



Welcome
Social Media, what your
residents want to see



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Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

Social networks *recap*

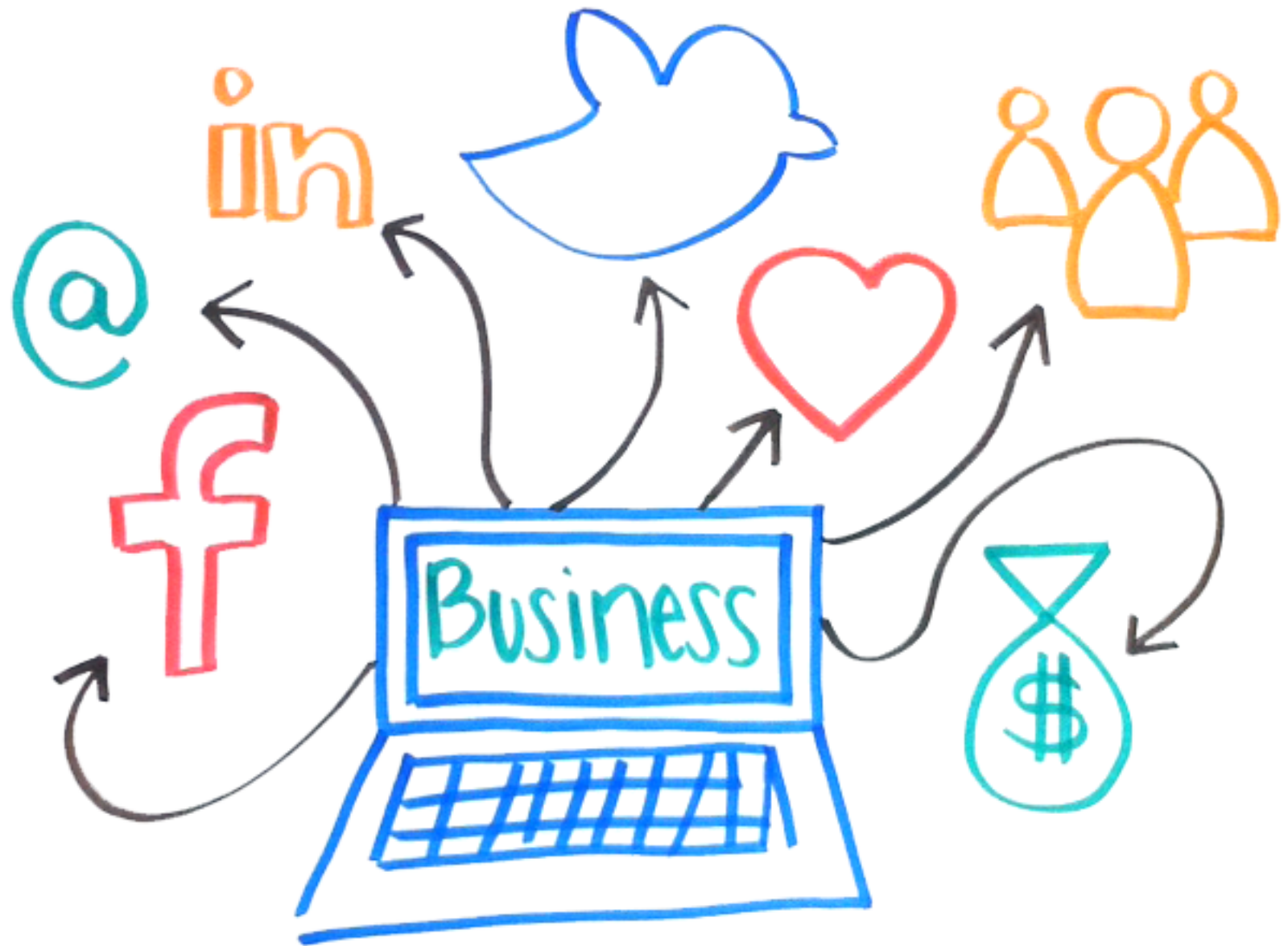
Tips and *rules of thumb*

Crafting the *perfect post*

Pay to *play*

GOOD SOCIAL MEDIA
DELIVERS THE RIGHT MESSAGE
TO THE RIGHT PEOPLE
AT THE RIGHT TIME.

Thought #1
Social networks recap



QUICKTIPS

- Where is your audience?
- Where is your audience **active**?
- What are your goals?
- Observe your competition
- Can you make the commitment?
- Use video

FASTING GROWING
SOCIAL APP



Thought #2
Tips and rules of thumb





Be interesting

WIP #2

Build an online community

WIP #3

Be exclusive and original

UIP #4

Make it pretty

WIP #5

Be personal



Thought #3
Crafting the perfect post

BREVITY.

“Brevity is the soul of wit.”

William Shakespeare



**TIMELY AND
NEWSWORTHY**



FACEBOOK TIPS

- Use a link post
- Keep it under 40 characters
- Publish during non-peak times
- Use Facebook insights
- VIDEO!

TWITTER TIPS

- Use hashtags and links together
- Tweet longer
- Use images
- Use native image types
- Clear CTA

INSTAGRAM TIPS

- Focus on a goal
- Develop a story
- Style it
- Educate, inform, entertain
- Engage
- Hashtag it

PINTEREST TIPS

- High quality images
- Snappy and SEO-rich descriptions
- Rich pin information
- Quality AND Quantity
- CTA
- Be inspirational

Thought #4
Pay to play



**SHOW
ME THE
MONEY!**

TAKEAWAYS

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SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
- 

Thank you! Want to learn more?

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rentersvoice.com
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Register at epmsonline.com

Upcoming Webinar



Creating sticky customer communication that wins

Thursday, Oct 10

1:00 PM – 1:30 PM CDT

Register at epmsonline.com



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