



# Level Up Your Likes

The Multifamily Guide To  
Growing Your Social Following

In the multifamily industry, a strong social media presence can help you connect with residents, attract prospects, and build a vibrant online community. But how do you actually get those residents and prospects to follow your page? The good news is that you don't need a dedicated social media manager to make it happen! With a few simple strategies, you can grow your followers and boost engagement in no time.

The following tips will help you level up your likes and build your social media presence.



## 1. Incentivize With Contests and Giveaways

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Everyone loves the chance to win something! A simple way to get residents and prospects to follow your page is by running a contest or giveaway. You can offer prizes like a gift card to a local restaurant, a discount on rent, or even a fun community swag bag. To enter, all participants need to do is follow your page and tag a friend in the comments — this increases visibility and draws in more people.



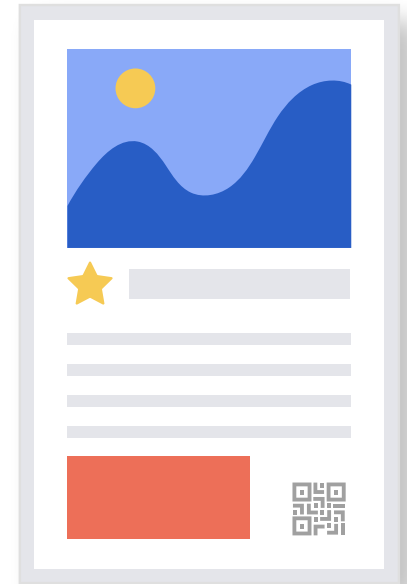
## 2. Promote Your Social Channels in the Leasing Office

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Make sure your residents and visitors know you're on social media! Post signage in high-traffic areas like the leasing office, fitness center, or community clubhouse, encouraging people to follow your page. QR codes make it easy — simply scan and follow. You can also include your social media handles in resident newsletters and emails.

Example:

**“Stay connected! Follow us on Instagram for community updates, exclusive events, and more. Scan the QR code below!”**



## 3. Leverage Move-In Day

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When new residents move in, it's a perfect time to connect with them on social media. Include a “Welcome Packet” that features your community's social media channels, or ask them to “follow” during the leasing process. You can even offer a small incentive, like a free coffee voucher or snack pack, for new residents who follow your page during their move-in.



*Welcome to your new home!*

Follow us on Instagram for community news, event updates, and fun contests. Show us your follow for a free coffee!

## 4. Feature Resident Content

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Residents love to see themselves featured! Create opportunities for them to share their experiences by asking for user-generated content. For instance, you could run a “Best Apartment Decor” contest or ask residents to share their favorite community amenities. Featuring resident content encourages them to tag your page and share the post, which brings more visibility to your community.



Example:

**"Show us how you've decorated your apartment! Share a photo using #YourCommunityName and tag us for a chance to be featured on our page."**

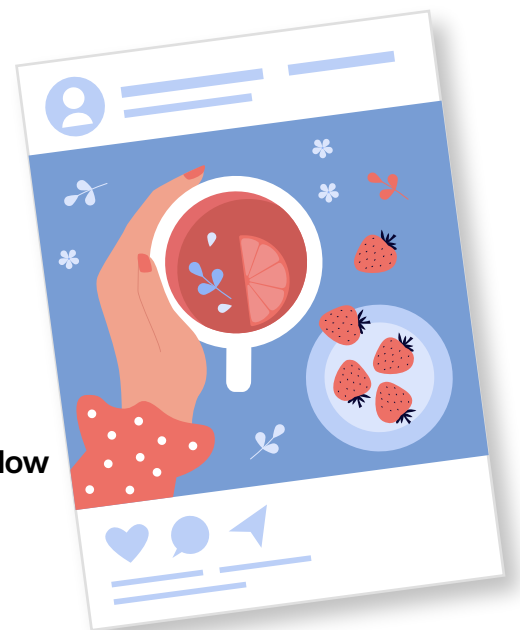
## 5. Engage With Local Businesses and Influencers

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Partnering with local businesses or influencers in your area is a great way to boost followers. Collaborations could include cross-promotions with nearby cafes, fitness studios, or dog groomers — places your residents already love. You could also invite local influencers to check out your community, share their experience, and tag your property on social media.

Example:

**"Excited to partner with @LocalCafe for a resident discount! Follow our page for more details and exclusive offers."**



## 6. Run Polls and Interactive Content

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Interactive content like polls, Q&A sessions, and quizzes are fun ways to keep residents engaged while encouraging new followers to join in. You can ask simple questions about residents' favorite local spots, upcoming community events, or even fun trivia. When residents see their friends interacting with your page, they'll be more likely to follow you, too.

Example:

**"Which local restaurant should we feature next in our 'Dining Spotlight'? Vote in our poll and let us know!"**



## 7. Highlight Events and Amenities

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Make your social channels the go-to spot for community updates and event announcements. Whether it's a pool party, resident appreciation day, or yoga class, make sure your residents know that by following your page, they'll get all the latest info and reminders. You can also give sneak peeks of new amenities, renovations, or upgrades to get prospects excited about what your property has to offer.

Example:

**"Follow us on Facebook for updates on our Summer Pool Party, and don't miss the RSVP link to save your spot!"**





## 8. Collaborate With Residents for Exclusive Content

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Identify residents who are active on social media and invite them to create content or take over your page for a day. This “resident influencer” approach gives an insider perspective of life in your community and encourages their followers to check out your property.

Example:

**"Ever wonder what a day at [Your Community Name] looks like? Resident takeover happening tomorrow! Follow along as @ResidentName shows us their favorite spots."**



## 9. Use Hashtags and Location Tags

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When you post, always include popular local hashtags or location tags to increase visibility beyond just your current residents. Prospective residents often search by location, and tagging your city or neighborhood can help them find your property more easily. You can also create a unique hashtag for your community that residents can use when sharing their own content.

Example:

**"Love where you live? Tag us and use #YourCommunityName to be featured!  
#YourCity #ApartmentLiving"**

**#YourCommunityName**

## 10. Engage With Your Audience

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Last but not least, be sure to interact with your followers! Respond to comments, like posts, and engage with your residents' content. Acknowledging their posts or answering their questions helps build a sense of community and encourages others to follow your page for the same personalized experience.

Example:

**“We love seeing our furry residents and how they love living at #CommunityName.”**



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Growing your social media following may seem daunting at first, but with these simple strategies, you can build an engaged community online even without a full-time social media manager. By connecting with your residents and prospects in fun, authentic ways, your social channels can become essential tools for boosting engagement and growing your multifamily brand.

Ready to turn those “likes” into leases?

Find out how Grace Hill's Reputation Management solution can help you simplify your social media game and boost engagement.

**Let's make social stress-free!**