

ESSEX FACEBOOK QUICK GUIDE: POSTING EXAMPLES

Updated December 27, 2018

PURPOSE

- The purpose of this guide is to provide examples and best practices on **what to post and what not to post** on Facebook.
- This is important because we want to help you achieve the best results from your Facebook page. Essex is working toward setting expectations around consistency, quality, and service through social media.
- Please follow through this guide to see examples of DO's and DON'Ts related to content, images, events, and more.

TOP 5 DO'S

- 1) Do provide opportunities for engagement (likes, comments, etc.)
- 2) Do celebrate your staff and/or residents
- 3) Do post about resident-related services
- 4) Do inform residents about upcoming events
- 5) Do respond to comments and posts in a timely manner





1) DO PROVIDE OPPORTUNITIES FOR ENGAGEMENT

Vote for what event you would like to see as our June resident event....
Movie Night or Board Game Night?

215 people reached Boost Unavailable

Like Comment Share

Bharkavi Ajai, Ranjeet Pandey and 3 others Most Relevant

Write a comment...

Bhawna Goel Board game night would be fun!
Like · Reply · Message · 1w

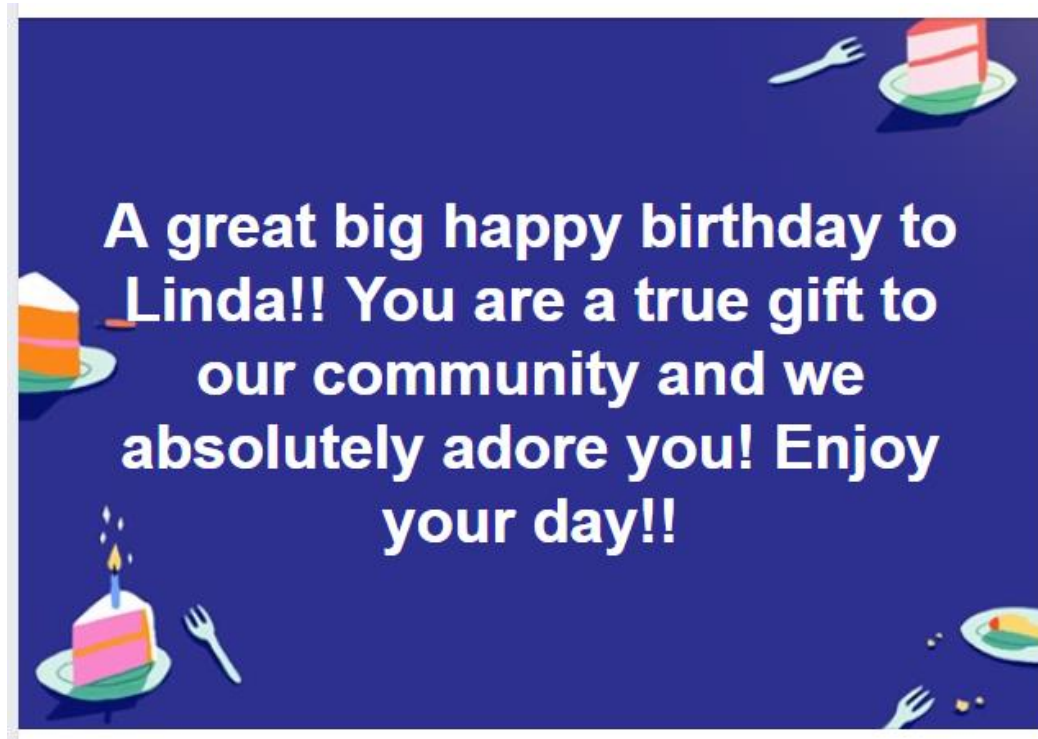
Christina Dcosta Pais movie night please 🍿
Like · Reply · Message · 1w

Berni Leslie Depends on what movie or game.
Like · Reply · Message · 1w

- Ask residents for suggestions and encourage them to engage with your posts.
- This allows residents to feel included in the community.
- Another way to engage with the residents on Facebook is to host a contest. (If prizes will be provided, consult with Legal first.)

2) DO
CELEBRATE
YOUR STAFF
AND/OR
RESIDENTS

Post about awards, birthdays, community gatherings, contests, and events.



3) DO POST ABOUT RESIDENT-RELATED SERVICES

Examples: Referral programs, RentCafe, Online Payments, Green Living, etc.

Posts can include fun graphics and photos (must be owned by Essex).

Referral fees are usually \$250 per referral. For the month of May only, if you refer a friend to call Redmond Hill Apts their home you can earn \$350. Call the office for more details.

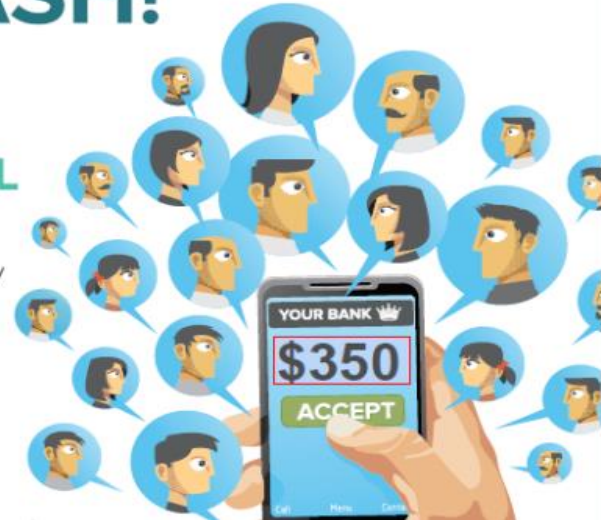
referred resident must move in no later than 5/31/18 to claim this prize.

GOT FRIENDS? GET CASH!

TAP INTO YOUR SOCIAL NETWORK

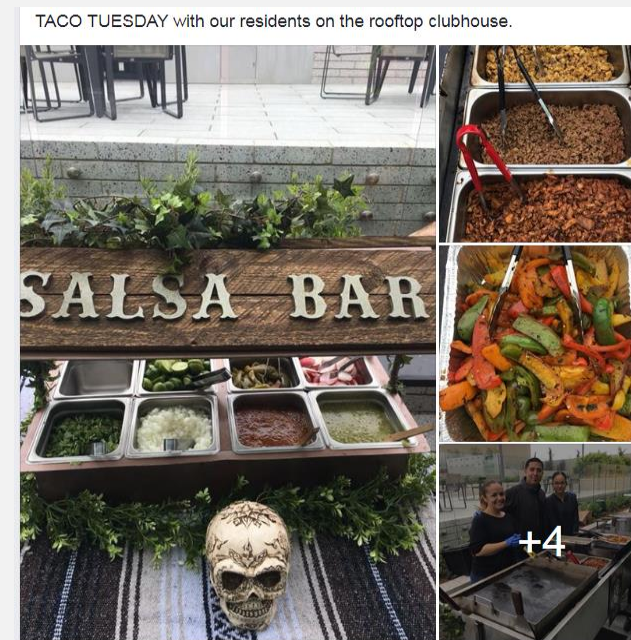
Refer your friends, family and coworkers to our community and receive

\$350 per referral.*



4) DO INFORM RESIDENTS ABOUT UPCOMING EVENTS

- Create a Facebook event
- Share photos and videos



5) DO RESPOND TO COMMENTS AND POSTS IN A TIMELY MANNER

- Do your best to respond to all correspondence within 24 – 48 hours.
- Ensure negative comments are addressed as it shows residents we are paying attention and can improve overall reputation.



TOP 5 DON'TS

- 1) Do not post content that Essex doesn't own
- 2) Do not post content that would violate fair housing laws
- 3) Do not post resident photos without their permission
- 4) Do not use low quality images
- 5) Do not post content that is not relevant to Essex or your community

1) DO NOT POST CONTENT
THAT ESSEX DOESN'T OWN

- Do not post movies, TV shows, Sports teams, etc., on social media because it could be a copyright violation which could result in legal repercussions.



JUL 13 Black Panther: Free Movie Night
Public · Hosted by

★ Interested ✓ Going

➔ Share ⋮

🕒 Friday, July 13 at 8 PM - 10 PM

2) DO NOT POST CONTENT THAT WOULD VIOLATE FAIR HOUSING LAWS

- Fair Housing laws apply on Facebook.
- Do not post anything that could be construed as discriminatory, offensive, or controversial to any group.



3)DO NOT POST RESIDENT PHOTOS WITHOUT THEIR PERMISSION

- Use our Facebook photo flyer at events to inform residents that you'll be posting photos to the Facebook page.
- Please note, if asked to not post or remove a photo, respect your residents' wishes and do not post the photo.
- Be especially mindful and sensitive to photos of children without parental permission.



4) DO NOT USE LOW QUALITY IMAGES

- Here are some suggested resources for images that are also free:

- [Pixabay.com](https://pixabay.com)
- [Canva.com](https://canva.com)
- [Unsplash.com](https://unsplash.com)

Holiday Guacamole:

16 ounces Large Hass avocado (peel and seed discarded and avocado diced)

1 cups H-E-B® Mango Pico de Gallo

2 lime (juiced)

1 teaspoon Adams Reserve Sea Salt ... [See More](#)





5) DO NOT POST CONTENT THAT IS NOT RELEVANT TO ESSEX OR YOUR COMMUNITY

- Ask yourself before posting:
How is this relevant to our residents or prospects?

QUESTIONS?

PLEASE CONTACT
MARKETING@ESSEX.COM