



Fun and Easy Ways To Boost Your Social Media Engagement

You don't need a big marketing team to create a buzz online! With a little creativity and consistency, you can keep your residents and prospects engaged, excited, and connected to your community. Here are some fun, easy-to-implement ideas that anyone can try:



1 Resident Spotlights

Celebrate your residents by sharing stories about their lives and why they love living in your community! You could feature a "Resident of the Month" post with a fun photo and a short interview. People love seeing familiar faces, and it builds a sense of community online.

2 Pet of the Week Contest

Who doesn't love cute pet pics? Encourage residents to submit photos of their furry (or scaly!) friends for a weekly feature. Not only will this get people commenting and liking, but it also lets them feel more connected to your social feed. You can even add a prize, like a small gift card or a pet treat basket!

3 Community Events & Challenges

Promote your virtual or in-person events, like a "Yoga in the Courtyard" session or a community-wide trivia night. Create fun challenges, like a patio decorating contest, as the seasons change or holidays approach. Community events and challenges allow residents to share their creativity and make the entire community more festive. Ask residents to post their findings using a hashtag you create (e.g., #MyFunkyFallPatio). These kinds of posts get people involved and spark conversations.

4 Behind-the-Scenes Sneak Peeks

Give residents and prospects a behind-the-scenes look at your community. Share photos or short videos of maintenance tips, staff members decorating for a holiday, or prepping a new amenity space. It's an easy way to humanize your team and show off the care you put into the community.



5 Polls and Q&A Sessions

Want to know what your residents think? Use Instagram or Facebook polls to ask fun, easy questions — like their favorite local restaurant or what new amenity they'd love to see. You can also host a live Q&A session to answer residents' questions about the community, upcoming events, or maintenance tips. It's a simple way to build engagement while gaining valuable feedback.



6 User-Generated Content

Encourage residents to share their experiences by posting photos of their decorated apartments or favorite spots around the community. Offer a small incentive (like a gift card drawing) for those who tag your property's account and use a branded hashtag. This not only builds engagement but also provides authentic content for your feed!



7 Fun Fact Fridays

Share fun facts about your property or the surrounding neighborhood each week. For example, "Did you know this building was once a historic warehouse?" or "Our community is just 5 minutes away from the best coffee shop in town!" These little nuggets can spark conversations and get people excited about their community.



8 Celebrating Milestones

Is your property's anniversary coming up? Celebrate it! Post throwback photos, fun facts about the community's history, or a timeline of improvements. Residents love being part of something bigger, and it gives them a reason to share their experiences with pride.

9 Shoutouts and Thank Yous

Did a resident go above and beyond in organizing a neighborhood event? Or maybe a team member handled a situation with exceptional care. Give them a shoutout on social media! A simple thank-you post or photo will make them feel appreciated and encourage more positive interactions across your platforms.

10 Apartment Tips and Tricks

Share easy, useful tips for apartment living: Think cleaning hacks, decor ideas, or organizing tricks for small spaces. Residents will appreciate the helpful content, and you'll show that you care about making their living experience as smooth as possible.



By incorporating a few of these ideas, you'll be surprised at how quickly your social media can come to life — even without a full-time social media team!

Grace Hill's Reputation Management solution and multifamily expertise can support you with the tips and tools you need to build a thriving online community.

You've got this!