



Boost Social Engagement

Fun Ways To Use National Social Media Holidays in Your Community

Social media holidays are a fun and easy way to add personality to your content and engage with your residents. These holidays — from quirky national days to more widely recognized events — help you create fresh, relatable content that draws attention to your multifamily community. Whether you're highlighting amenities or involving residents in themed activities, adding these holidays to your marketing calendar can make your social media stand out. The best part? Many of these ideas require minimal time and resources to implement.

Here's how social media managers in the multifamily industry can make the most of these holiday tips:

★ Keep It Fun & Relatable

National holidays like National Pet Day or National Coffee Day are relatable to almost everyone. They give your community a chance to join larger conversations online while showing off your property's unique charm. Encourage residents to share photos, post polls, or run contests based on the holiday theme.

★ Involve Your Residents

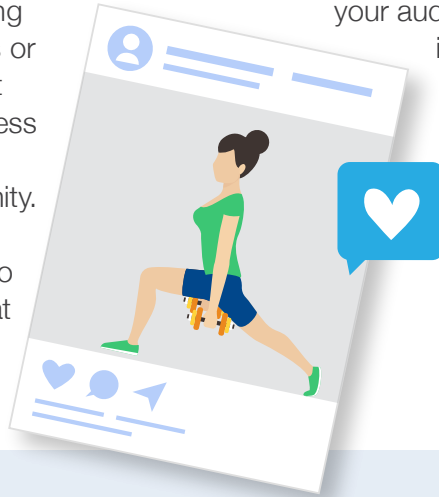
Get residents involved by hosting fun events or giveaways tied to these holidays. For example, host an ice cream social in your clubhouse on National Ice Cream Day and ask residents to share pictures using a community hashtag.





★ Showcase Your Amenities

Many holidays, like National Fitness Day or Earth Day, are great opportunities to showcase your property's corresponding amenities, such as fitness centers or green spaces. Post a fun workout challenge video filmed in your fitness center or show residents enjoying outdoor activities in your community. This type of content not only engages current residents but also gives prospects a glimpse of life at your community.



★ Make It Interactive

Themed polls and hashtag challenges are easy ways to capture attention and energize your audience. You don't need a big marketing budget to create meaningful online interactions — just a bit of creativity!



★ Schedule Ahead

Plan your content around these holidays in advance so you always have something engaging to post, even on slower news days. It's a great way to keep your social media consistent and fun!

★ Mix in Traditional Holidays

In addition to fun, niche social holidays, don't forget about the big ones. Presidents' Day, Labor Day, and Daylight Savings are great times to promote seasonal offers, share reminders, or simply post well-wishes to your residents.

Make your social media stand out by adding these fun, quirky holiday suggestions to your content calendar.

Ready to make your social media stress-free?
Find out how Grace Hill's **Reputation Management** solution makes it easy to boost online engagement and stay relevant.

