**Social Media 101 FAQ’s**

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# Should I create my own Facebook page?

Marketing has already created Facebook pages. Please do not create your own page. Once you have signed the Social Media guidelines, please reach out to us with the signed guidelines.

# What do I do if I want an Instagram?

You must also get access to your Facebook page. This allows marketing to connect Instagram to your FB page and have visibility on posting as well as allow for the ability for paid social campaigns. You need both to be connected. Before creating your own Instagram, please reach out to marketing to read and sign the Facebook guidelines.

# Can we have posts go to both Instagram and Facebook?

Yes. If you post on Instagram, you can share it on Facebook same as you would on your personal profile.

# Do you have any suggestions if nobody on staff is comfortable with using their personal Facebook account to access the community page?

Unfortunately, Facebook does not have a workaround for that. You must use a personal profile. If you would like, you can set up a personal profile that you do not use and send us the email associated with that profile.

# Any tips to spread the word to residents about our FB page?

To spread the word, include social icons on your email signature which you can find instructions for on Buzz. You can also send a resident communication, make flyers, or also word of mouth when you are engaging with residents and prospects. We will touch more on this in Social Media 102.

# Are we allowed to use memes featuring characters from tv shows / movies?

Please avoid memes that include content that is not owned by Essex (movie memes, characters, etc). Most are not appropriate for business accounts. If you’d like to create your own with your own content that would be okay but again, keep the content light and appropriate for the Essex brand.

# Can we add a bot for our inbox at FB?

When we set up your FB page, we setup auto response. We have a canned response already crafted so when prospects or residents’ message you they will get an instant reply. If you notice that yours is not setup, please let us know.

# Will marketing be monitoring posts (when possible) to make sure we don't have IP or trademark violations?

Yes! We monitor them daily. You are all brand ambassadors, so please make sure to abide by the social media guidelines.

# Before we start posting, to be clear we need to sign the guidelines?

Yes, please sign the guidelines before you start posting on Facebook and Instagram. If you have started posting just make sure to send us the signed guidelines as soon as you can.

# Can we like and share content posted by other communities?

Absolutely! Sharing content of other communities is encouraged!

# Can we use Facebook Marketplace to advertise our apartments?

Please do not post onto Marketplace. We currently have Abodo (our new ILS) and Zumper listings feeding to Marketplace so that is all taken care of for you. We do suggest posting to Craigslist if it makes sense for your community to do so. If there is an issue with the ads you see on Marketplace, please reach out to [marketing@essex.com](mailto:marketing@essex.com)