



5 Common Social Media Mishaps and How To Avoid Them



Contrary to popular belief, social media marketing is more than just storytelling and self-promotion. Matt Goulart, social media expert and founder of Ignite Digital, reminds us, “Social media is about the people. Not about your business. Provide for the people, and the people will provide for you.”

In today's digital age, social media can be a battleground for attention and authority. It offers immense opportunities for others to see your property as influential and build brand loyalty. But, without a proper strategy, social media can also be a public arena where errors are magnified.

Although the digital landscape can be overwhelming to navigate, the good news is you're not alone. Grace Hill has gathered what you need to know to build a thriving social media presence that attracts prospects and engages residents.

This ebook highlights five common social media mishaps rental housing providers make every day and strategies to avoid them.

1. Inconsistent Posting

Inconsistent posting can confuse your audience and reduce engagement. Your residents and prospects expect a consistent level of engagement from your community, but inconsistent posting sends a message that your property may not be attentive to their needs or concerns. An unpredictable social media presence can erode trust, making it seem like your community is unreliable or uninterested in maintaining a relationship with its followers.

HOW TO AVOID:

Create a Content Calendar

A content calendar outlines your posting schedule and themes in advance, helping you ensure a steady stream of engaging material. This planning tool helps maintain consistency, keeps your team on the same page, and prevents last-minute scrambling for new content.

Use Scheduling Tools

Platforms like Grace Hill's Reputation Management allow you to prepare posts in bulk and schedule them for specific dates and times. This automates the posting process and guarantees consistency, even when you're unavailable.

Set Reminders

Use reminders to prompt you to engage with your audience regularly. Responding to comments, questions, and messages demonstrates that you value your community's input and are genuinely interested in their feedback. Whether it's a daily notification or weekly calendar block, these reminders keep social media engagement top of mind.



Balance Content Types

Overwhelming your followers with promotional content can risk “overselling” to them and damage your community’s reputation. Instead, focus on creating a mix of valuable, entertaining, and informative content to keep your audience engaged. By offering a variety of content, you position your property as an engaged community and valuable resource rather than simply a place to rent.

2. Ignoring Feedback

Prospective residents rely heavily on reviews to form an opinion about your property. Ignoring reviews can escalate the situation and portray your community as uncaring. When they see online feedback is ignored, it creates a perception of dismissiveness that damages your community's reputation and erodes trust with your current residents.

Moreover, deleting a negative review might seem like a quick fix, but it’s actually a missed opportunity. A perfect 5-star review score raises red flags, causing potential residents to question the authenticity of the feedback you’ve received.

The truth is, both positive and negative reviews offer valuable insights. When people see that you address concerns openly and transparently, it demonstrates your community's commitment to resident satisfaction. This transparency builds trust and can even turn a negative situation into a positive reflection of your property management team.



HOW TO AVOID:

Respond Promptly and Politely

Address feedback quickly and courteously, acknowledging the issue and offering a solution. This builds trust and transparency and stands in stark contrast to competitors who might ignore resident concerns.

Have a Review Management Plan

By developing a proactive strategy for responding to feedback, your community can mitigate damage to its reputation before it escalates. This plan should include pre-written responses for common complaints, as well as clear escalation procedures. Ensure your team has easy access to critical policies when it matters most. A policy management tool like Grace Hill can help build a culture of consistency.

Monitor Social Mentions

Proactively tracking online conversations about your community empowers you to address concerns and identify potential issues before they become damaging. Don't overlook platforms like Reddit, as these communities often offer unfiltered feedback and insights into residents' experiences. Plus, leverage tools like Mention, Google Alerts, and Grace Hill that provide real-time updates on online sentiment, helping you stay informed and allowing you to respond promptly.



3. Over-Automation

While tools that streamline social media management offer undeniable benefits, excessive automation can lead to a disconnect with your audience. Generic content can come across as impersonal and robotic, diminishing the community feel that residents crave. Additionally, while efficient, the same boilerplate responses to comments and inquiries may not always address specific concerns adequately and could even lead to errors.

HOW TO AVOID:

Balance Automation With Human Interaction

To maximize the benefits of automation while preserving a personal touch, it's essential to use these tools strategically. Automation can be a valuable tool for handling common social media inquiries (e.g., amenities, pricing, or availability) or routine tasks such as scheduling posts. But often, complex inquiries and situations necessitate quick, compassionate responses that demonstrate genuine care for residents. If an automated response doesn't quite hit the mark, ensure there is a seamless transition to a team member. This can be done through clear prompts or direct contact information. Platforms like Reputation Management can help manage customer interactions without losing the personal touch you need.

Personalize Automated Messages

Generic messages can be easily overlooked. By tailoring interactions to individual needs and preferences, you'll show residents you care about their satisfaction. Even small touches, like incorporating resident names or specific details about their community involvement, can significantly affect how residents perceive your community and team. By cultivating authentic connections, property managers can build trust, foster loyalty, and effectively manage their community's needs.





Regularly Review Automated Content

Be sure to frequently evaluate your community's automated posts and interactions to guarantee they accurately reflect your brand's identity and core values. This ongoing assessment helps maintain consistency and authenticity in your online presence. Having a review process also guarantees that potential residents encounter a unified and accurate portrayal of your community and brand.

4. Misunderstanding Platform Dynamics

Not all social media platforms are created equal. Each platform has its own unique customer base, so what works on Instagram may not work on LinkedIn. If you're posting the same type of content on both, you're missing out on opportunities to connect with your target audience effectively. Misunderstanding these dynamics can lead to a scattered and ineffective social media presence, losing out on valuable audience engagement.

HOW TO AVOID:

Know Your Audience

To truly leverage the power of social media, you need an understanding of where your target residents spend their time online and how they behave. Are they young professionals looking for luxury apartments? Families seeking community amenities? Take time to understand your audience's unique wants and characteristics to tailor your content and resonate more effectively..

Tailor Content for Each Platform

Be sure to customize your content to suit the platform's format and audience expectations. Professional networking sites like LinkedIn require more thought leadership content, such as industry insights or resident testimonials. On the other hand, community-focused platforms like Instagram and Facebook are great for building relationships with residents and showcasing your community's amenities and lifestyle.

Stay Updated on Trends

Social media trends evolve rapidly, and staying stagnant can take a major hit to your engagement. Property managers should always be on the lookout for new trends, experimenting with different approaches and adapting their strategy accordingly. Ignoring these changes can lead to content that falls flat, diminishing your community's relevancy.

Research Your Competition

Stay ahead of the curve by noticing new trends or platforms your competitors are experimenting with. Use social media to identify topics your competitors aren't covering, which presents a unique opportunity to fill a void and attract new followers. Learn from their efforts and use it as a starting point for developing your own unique approach.

Analyze Performance Metrics

Use analytics tools to understand what types of content perform best on each platform and adjust your strategy accordingly. Most platforms offer insights into user demographics, behavior, and post performance. These tools can help you identify what's working, what's not, and where to focus your efforts for maximum impact.



5. Failing To Engage

Social media isn't a one-way broadcast; it's a dynamic conversation between you and your audience. Failing to engage leaves prospective and current residents feeling overlooked and undervalued. Over time, this erodes trust and loyalty, making it harder to attract new residents and retain existing ones.

HOW TO AVOID:

Actively Engage With Followers

Showing appreciation for your audience is key to building a loyal community. Like, comment on, and share user-generated content to show you're paying attention and value your audience's input.

Host Interactive Content

Consider running polls, Q&A sessions, and live videos to encourage audience participation. This not only generates authentic content but also makes your community feel heard and included.

Create Shareable Content

Develop content that encourages sharing, such as interesting articles, resident success stories, funny memes, or valuable tips. Every share brings your content to new eyes, boosting your search engine rankings and expanding your potential customer base. This exposes your community to a broader audience, bringing prospective renters to your door.



By being mindful of these common mishaps and implementing strategies to avoid them, property management companies can maintain a positive and effective social media presence. The key is to be consistent, responsive, authentic, and adaptable to the ever-changing social media landscape.

Grace Hill can help simplify your social media strategy with our all-in-one reputation management solution.

Get a demo today!

