



Master Your Social Media: Essential Checklist for Multifamily Marketers

Whether you're managing the digital presence of a small portfolio of rental properties or overseeing a large-scale housing community, effectively leveraging social media can enhance your marketing efforts, improve communication with residents, and build a strong online brand. But managing the social media landscape is challenging, and expectations are evolving. This checklist will help elevate your social media game, drive engagement, and ultimately boost your community's success.

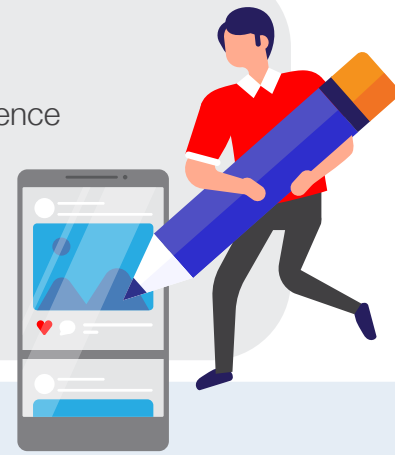


SOCIAL MEDIA CHECKLIST

1 Create Engaging Content

The key to creating impactful content is understanding your target audience and their interests. For many communities, social topics often include:

- Positive stories or quotes from current residents.
- Highlights of upcoming community events or activities.
- Promoting local or regional attractions.



2 Be Consistent

Building a memorable online brand requires repetition. In fact, the marketing Rule of 7 states that it takes that many interactions to stand out.

- Establish a regular posting schedule (e.g., daily, bi-weekly).
- Use a content calendar to plan and organize posts.
- Monitor peak engagement times and schedule posts accordingly.

3 Interact With Followers

Social media isn't designed to be an advertising platform. Residents want to engage in two-way communications with businesses they follow — including their community.

- Respond to comments and messages promptly.
- Like and share posts that mention your community.
- Engage with local businesses, groups, and organizations.
- Run polls, Q&A sessions, and interactive stories to increase engagement.



4 Encourage User-Generated Content

Go beyond engagement by asking residents to help generate authentic user-generated content for your community social pages.

- Encourage residents to share their own photos, videos, and experiences.
- Repost and give credit to resident-generated content.
- Use hashtags to make it easier for residents to join the conversation (e.g., #LifeAt[PropertyName]).



5 Leverage Paid Advertising

To fully maximize your social brand presence, most businesses leverage paid advertising to grow their reach.

- Invest in targeted ads to reach specific demographics.
- Promote special offers, vacancies, and new property listings.
- Use retargeting strategies to re-engage potential renters who have shown prior interest.

6 Measure Performance and Adapt

Monitoring social media performance and adapting strategies accordingly is crucial for businesses to stay relevant and thrive online.

- Track engagement metrics (likes, comments, shares) to gauge post effectiveness.
- Analyze traffic to your property website from social media.
- Use insights to refine your social media strategy and improve future posts.



7 Stay Professional

Always keep your social media messaging respectful and aligned with your company values.

- Avoid any controversial or inappropriate content.
- Address negative comments with empathy and professionalism.
- Use the appropriate brand's tone and voice for all online posts.

Embrace these best practices to elevate your social media game, engage more effectively with residents, and ultimately improve your rental housing marketing efforts.



Ready to own your online brand?

Contact us today to learn how Grace Hill can streamline your marketing efforts!