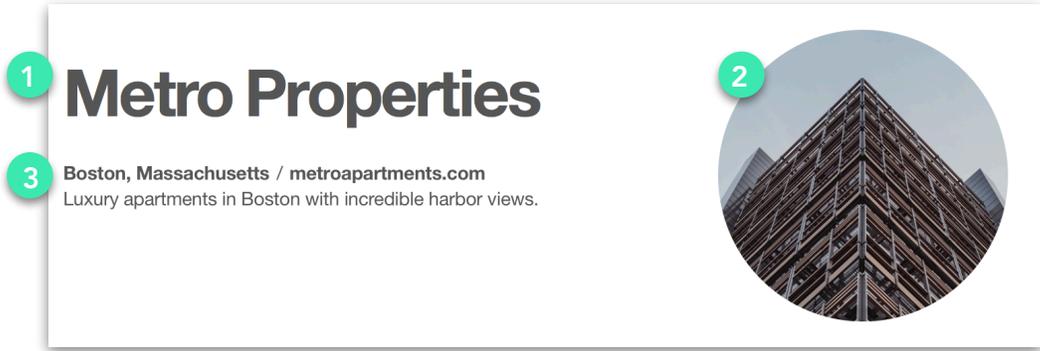
Hashtags can also be used to encourage posts about your property. Create a custom tag and include it in your Twitter bio. Add this to the end of Tweets about your property to categorize these posts. You can also include this hashtag in communications with your residents - add it to the signature of your e-mails, place it on a nice sign around community areas, and include it on any move-in materials. This will encourage your residents to add this to any Tweets or Instagram posts at your community, and give you great user-generated content to share.

Pinterest

Think of Pinterest as a virtual scrapbook. It's where people go to document what they want to become. They place links and pictures to places they'd like to visit, food they'd like to cook, and projects they'd like to complete. And for a multi-family property, it's the perfect place to showcase a lifestyle that people want to have.

Profile setup

- 1. **Display name:** This is your business name, and how people will find you when they search for your property on Pinterest.
- 2. **Profile picture:** Use the same profile picture as all of your other social media accounts to keep your branding consistent.
- 3. **Bio:** Your location, description, and a link to your website are all found here. This is where users can find out more about your property.



Choose your topics

Two of Pinterest's most popular categories are Travel and Home decor - perfect topics for a multifamily community to discuss. Choose what subjects, or "boards", that you'd like to display on your profile for your followers. Create boards related to your city, neighborhood, and the type of home decor that fits with your property. Be descriptive with your board titles to make your page easy to discover. Instead of simply "Coffee Shops", try "Best Coffee Shops in Boston".

Create a variety of boards that appeal to your target audience. If many of your residents are young, single people, try "Happy Hours in Boston". If you cater to more families with children, create "Family-Friendly Activities in Boston" or "Water Parks around Boston." Then, it's time to start pinning.

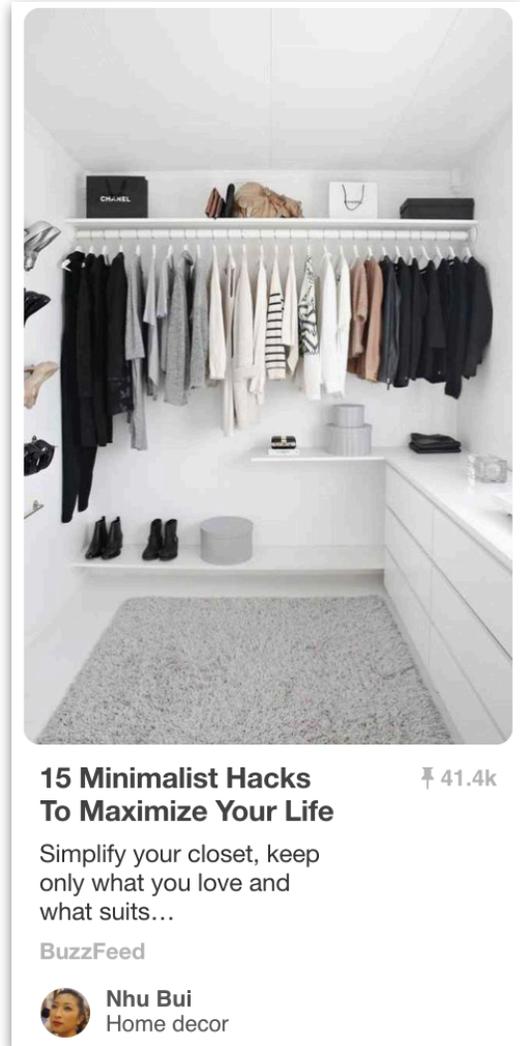
Discover content

Some of the most share-worthy content on Pinterest comes from blogs. Because Pinterest is such a visual network, and blogs become famous when they have the best-quality pictures, it's a perfect match. Try using a tool like [BuzzSumo](#) to find popular websites that write about your desired content. Simply search for a key term to find the most-visited pages. Check out those websites and give them a follow on Pinterest - you now have new sources of content for every week.

Another handy tool for quickly sharing top-notch pins is the Pinterest browser extension. This button sits in your toolbar, ready to pin at a moment's notice. When you find a link you want to share, click the Pinterest browser extension. You can then simply choose a caption, pick what board you'd like to pin to, and you're done.

Track what's working

Pinterest for Business is a free option that packs a lot of features beyond a standard account. These tools allow you to track what pins are getting the most engagement, learn more about your audience demographic, create ads that boost your website pins to the top of news feeds, and more. Similar to Facebook, experiment with putting a small amount of money behind different pins that link to your website and see what makes your followers click.





Instagram

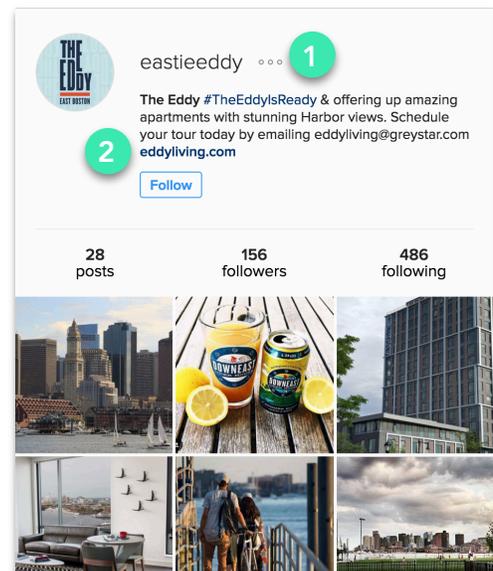
Instagram is the most visual social network. Users want to see high-quality, unique pictures and videos on their feed. This is the perfect opportunity to promote your neighborhood through visuals. Whether you're sharing the view from your building at sunset, or a snap of brunch from the diner across the street, you want potential residents to see how beautiful life in your community can be.

Profile setup

Your Instagram bio is an incredibly important area for your brand. Here's how to make the most of this space:

1. **Hashtags:** Create a hashtag specific to your community and encourage residents to share. Include this tag on all of your images, and re-gram other posts that use it.

2. **Link:** This is the only place on Instagram where you should include a link. URLs placed in post captions or comments will not be clickable. Here, you can link to your homepage or blog.



Locations

Since you're marketing a physical location, Instagram's Places feature will let users see where you're snapping pics. Click the "Add Location" button when you're captioning and tagging your image, then search for your apartment building or other local business.

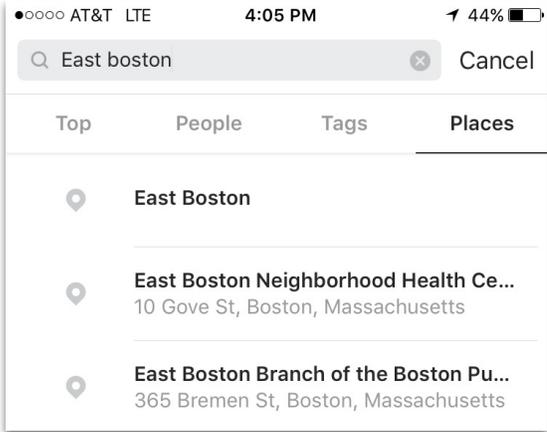
Need to set up your property's location on Instagram? Here's how to add a new location.

[Learn More](#)

Discovering content

Instagram is the network to share your absolute best visuals. And if you can't be out in the community every day taking pictures, no sweat. There are millions of users on Instagram who would love if you shared their content - as long as you ask permission first, and credit them for their image.

Try searching for a specific location on Instagram to find share-worthy images. Tap the spyglass at the bottom of your Instagram homepage, then type a location in the search box at the top of the screen. Select "Places" on the right hand side, and you'll see a list of geographic locations similar to what you're searching. Search for parks, restaurants, bars, and even your own multifamily community!



When you find an image you love, drop a quick comment on the picture complimenting the photographer and asking for permission to repost.

While not every person will respond, most people love to have their images shared. It helps others grow their following, and discovering new people is what Instagram is all about.

Once you get permission, you can share this image on your property's Instagram account. Tag the original photographer in the image, and then tag them in the caption as well, by adding a camera emoji and their username.



Snapchat

Snapchat quickly overcame its reputation as a teens-only app to dominate the social networking game in the last year. So how did it blow up so quickly?

For starters: It's the most personal social network. Even for bloggers and celebrities who seemingly keep it together 100% of the time, their Snapchat story gives a peek into their real lives. For multifamily marketers, it's a unique opportunity to show a real-life look at what it's like to live in your neighborhood.

If you're new to Snapchat, here's the lowdown: Snapchat is a mobile app where users can send photos, videos, and chat messages to other users. These messages will disappear after being viewed by the recipient.

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Getting found

One key difference between Snapchat and other social networks is the lack of a complete "explore" feature. It's difficult for people to discover you organically, unless you advertise your account other places. Consider adding your Snapchat name to your Instagram and Twitter profiles, with a ghost emoji next to it.



What to share

If you're marketing a community, you could showcase a full day in the life of a potential resident. Here are some ideas for your day:

- Snap a picture of the sunrise from a local park. Add a "Good morning!" caption. Swipe left to right after you've taken your picture to view local filters and add a neighborhood filter or a timestamp.
- Record a video as you sit at a local coffee shop or diner for breakfast. Pan around the restaurant to show the vibe, or show off what you're eating.
- Visit the outdoor space at your property. Snap people out with their dogs or lounging at the pool.
- Catch a happy hour special at a local bar. Caption a pic of your drink with the name of the bar and everyone's favorite drink emojis.
- Head back to your apartment at night. Take a picture of your apartment's sign lit up. Caption: Good night, *building name*



It's that easy to showcase what it's like to live in your community with Snapchat.

Another awesome way to build engagement on Snapchat is to do "Snapchat takeovers" where apartment residents, community members, or even local bloggers can take over your Snapchat feed for the day, sharing images and videos of their daily life in your neighborhood and community. This gives a unique perspective and showcases your area in a different light.

Learn More About Our Multifamily Marketing Solutions

Contact us today to learn more about how we convert your strongest prospects into website traffic, leads, and leases for your community.



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