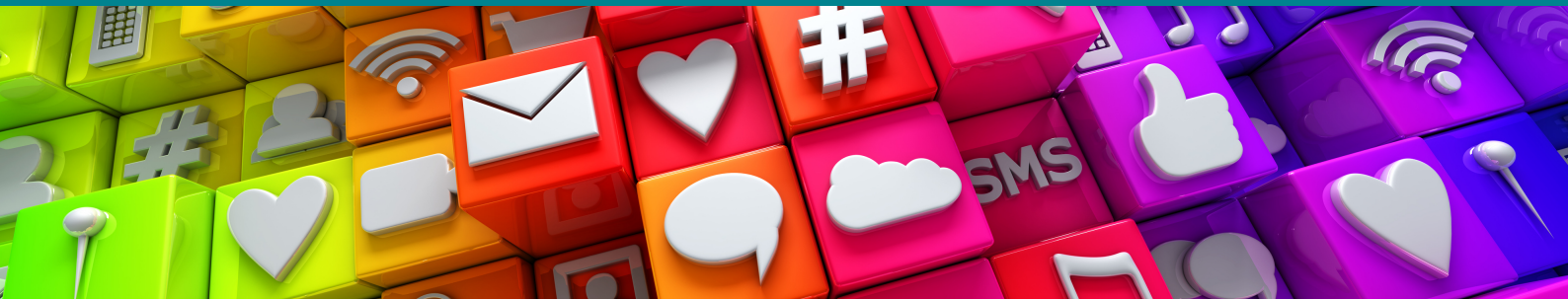


ESSEX

MASTERING YOUR SOCIAL MEDIA

Tips, tricks and best practices for posting creative, engaging and relevant content to your community's social media page.

JANUARY 2021



WHAT IS SOCIAL MEDIA?

Social media enables users to create and share content that allows them to express themselves, discuss interests, connect with friends, and grow their network. **Facebook has 1.5 billion daily active users, and Instagram has 500 million daily active users.** Those numbers are enough to show us how the reach and impact of social media can greatly impact our brand, and more importantly, our bottom line.

With current and potential residents spending more time on social media than ever, we should use the platform to showcase everything your community has to offer. **Facebook and Instagram are both equally important** (Facebook generates more consistent leads to our website than Instagram) and should be used to highlight your amenities, activities, and apartment homes.

If we use social media correctly, we can enhance the relationship we have with our current residents, connect with local businesses in our neighborhoods, and appeal to prospective residents.

IDENTIFYING YOUR AUDIENCE

Understanding your target audience will help you better understand what type of social media content you should share on Facebook and Instagram. **Your audience is followers who are most likely to be interested in your community – current and prospective residents.** We want to focus our attention on appealing to these two audiences.

Before you post, ask yourself the following questions:

- Is this interesting for our audience?
- Can our audience learn something from this post?
- Does this post position our community positively to our audience?
- Is this post relevant to our audience?

If the answer to any of these questions is no, you may want to reconsider what you are sharing. Relevancy is key to sharing impactful content.

MAINTAINING THE ESSEX BRAND

Our corporate and community social media pages are an extension of the Essex brand. Be cautious and cognizant that everything you post will reflect positively or negatively on our company.

It is important to keep the following tone when posting on your Facebook or Instagram pages:

- Be casual, but professional ... as if you were having a conversation with a resident
- Maintain a friendly demeanor ... like the next-door neighbor that is helpful and approachable
- Write with a smart confidence ... like the co-worker who expertly leads a presentation, but also takes the team to the best happy hour location

THE IMPORTANCE OF POSTING REGULARLY

Once you are comfortable sharing content that speaks to your community's audience and maintains the Essex brand, you should be posting regularly. This best practice will increase awareness for your community and make you more visible to current and potential residents. With our new **Social Media Toolkit** (linked below!), you should be able to easily post a minimum of four times per week, which is our recommendation.

Did you know that only a small percentage of your followers actually see what you post in their newsfeed? When they regularly interact with you on social media, it tells the platform's algorithm your content is being well received and should be shown more frequently. **Posting consistently will also create a cadence that the algorithms can recognize, which increases the chance your content is shown.**

Interested in learning more about Facebook algorithms? Take a glance at this [article from Hootsuite](#).



MONTHLY SOCIAL MEDIA TOOLKIT

Our first social media toolkit was created in December 2020, and we will continue to provide this resource to you each month by the first of the month. The toolkit is intended to assist you with posting timely and relevant content to your Facebook and Instagram pages.

Each month, the toolkit will include:

- A monthly calendar
- Copy for you to (literally!) copy and paste
- Photo recommendations
- Graphics ideas, tips, and recommendations for other organic posts



[VIEW OUR JANUARY TOOLKIT](#)

#HASHTAG HOLIDAYS

There are so many #HashtagHolidays, it can be hard to know which ones you should participate in. To decide if a holiday is worthy of a social media post, ask yourself these four questions:

- o Does it relate to apartments, apartment living or your individual community? If so, post it!
- o Will it be interesting to your audience? If so, post it!
- o Could the holiday possibly offend or single out one of your followers? If so, do not post it.
- o Is it political or religious in nature? If so, do not post it.

Discover more #HashtagHolidays with [this full 2021 calendar](#).

SOCIAL MEDIA SHOUTOUTS

We selected a few of our favorite recent community photos! Here's why we like these posts:

- o The photos are visually appealing. We love content that shows “grammable” areas of your community. Think colorful murals or outdoor areas that catch your eye.
- o The content speaks to our target audiences – current and prospective residents.
- o The faces and personalities of your team to show the human side of our business.
- o Hashtags increase the reach of their post. Location hashtags are a great way to start adding to your post
- o Each post has strong engagement. Likes and comments show that an audience has chosen to engage with your content.
- o The 500 Folsom post shows great social media collaboration. By tagging a partner, you are creating an opportunity for cross-promotion so a larger audience can see your content.



essexskyline
Essex Skyline

Liked by pinnacleatmacarthurplace and 49 others

essexskyline We love seeing our reflection in the other towers around us. Speaking of reflection... who has made some great resolutions for 2021? Message us and please share!

#essexskyline #reflection #highriseliving #orangecounty



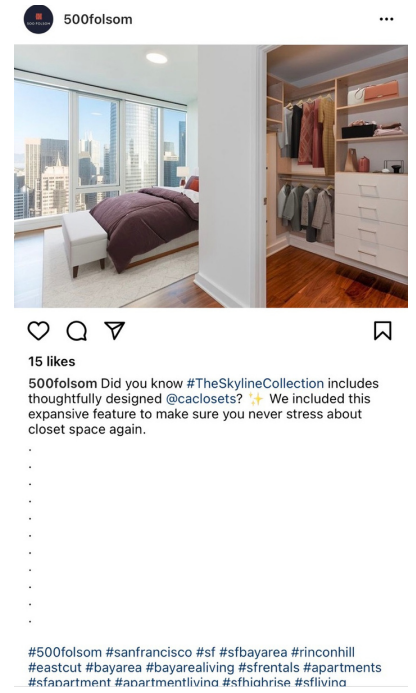
carmelcreekapartments
Carmel Creek Apartments

44 likes

carmelcreekapartments Always playful and fun!!! We are so thankful for our maintenance team who are always dedicated to improve our community and apartments, thank you for all that you do for us!! #essexpropertytrust #essexmaintenance #grateful #thankyou #weappreciateyou

View all 3 comments

November 24, 2020



500folsom

15 likes

500folsom Did you know #TheSkylineCollection includes thoughtfully designed @caclosets? We included this expansive feature to make sure you never stress about closet space again.

#500folsom #sanfrancisco #sf #sfbayarea #rinconhill #eastcut #bayarea #bayarealiving #sfrentals #apartments #sfapartment #apartmentliving #sfhighrise #sflivina