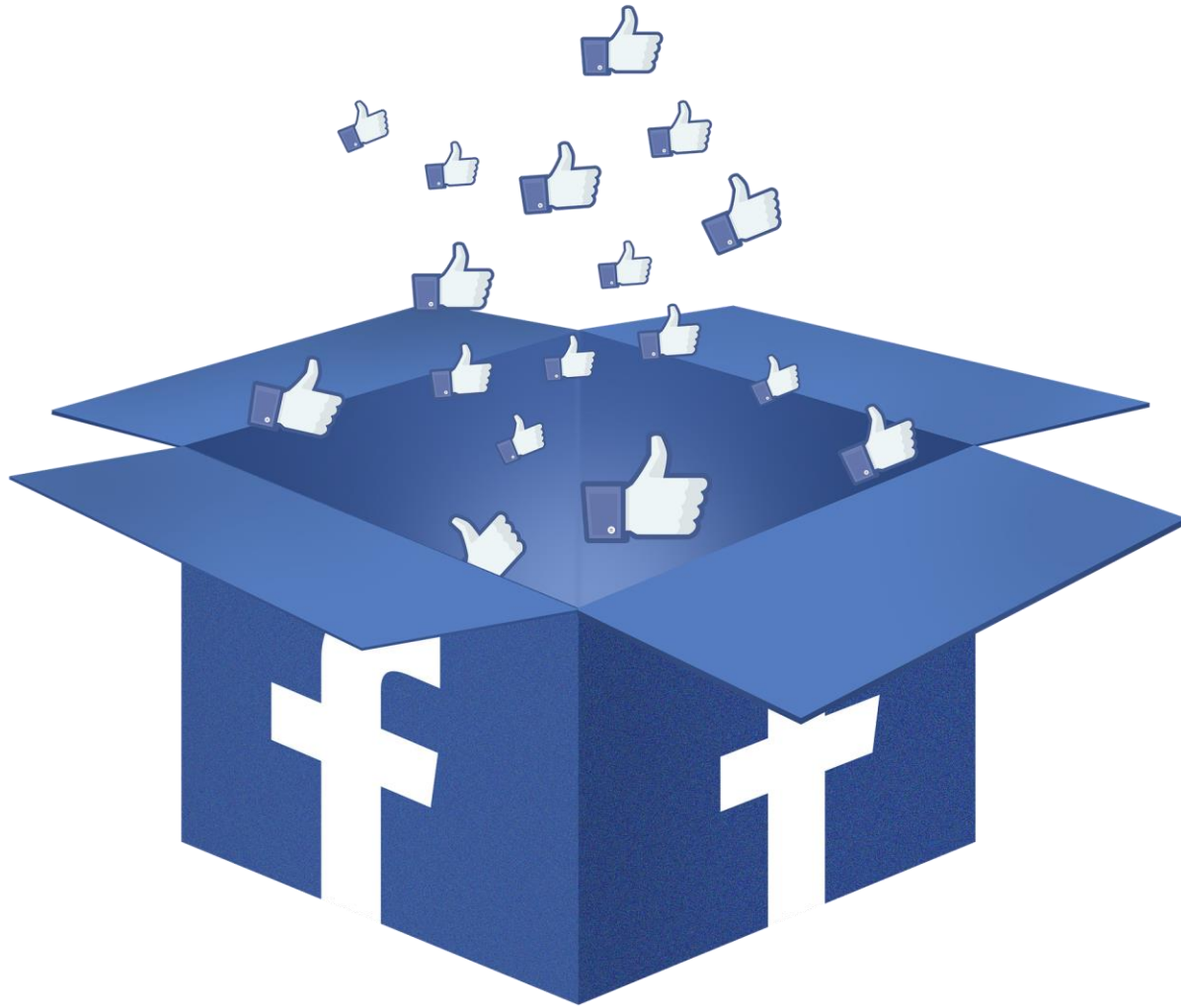


# ESSEX FACEBOOK & INSTAGRAM TRAINING

April 28, 2019

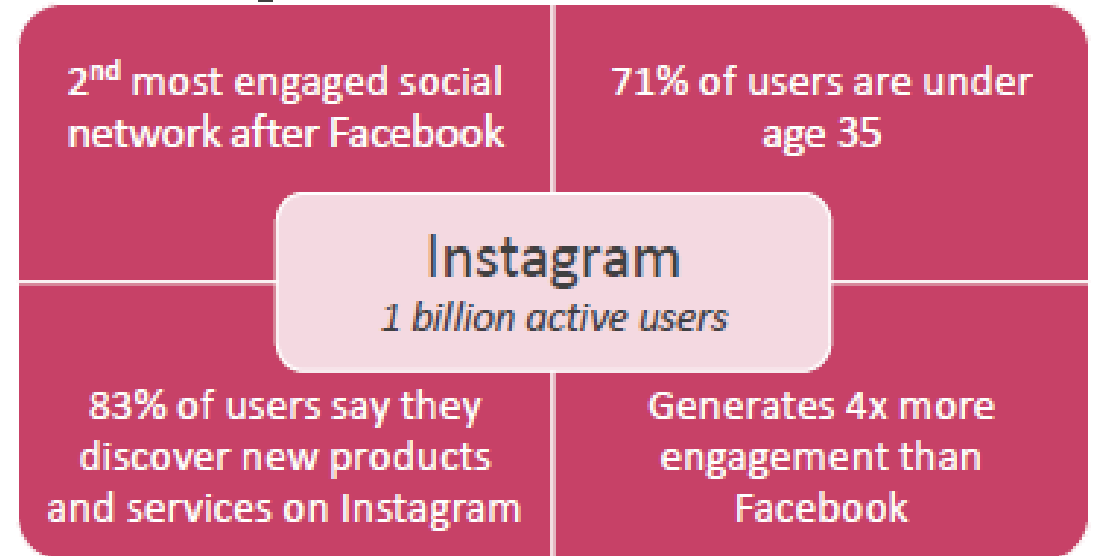
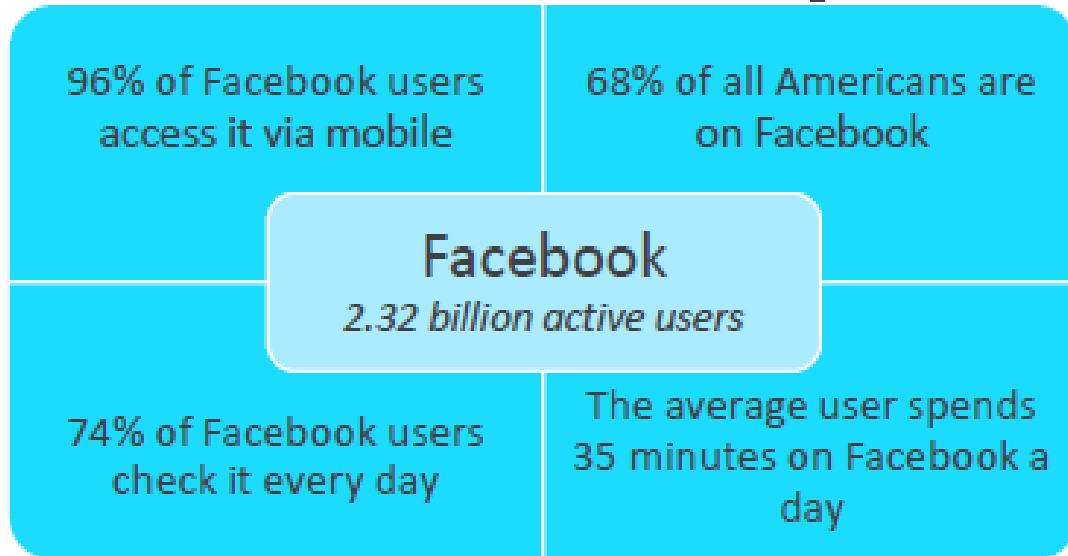
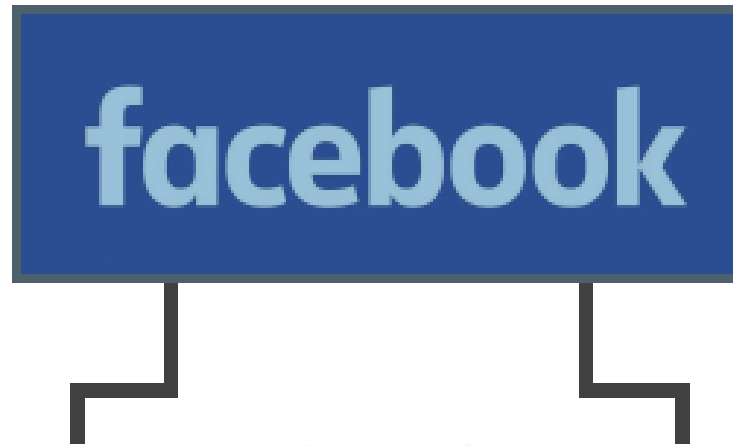




# TRAINING AGENDA

- Current Landscape
- Benefits of Facebook
- Getting Started
- Posting Tips
- Monitoring and Responding
- Social Media Resources
- Marketing Support
- Quick Facebook Walkthrough

# CURRENT LANDSCAPE



*Facebook owns Instagram!*

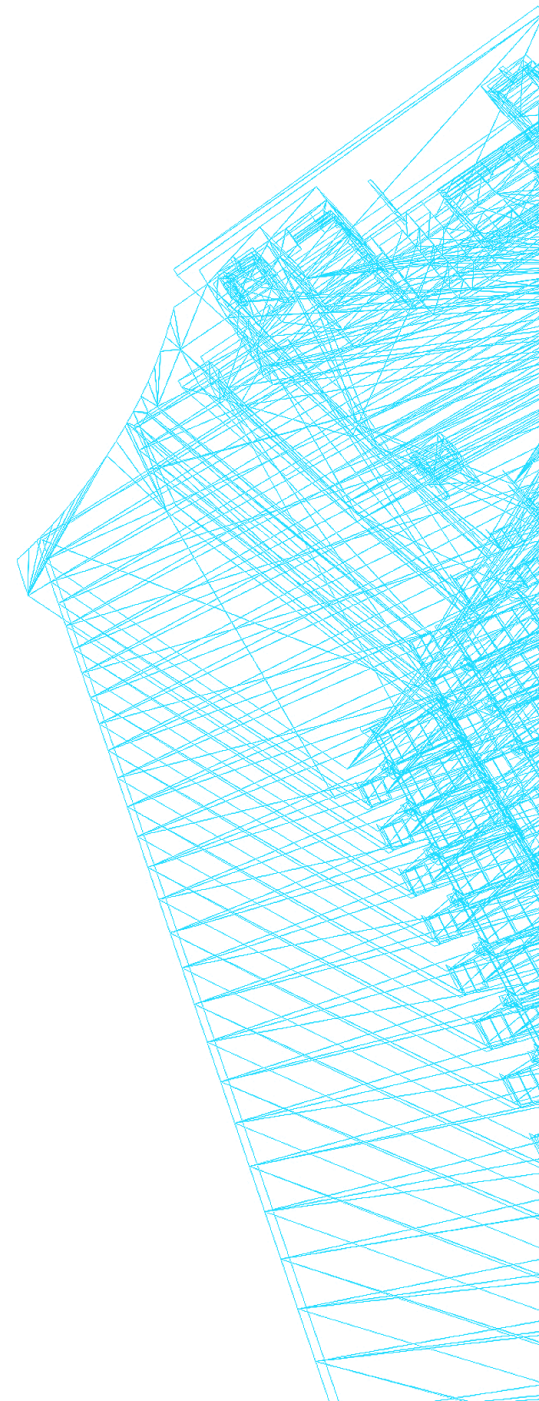


# WHY IS SOCIAL MEDIA IMPORTANT?

- Increases website traffic
- Strengthens the sense of community at my community
  - Organic social posts are mostly for residents and should be relevant content
  - For a prospect, they want to know: “Is this my tribe, is this my vibe?”
- Highlights value for residents and prospects
- Strengthens SEO and our Google ranking over time
- Allows marketing to also deploy paid campaigns as needed
- Reinforces the Essex brand – you are keepers of this brand!
  - And you need followers 😊 to reach more people!

# GETTING STARTED

Introduction to Managing a Page





# PROCESS OVERVIEW

- Marketing has Facebook pages for most communities already created
  - You do not need to create your own Facebook page
  - There is no username and password for Facebook
  - If you want an Instagram account, the community will need to create one (instructions to follow) and let [marketing@essex.com](mailto:marketing@essex.com) know the credentials
    - Username
    - Password
      - PSA: Don't forget to save your passwords!
- Why do we do this?
  - Marketing manages the Essex corporate accounts and also has access to the community pages
    - Allows us the ability to do paid social ads and boosts
    - Paid advertising should **ONLY** be managed by marketing (fair housing and legalities around advertising in our industry)
    - Allows marketing visibility to all accounts



# GETTING STARTED

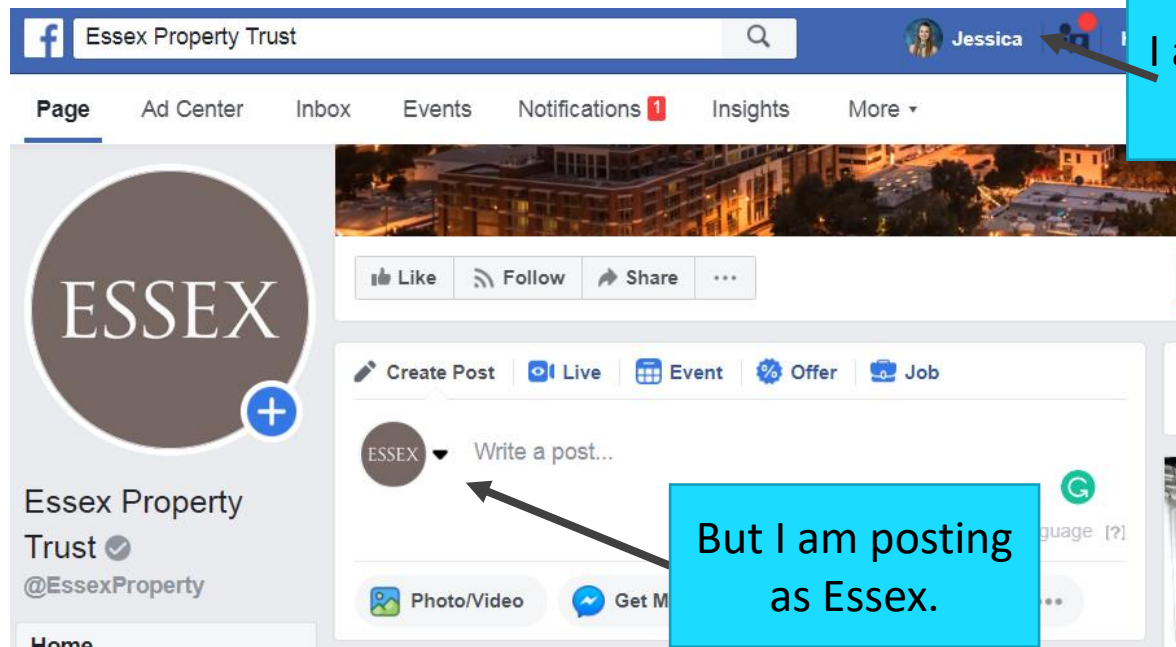
## - *CHOOSING SOCIAL MEDIA MANAGERS*

- Social media managers for each community must be designated by a Community Manager
- Communities are welcome to have multiple social media managers
- The role of the community social media manager is to:
  - Understand and adhere to the Essex Facebook guidelines
  - Post regularly to community social media accounts
  - Monitor all social activity and engagement
  - Escalate to management when necessary
  - Inform Essex Marketing of any role responsibility changes within community

# GETTING STARTED

## - HOW TO MANAGE A PAGE

- You must use an existing Facebook account/profile to manage a page.
  - Needs to be a personal account (no one sees this) and you can post on behalf of the community
- Marketing must assign you as a page editor before you can begin posting.
  - We require the email address associated with your Facebook account in order to set up editor access
  - You will be sent an invitation via email from Facebook granting you editor access. Check your email for the invitation, click "get started" and
    - Invitation can be sent to your community's email, but you will still be required to sign in with a personal FB profile.



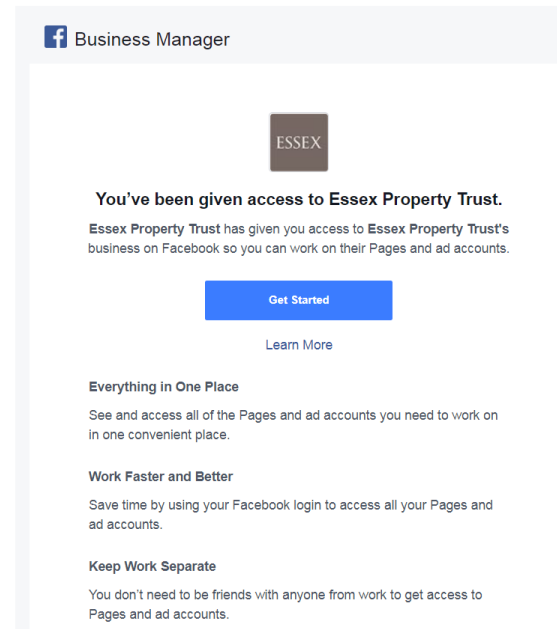
I am logged in as Jessica

But I am posting as Essex.

Essex Property Trust has invited you to work on their business on Facebook Inbox x

Facebook <notification@facebookmail.com> [Unsubscribe](#)  
to me

Mar 7, 2019, 4:€





# GETTING STARTED

## - FINDING YOUR PAGE

Page(s) can be found by clicking the dropdown arrow

The screenshot shows a Facebook profile for Jessica Finch. The top navigation bar includes a search bar, the user's name 'Jessica', and icons for Home, Find Friends, and a dropdown arrow. The dropdown menu is open, displaying 'Your Pages:' with a list of pages: Essex Skyline, Fountain Court Apartments, and Essex Property Trust. Below this is a 'Business Manager' section with 'Essex Property Trust'. Further down are options like 'Create Page', 'Manage Pages', 'Create Group', 'Find Groups', 'Create Fundraiser', 'Create Ads', 'Manage Ads', 'Activity Log', 'News Feed Preferences', 'Settings', and 'Log Out'. In the main content area, a post from 'Essex Skyline' is visible, featuring a photo of a modern building at sunset. The left sidebar shows navigation options like News Feed, Messenger, Watch, Marketplace, and Shortcuts, with 'Essex Property Trust' listed under Shortcuts.

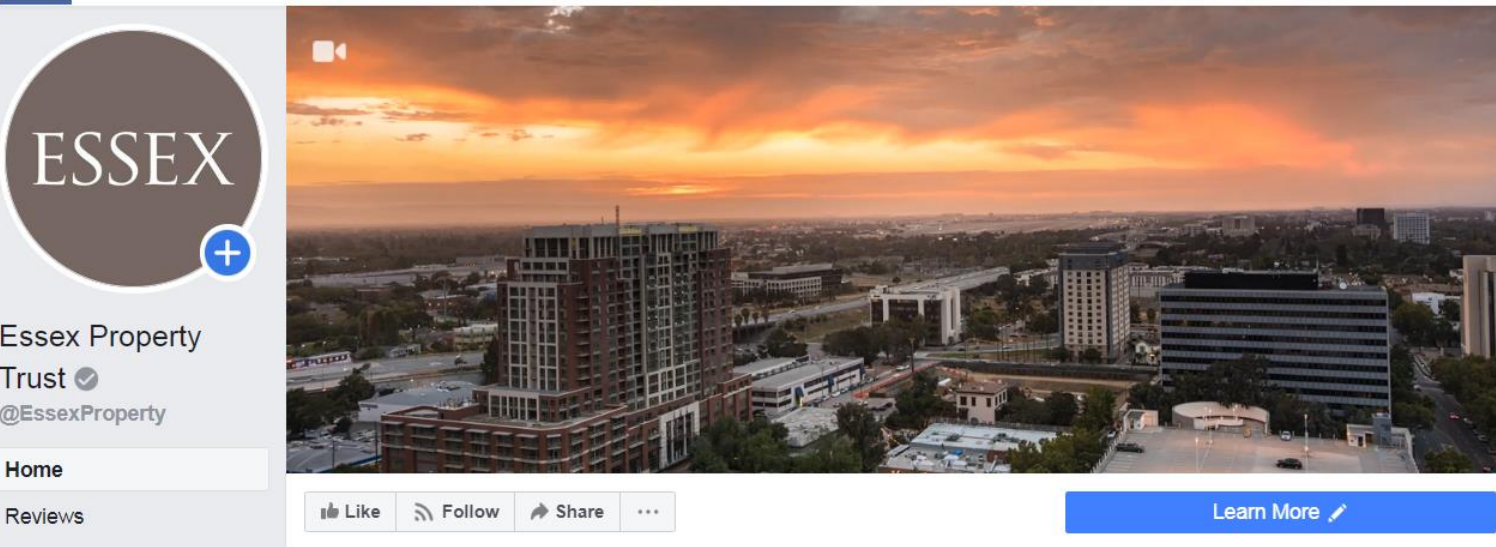
Page(s) will be listed in "Shortcuts"

# GETTING STARTED

## - ADMIN VIEW

Toolbar navigation

Page Ad Center Inbox Events Notifications Insights More Settings Help



ESSEX

Essex Property Trust  
@EssexProperty

Home  
Reviews  
Photos  
Videos  
Posts  
Events  
About  
Careers  
Community  
Info and Ads

Like Follow Share

Learn More

Create a post as [Community Name]

Create Post Live Event Offer Job

Write a post...

Photo/Video Get Messages Feeling/Activ...

Get More Online Sales  
Show your products to people who are likely to buy them

Boost an Instagram Post  
Reach more people and get more reactions, comments and shares

Our Story  
Essex's beginnings go back to 1971, when real estate entrepreneur, George M. Marcus formed Essex Pro...  
+ Finish your story to tell people more about

# FACEBOOK ADDITIONAL NOTES

The screenshot shows the Facebook page for Essex Property Trust. The page layout includes a top navigation bar with links for Page, Ad Center, Inbox, Events, Notifications, Insights, More, Settings, and Help. The profile section features the Essex logo, the name 'Essex Property Trust', and the handle '@EssexProperty'. A left-hand navigation menu lists options such as Home, Reviews, Photos, Videos, Posts, Events, About, Careers, Community, and Info and Ads. The main content area contains a 'Create Post' section with options for Live, Event, Offer, and Job, and a 'Write a post...' field. Below this are buttons for Photo/Video, Get Messages, and Feeling/Activ... A blue oval highlights two promotional cards: 'Get More Online Sales' and 'Boost an Instagram Post'. The right-hand side of the page shows a 'Learn More' button, a 2.8 star rating based on 132 reviews, and an 'Our Story' section.

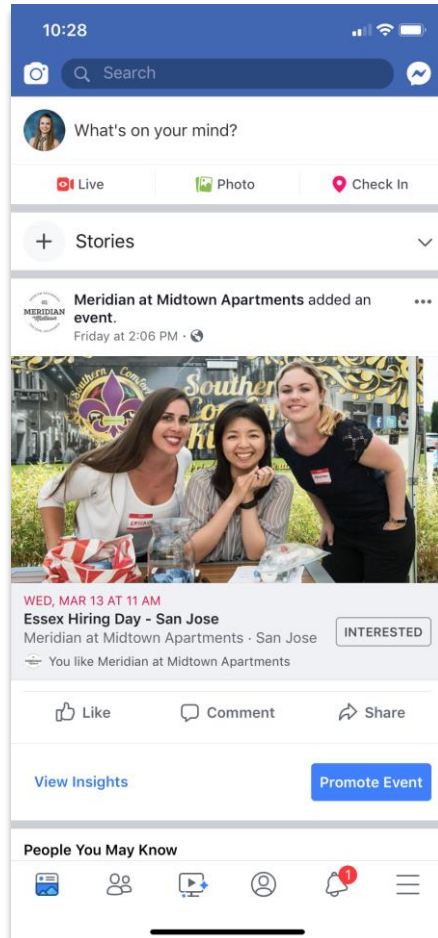
Please leave the logos in place Marketing has standardized across all pages

All paid advertising is handled by marketing. Please do not boost posts, Marketing manages regional and individual campaigns based on need.

# GETTING STARTED

## - *DOWNLOAD THE PAGES APP*

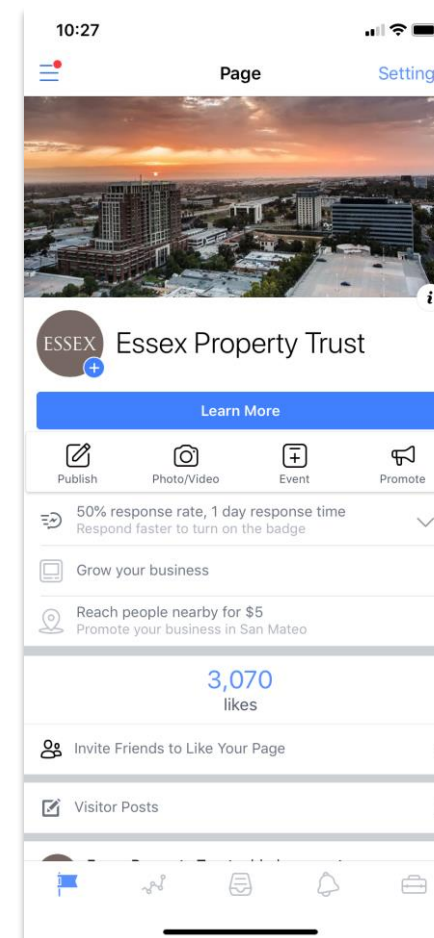
### Facebook Mobile App



▪ For personal use

- [Download for Apple](#)
- [Download for Google](#)

### Facebook Page Manager App



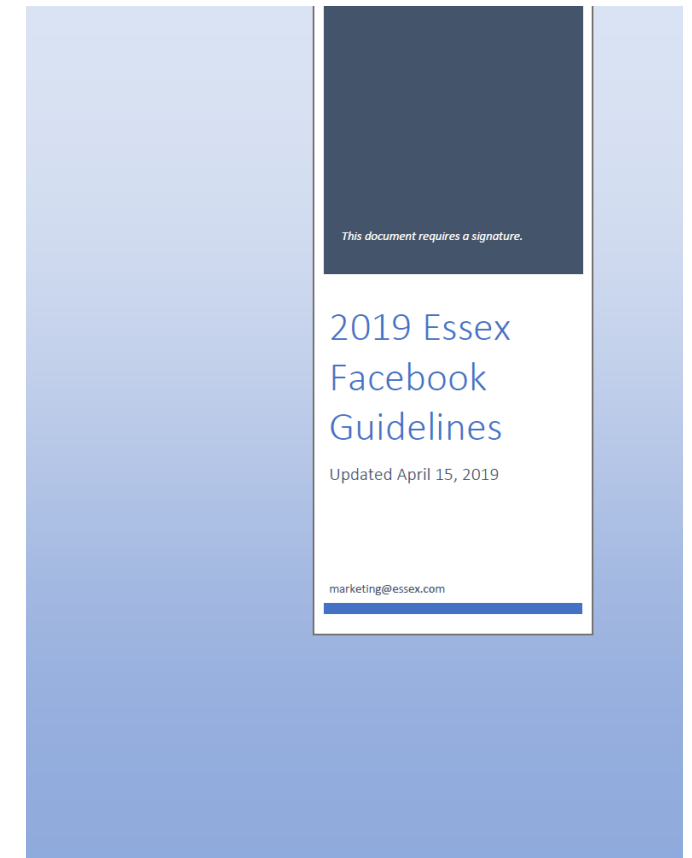
▪ For professional use

- [Download for Apple](#)
- [Download for Google](#)

# GETTING STARTED

## - *READ THE FACEBOOK GUIDELINES*

- Reference guide that includes information on:
  - What to post
  - When to post
  - How often
  - Best practices
  - And more
- Quick posting guide can be used as an additional resource

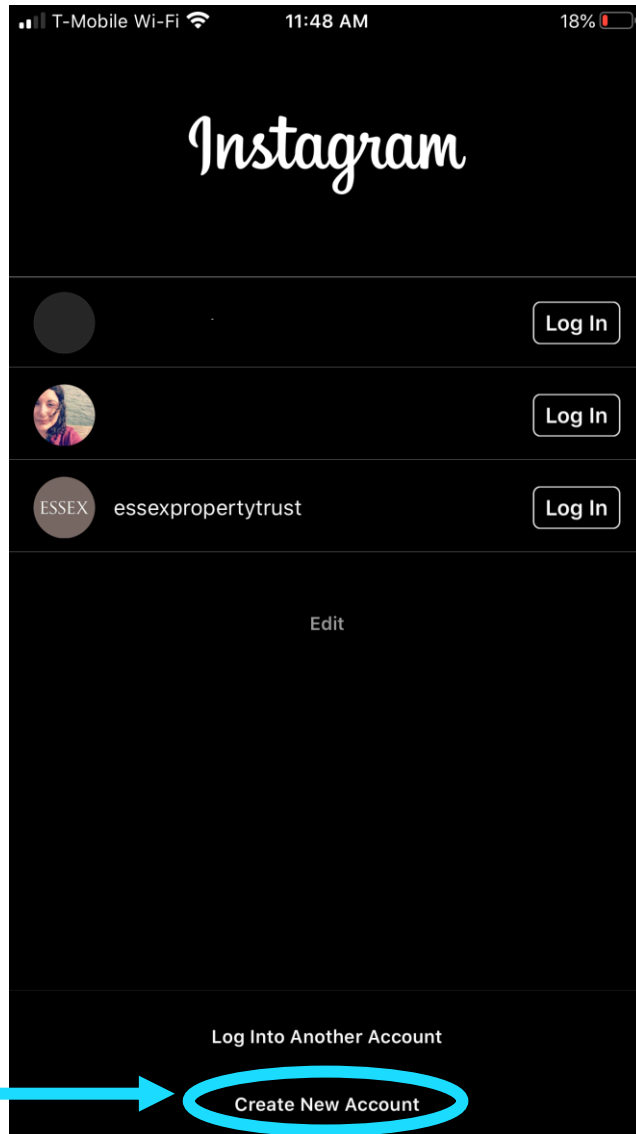


# INSTAGRAM

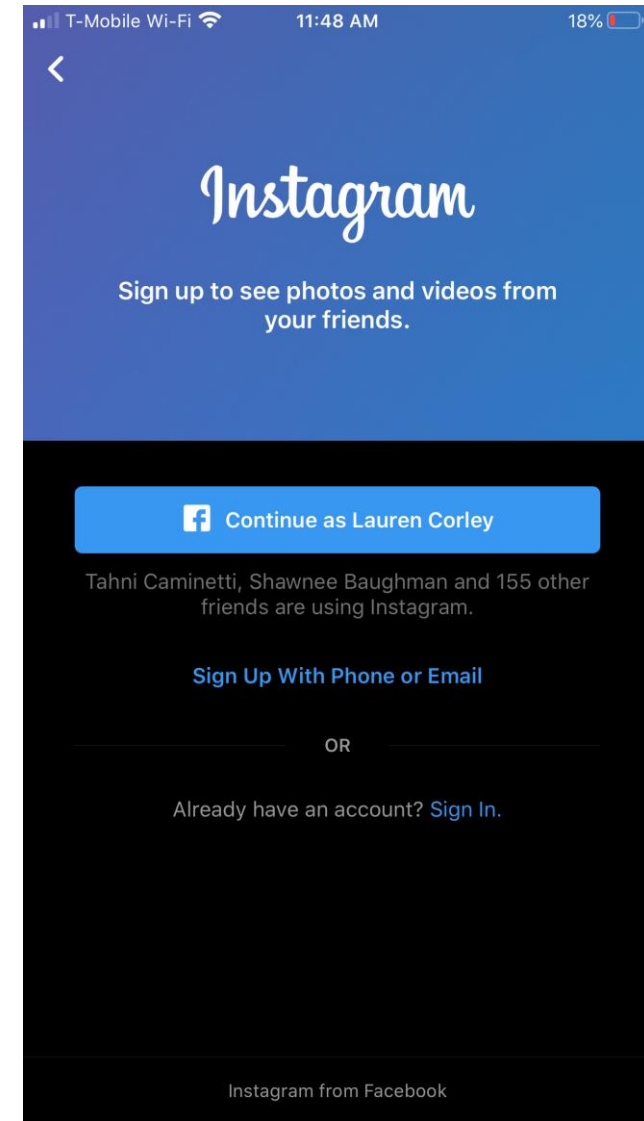


- In order to create an Instagram account for your community you will need to set it up on a phone through the app
- Make sure to use your community's email address when setting up the account.
  - Don't forget to save your password too!
- You do not need to set it up as a business account. When you email us your credentials, we will link the account to your FB account, and it will then be set up as a business.
- Please email your credentials to [marketing@essex.com](mailto:marketing@essex.com)

In order to create an Instagram you must download the app or log out of your current account and choose "Create New Account."



On this screen make sure to click "Sign Up with Phone or Email."



Click on "Email" and enter your community's email address.

Enter Phone or Email

Phone Email

community@essex.com

Next

@gmail.com @yahoo.com @hotmail.com @icloud.com

q w e r t y u i o p  
a s d f g h j k l  
↑ z x c v b n m ↵  
123 😊 space @ . next

The next screen will ask for a birthday. You may enter your own as this info will not be public.

Add Your Birthday

This won't be part of your public profile.  
Why do I need to provide my birthday?

October 9, 1989 30 years old

Use your own birthday, even if this account is for a business, a pet or something else.

Next

July	6	1986
August	7	1987
September	8	1988
<b>October</b>	<b>9</b>	<b>1989</b>
November	10	1990
December	11	1991
January	12	1992



A confirmation code will be sent to your community email. Enter it and click next.

Enter Confirmation Code

Enter the confirmation code we sent to laurendcorley@gmail.com. [Resend Code.](#)

609147

Next

1 2 3  
ABC DEF  
4 5 6  
GHI JKL MNO  
7 8 9  
PQRS TUV WXYZ  
0

Here you will add your community name. If it is not available, try adding "Apartments" or "Apts" to the end

Add Your Name

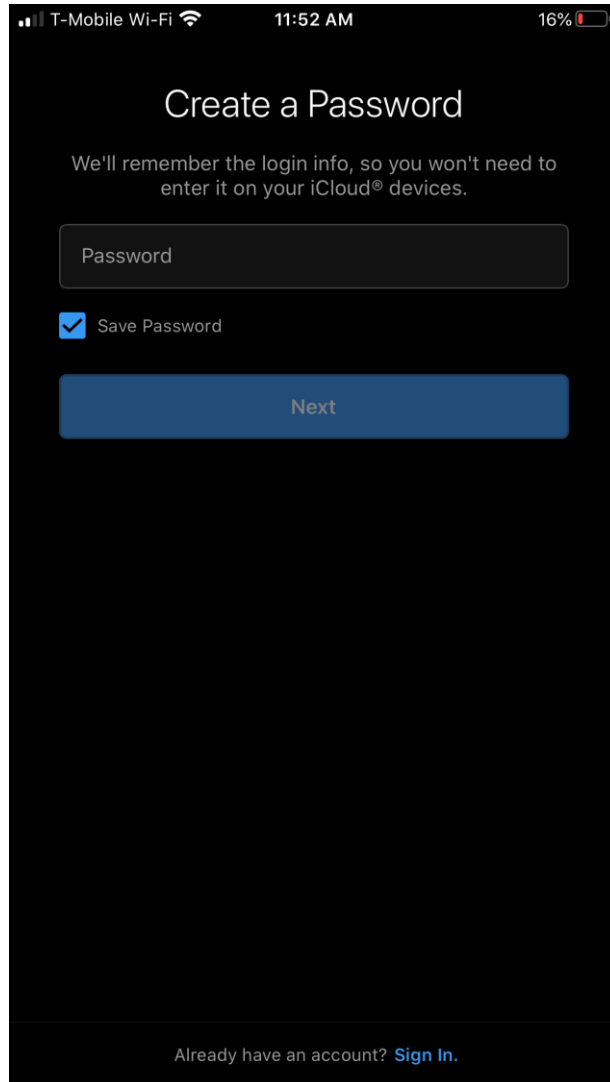
Add your name so friends can find you.

Community Name

Next

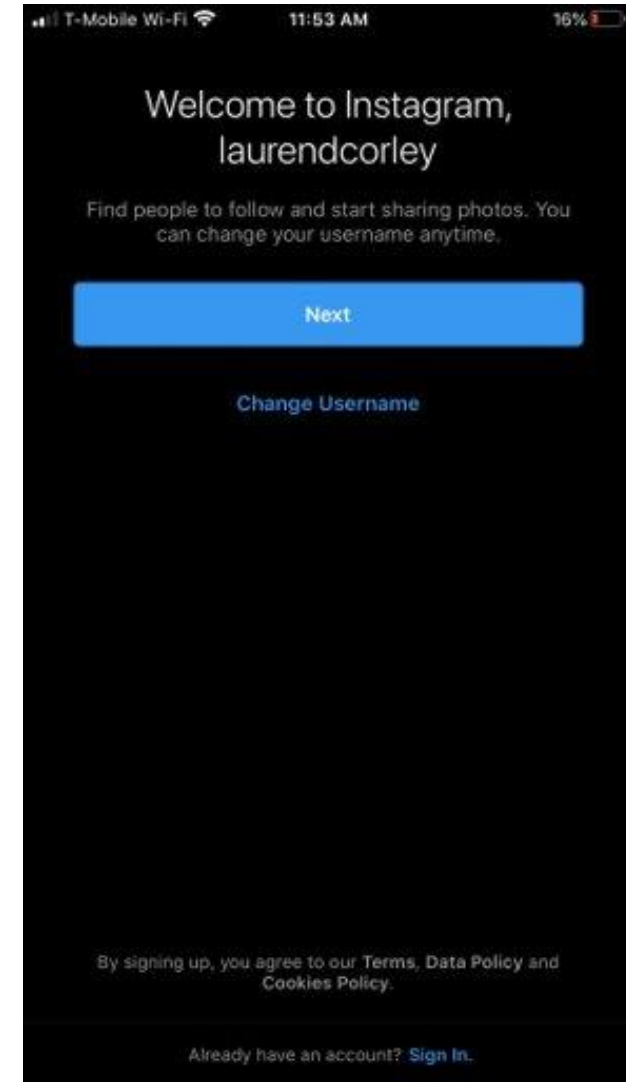
q w e r t y u i o p  
a s d f g h j k l  
z x c v b n m  
123 space next

Enter a password and make sure you share it with marketing. We recommend keeping a password doc so someone will always have access to your social profiles.



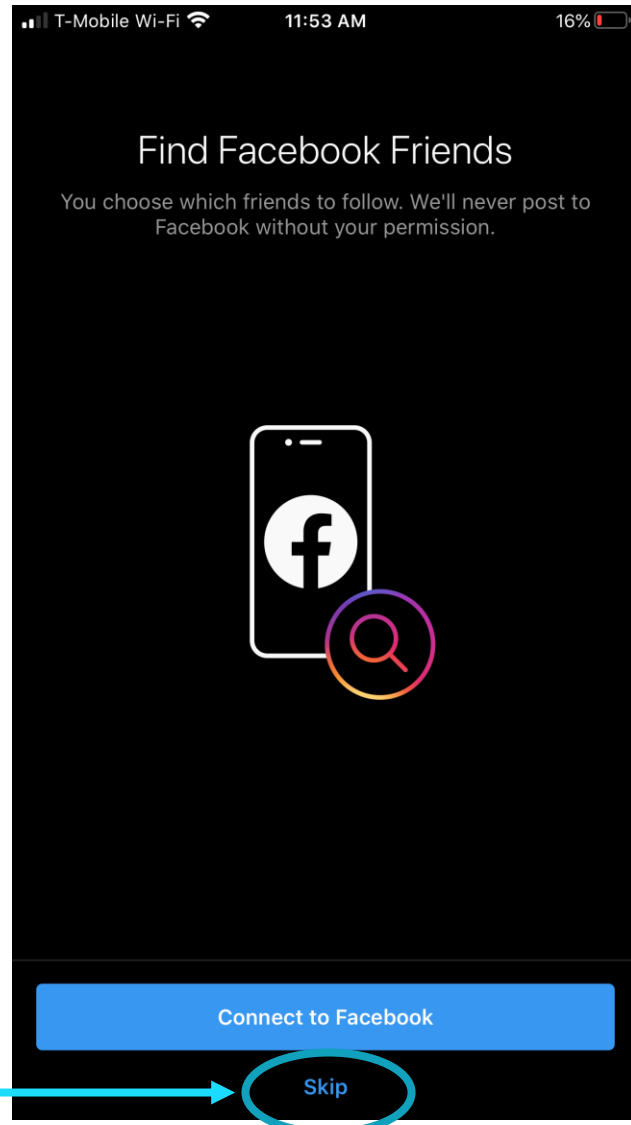
A screenshot of the Instagram mobile app during the password creation step. The screen has a black background with white text. At the top, it says 'Create a Password'. Below that, a message reads: 'We'll remember the login info, so you won't need to enter it on your iCloud® devices.' There is a text input field labeled 'Password'. Below the field is a checkbox labeled 'Save Password' which is checked. At the bottom of the form is a blue button labeled 'Next'. At the very bottom of the screen, there is a link: 'Already have an account? [Sign In.](#)'

Once you have created your Instagram you will be given the option to change your username. Unless you entered it in incorrectly just click "next".

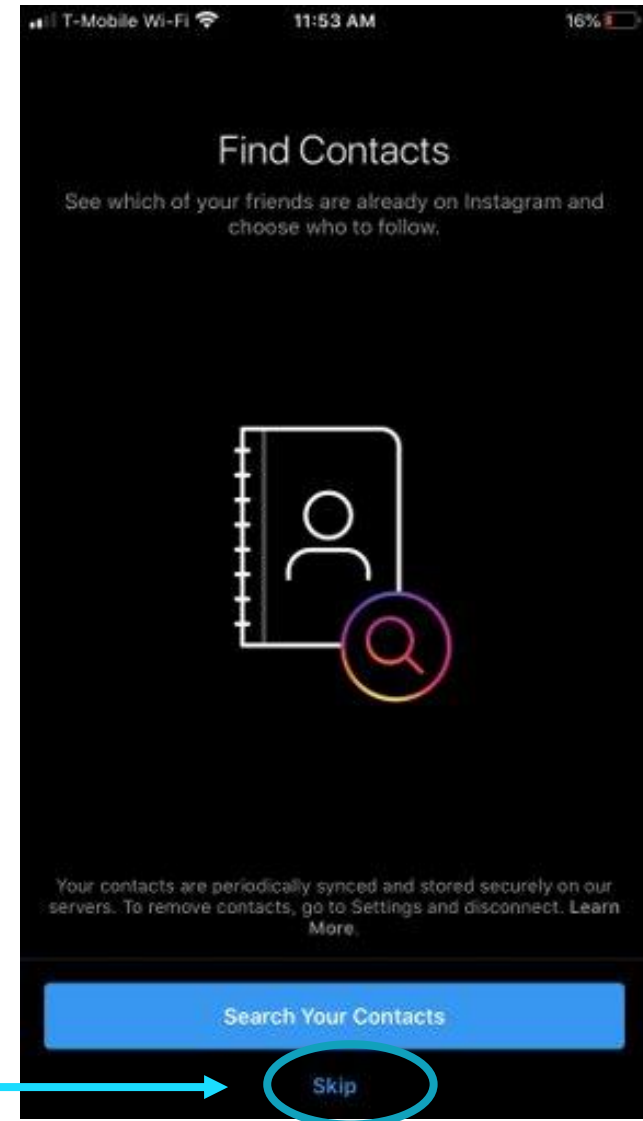


A screenshot of the Instagram mobile app during the welcome screen. The screen has a black background with white text. At the top, it says 'Welcome to Instagram, laurendcorley'. Below that, a message reads: 'Find people to follow and start sharing photos. You can change your username anytime.' There is a large blue button labeled 'Next'. Below the button is a link: 'Change Username'. At the bottom of the screen, there is a link: 'Already have an account? [Sign In.](#)'

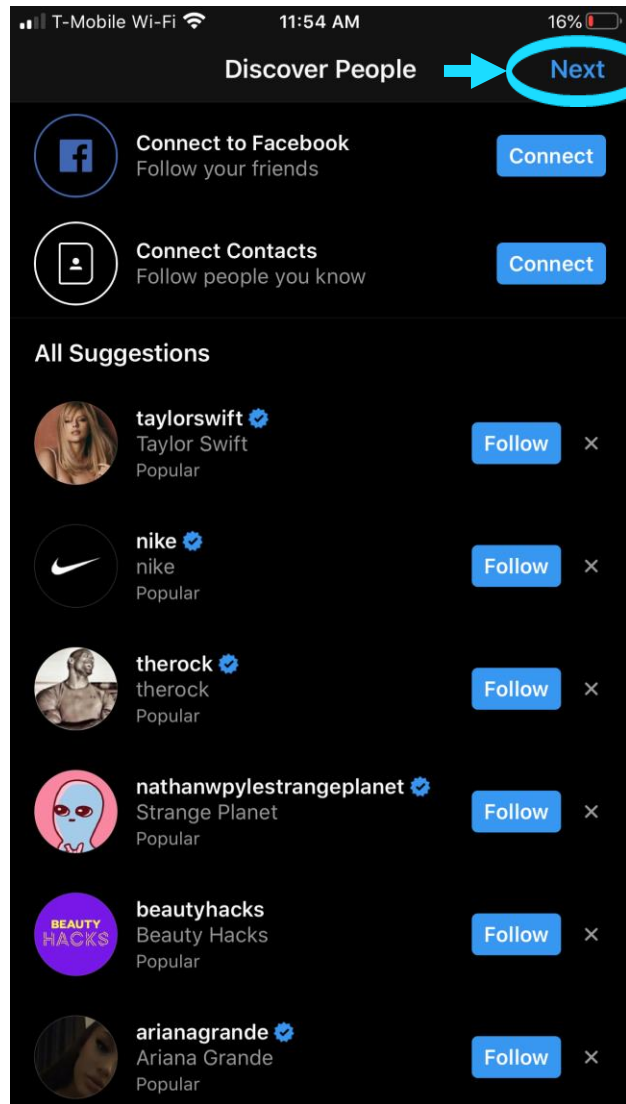
For finding Facebook friends, be sure to skip this portion and not connect to FB



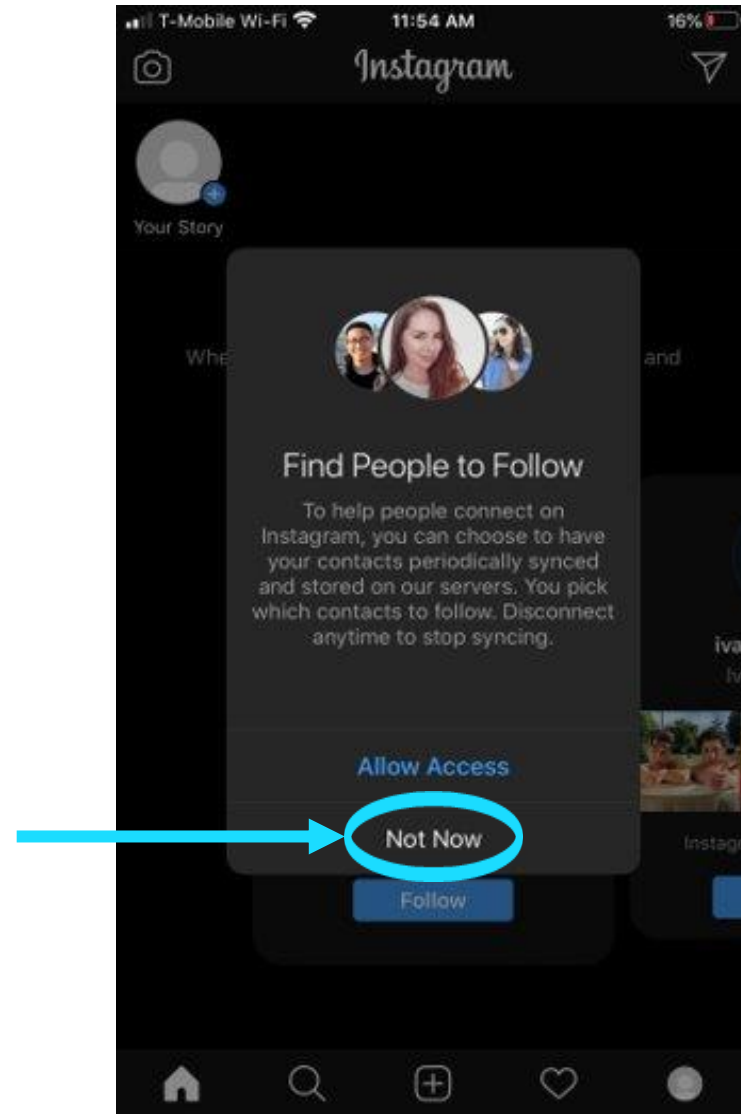
You do not need to find contacts so make sure to click "skip"



You will be able to find people to follow once you get the account set up so for this step just click "next"



You do not need to sync your contacts so click "not now"



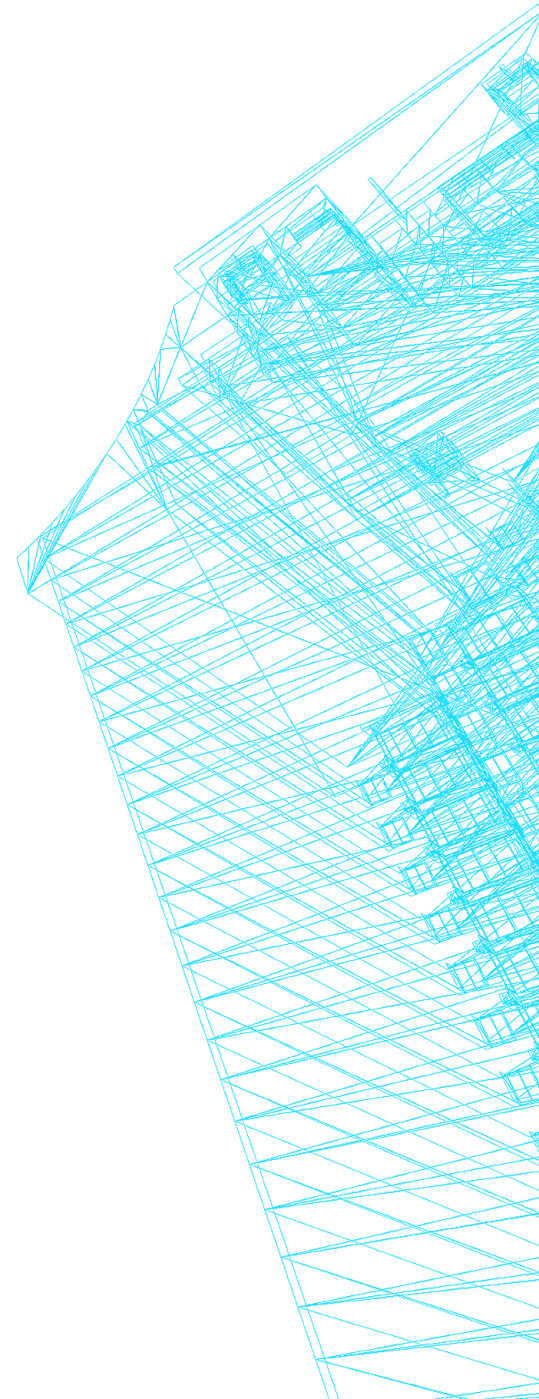


# INSTAGRAM

- Once you have created your profile make sure to email your credentials:
  - User name
  - Password
- Email so [marketing@essex.com](mailto:marketing@essex.com) that we can link your Facebook and Instagram accounts together.

# CONTENT POSTING TIPS

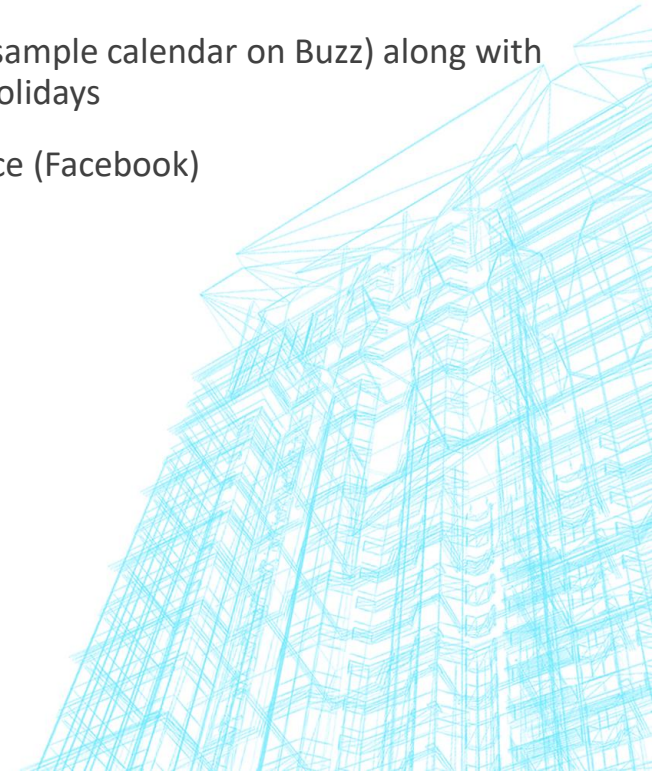
Recommendations and Best Practices  
- Next week we'll be hosting Social Media 102  
that will take a more detailed look at content






# CONTENT POSTING TIPS

- **80 / 20 Rule**
  - 80% Resident facing posting to talk about resident experiences, value add, building a sense of community
  - 20% Promotional in nature (Resident referral programs, special offer, etc)
- It is recommended that communities post ***at least twice a week*** to keep followers engaged and informed. Additional posting is welcome and encouraged.
  - Plan your content (May sample calendar on Buzz) along with some canva art for key holidays
  - Schedule posts in advance (Facebook)




# POSTING TIPS - *WHAT SHOULD I POST?*

- Pictures of your staff
  - Celebrate birthdays
  - Creative ways to get the communities engaged:
    - Example: Redmond Hill Apartments  
“Support your community by posting hearts on your windows!”



**Redmond Hill Apartments**  
Published by Nikki Matson-Hamilton [?] · April 13 at 1:34 PM · 🌐

Don't forget to show your community support by posting hearts on your windows to let your neighbors know you are thinking of them and miss them. Redmond Hill is a close community, built on neighborly love- not something you can find just anywhere! Our community is trend setting within Essex communities. Show your pride with pictures of your hearts.



**Redmond Hill Apartments**  
Published by Nikki Matson-Hamilton [?] · April 4 at 1:28 PM · 🌐

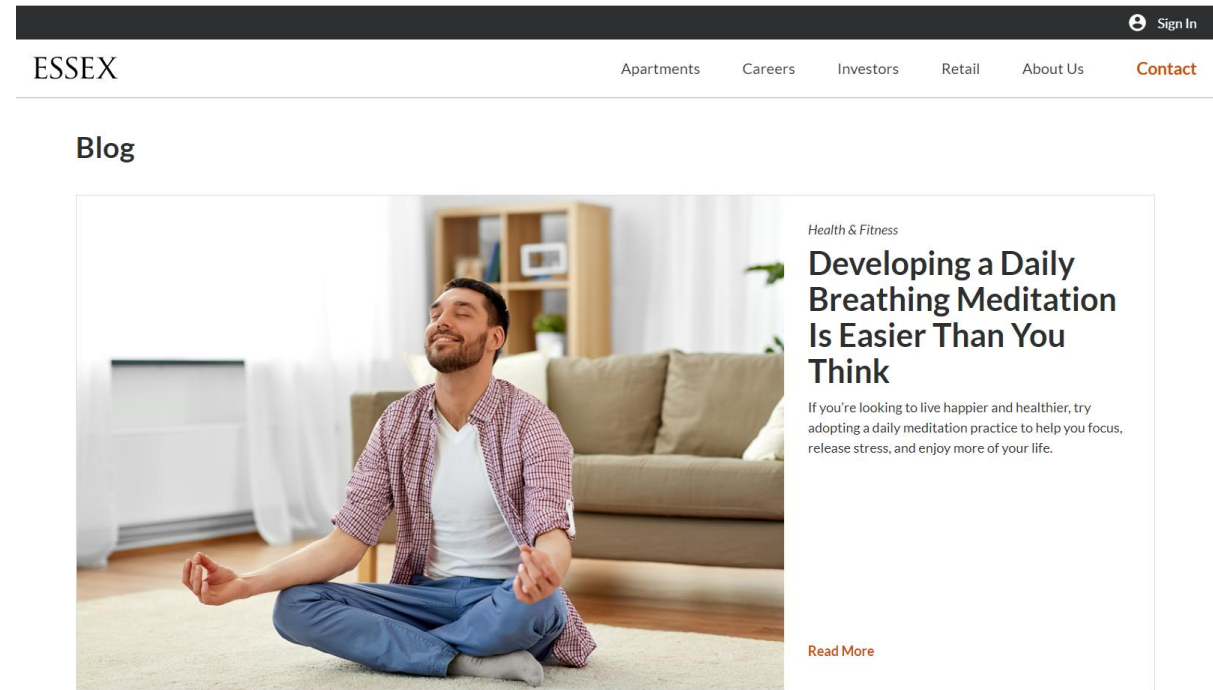
We might not be able to be together but we can still share the love. Show your neighbors you love them by hanging hearts in your windows. (And share here on Facebook too. 😊)



# POSTING TIPS

## - *WHAT SHOULD I POST?*

- Resident virtual events
  - Virtual bingo
  - Share an image of your pets!
  - Share an image of your pets in their best costume!
  - Community howl!
  - Decorate your doors and windows!
  - Create signs for the maintenance teams
  - Teacher appreciation week is coming!
- RentCafe online payments
- Referral program
- Essex blog content
- Share content from Essex Corporate facebook page



**Essex Blog**

# POSTING TIPS

## - *AVOID THIS CONTENT*

- **Content From Other Brands**
  - Do not use photos, videos, or other media that are not owned by Essex. (i.e., movies, TV shows, cartoon characters, etc.)
  - Sharing is okay
- **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.
  - Photos and videos from your community are highly encouraged, but keep in mind that the photos from your community should **showcase the range of diversity of residents** of your community. Facebook users should see people from different races, ethnicities, and ages (including children).
- **Resident Photos Without Permission**



# POSTING TIPS

## - *AVOID THIS CONTENT*

- **Essex Confidential Information**
- **Pricing / Special Offers (very minimal)**
  - Facebook is not the appropriate medium for pricing messages due to the fact that current residents make up the majority of the audience.
  - Cannot be shared without the full legal disclaimer.
- **Competition**
- **Irrelevant or Inappropriate Content**
- **Low quality images**
  - Blurry, watermarks, have excessive amounts of copy
- **Close-ups of alcohol**



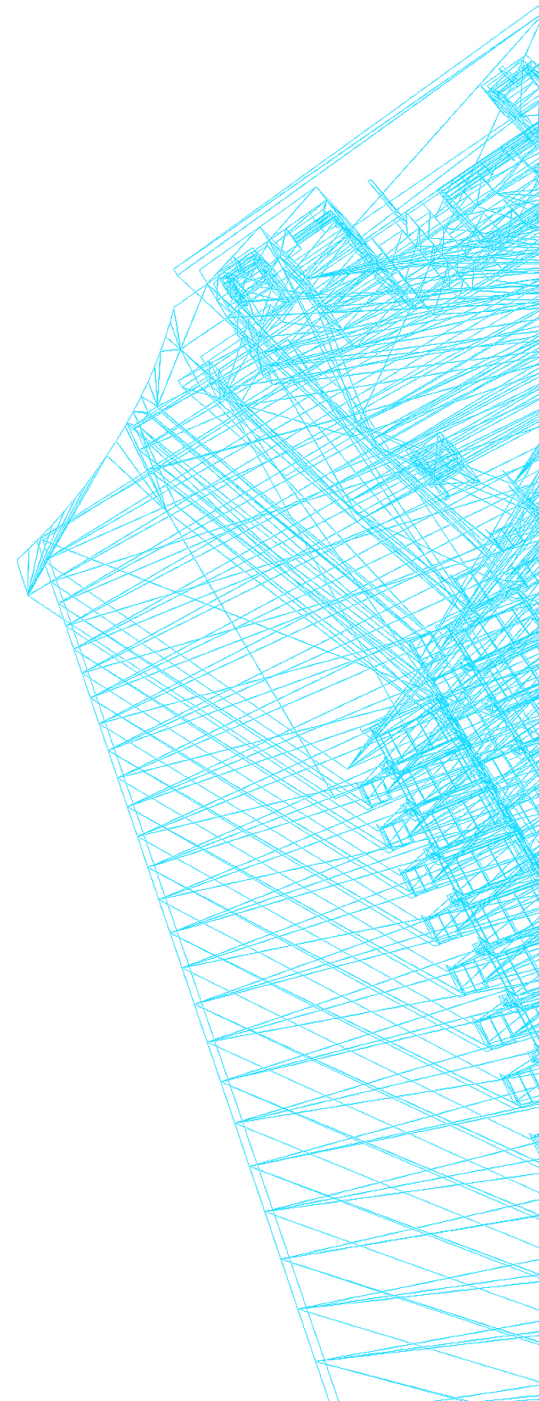
Happy Friday 😊

**FRIDAY**  
I LOVE YOU WITH ALL  
MY BUTT.  
  
I WOULD SAY  
HEART, BUT MY  
BUTT IS BIGGER.



# MONITORING AND RESPONDING

Engaging With and Responding to Followers

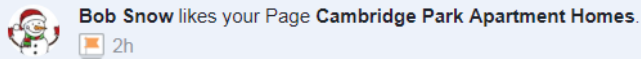


# MONITORING AND RESPONDING

## - TYPES OF INTERACTION

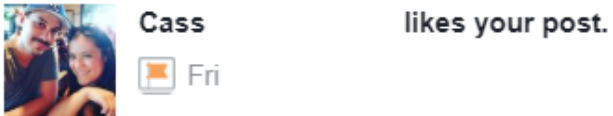
### Page like

users who like your page



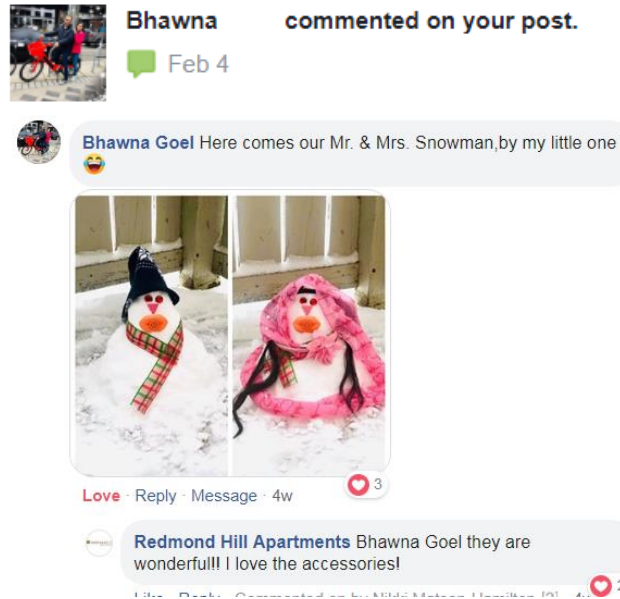
### Post likes

users who like an individual post



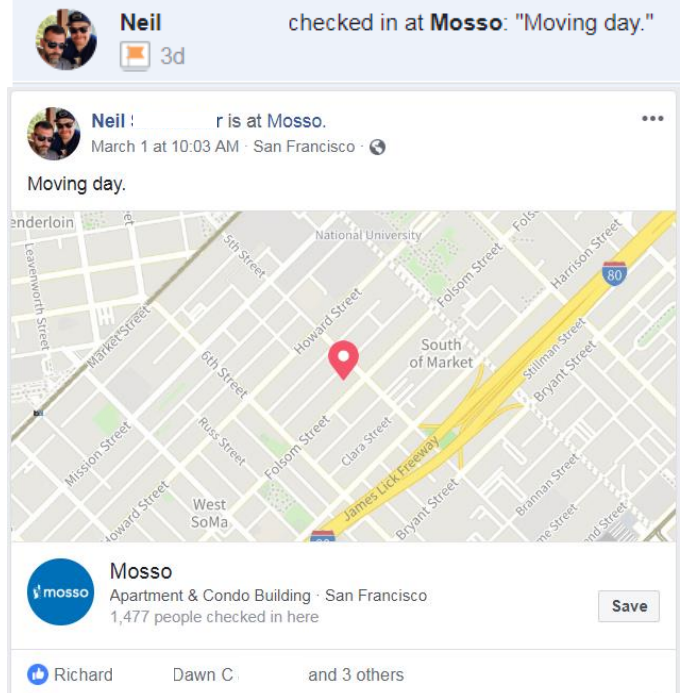
### Post comments

users who type out a comment on an individual post



### Check-Ins

Users who post on their personal account and choose your community as their location

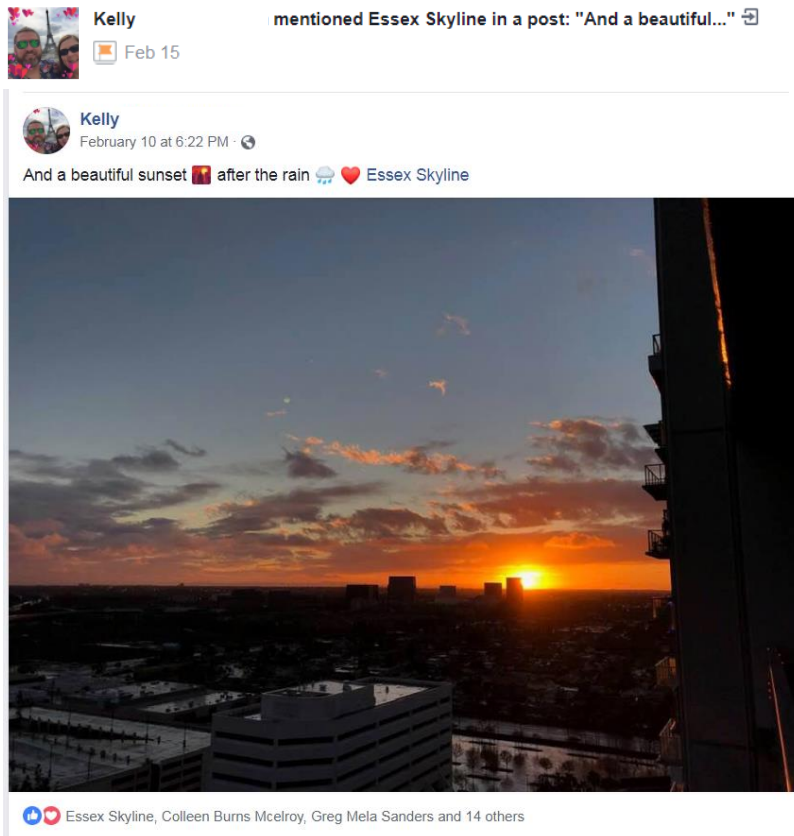


# MONITORING AND RESPONDING

## - TYPES OF INTERACTION

### Mentions

when users post on their personal Facebook account and tag your Facebook page using the @ symbol

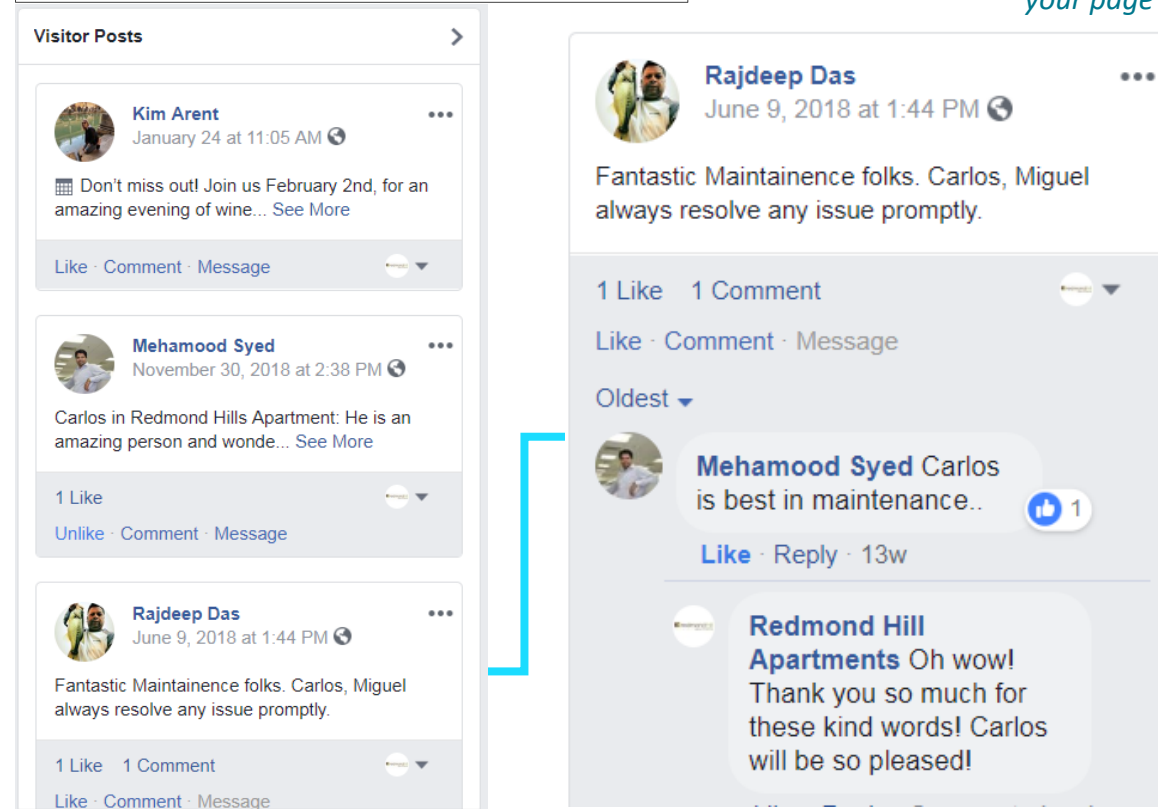


A screenshot of a Facebook post from Kelly, dated February 15. The post text reads: "mentioned Essex Skyline in a post: 'And a beautiful...'" with a link icon. Below this is a post from Kelly dated February 10 at 6:22 PM, which says "And a beautiful sunset after the rain" and tags "Essex Skyline". The post includes a photograph of a city skyline at sunset. At the bottom, it shows likes and mentions from Essex Skyline, Colleen Burns Mcelroy, Greg Mela Sanders, and 14 others.

### Visitor posts

users who post content on your page, visible to others

Found in the "Posts" section of your page



A screenshot of the "Visitor Posts" section on a Facebook page. It lists three posts:

- Kim Arent** (January 24 at 11:05 AM): "Don't miss out! Join us February 2nd, for an amazing evening of wine..."
- Mehamood Syed** (November 30, 2018 at 2:38 PM): "Carlos in Redmond Hills Apartment: He is an amazing person and wonde..."
- Rajdeep Das** (June 9, 2018 at 1:44 PM): "Fantastic Maintainence folks. Carlos, Miguel always resolve any issue promptly."

Below the posts is a comment thread:

- Mehamood Syed** (1 Like): "Carlos is best in maintenance.."
- Redmond Hill Apartments** (1 Like): "Oh wow! Thank you so much for these kind words! Carlos will be so pleased!"

A blue line connects the "Mehamood Syed" comment to the corresponding post above it.

# MONITORING AND RESPONDING

## - TYPES OF INTERACTION

### Direct messages

users who privately message your page with questions

Found in the "Inbox" admin tab

The screenshot displays a social media inbox interface. On the left is a list of direct messages, and on the right is a detailed view of a message from Marcus.

**Inbox List:**

- Main** (dropdown)
- Moheet** (7/13/18): You: We will take good care of him. It wil...
- Toni** (7/5/18): Toni sent a photo.
- Linda** (6/26/18): Linda sent a photo.
- Rosy** (6/9/18): Hi do you have a two bed room house?...
- Kelsey** (10/31/17): You: We are allowing children to go door...
- Marcus** (9/30/17): You: Someone from our office will conta...
- Nupur** (7/11/17): Thank u so much
- Marcia** (6/16/17): Very Important ! Please pass this on ...

**Message Detail View (Marcus - Unassigned):**

- 6/6/17, 11:55 AM: Hey, hope this is an ok place to ask this question but real quick: We're interested in using the cabana on the 17th this month from 4pm-7pm if it is available to reserve. Is there a fee to do that? (I used to be able to see this option in rent cafe but no longer) (We live at RHA #J2072)
- 6/6/17, 5:29 PM: Hi there! Thank you for reaching out and allowing me to help. We do reserve our rec center for our residents. We do require that you come to the office to discuss details, costs and reservations. We are open 7 days a week from 9am to 6pm. I hope to see you soon!
- 9/28/17, 3:15 PM: Hello are the pool still open?
- 9/28/17, 7:30 PM: Why, yes, they are! Enjoy!
- 9/30/17, 7:55 AM: (Message partially visible)

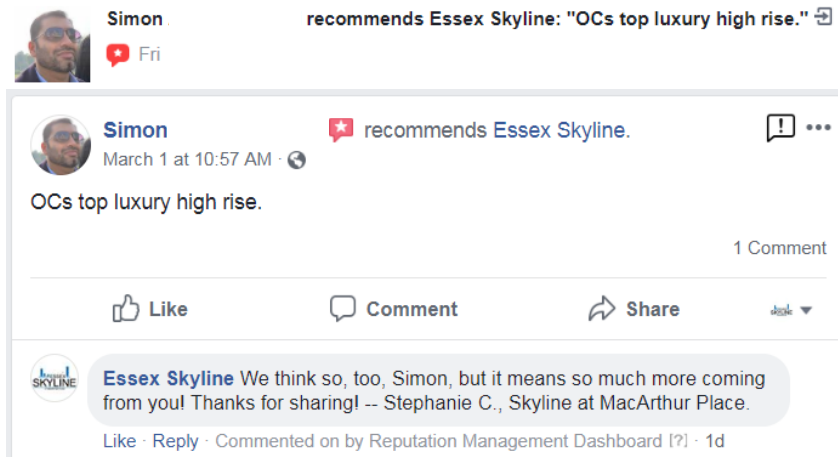
Actions: Mark as done (checked)

# MONITORING AND RESPONDING

## - TYPES OF INTERACTION

### Recommendations / Reviews

*users who write a review and give your page a thumbs up or thumbs down*



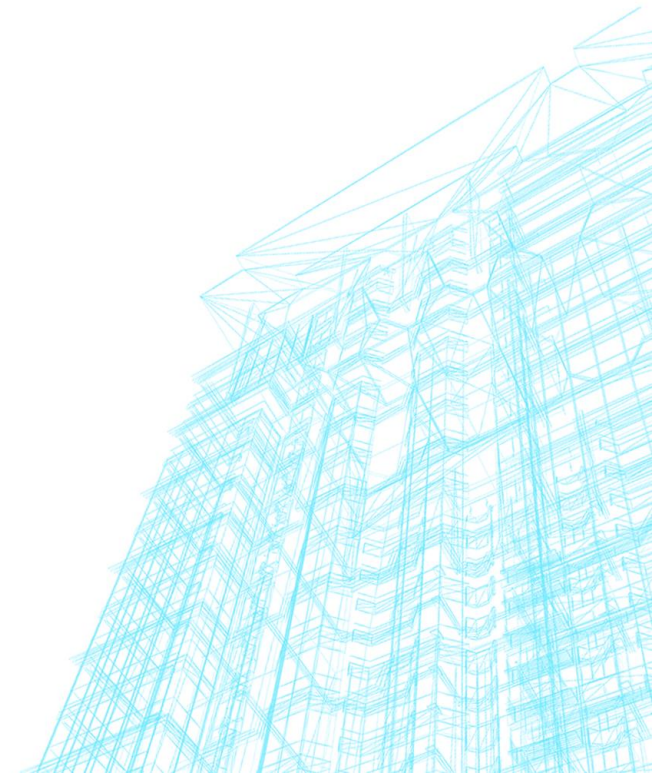
- Starting in August 2018 Facebook began changing its review format from star ratings to thumbs up or down recommendations.
- Facebook recommendations are fed into Chatmeter
- LinnellTaylor responds to recommendations as part of our reputation management program
- Wait for LinnellTaylor to reach out or email [reputation@linnelltaylor.com](mailto:reputation@linnelltaylor.com) to work together on a response.



Interaction	Response
Page Likes	No action required
Post Likes	No action required
Post comments	Requires response and/or like, depending on the content
Visitor posts	Requires response (unless spam)
Mentions	Respond on a case-by-case basis
Direct messages	Requires response ASAP (unless spam)
<b>Recommendations*</b>	<i>These will feed into Chatmeter, and LinnellTaylor will help craft and post the response.</i>

# WHEN TO RESPOND

Interactions should be responded to and addressed as quickly as possible.





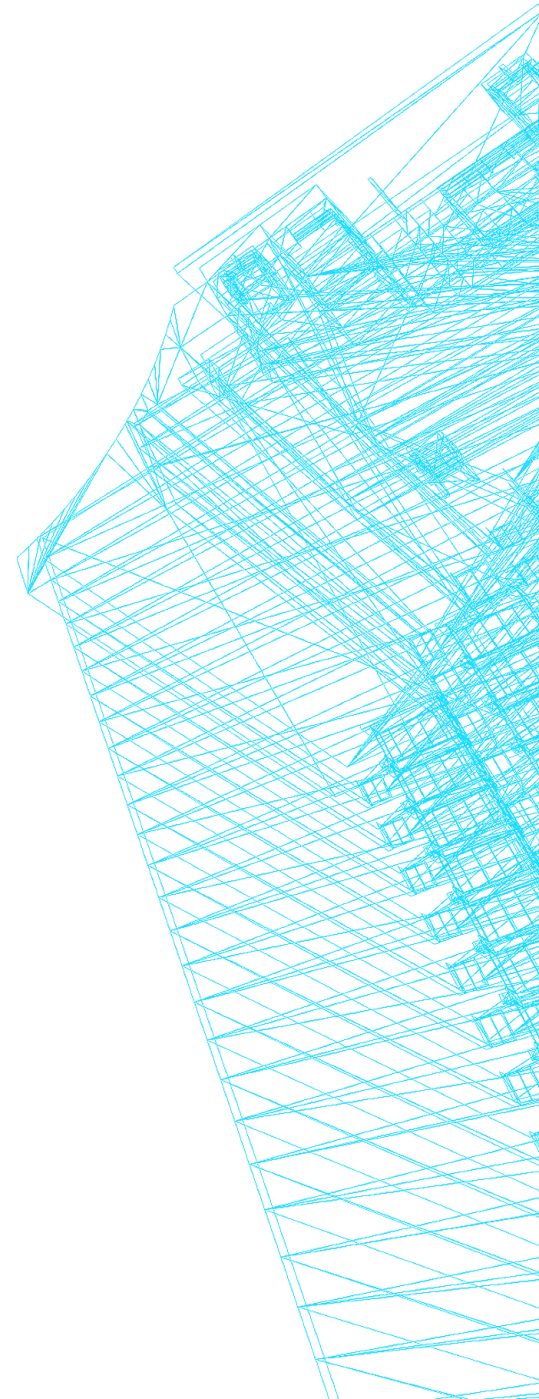
# MONITORING AND RESPONDING - *MANAGING NEGATIVE POSTS*

- Always answer questions and complaints promptly and respectfully.
- A standard formula is to acknowledge concerns and move the conversation off-line by reaching out in person or via direct message.
  - Try not to engage in a long conversation publicly to resolve issues.
  - Avoid defensiveness and he said/she said interactions at all costs.
  - Strike a balance between being empathetic without admitting guilt.
- Consult your Regional Manager if you are unsure how to respond.
  - You may also reach out to [marketing@essex.com](mailto:marketing@essex.com) for assistance in crafting responses for negative posts and comments.
- Escalate any comments, posts, or messages that contain “high risk” language to [reputation@linnelltaylor.com](mailto:reputation@linnelltaylor.com) and [marketing@essex.com](mailto:marketing@essex.com).

# SOCIAL MEDIA RESOURCES

Essex Community Examples and Helpful Tools

- Tools needed for posting and building followers



# CANVA GRAPHIC SAMPLES



Canva Sample graphics on a *monthly* basis.

More graphics on Buzz!

## Canva

Platform where you can create your own graphics

## Pixabay

Free stock images

## Grammarly

Chrome extension checks your grammar in real-time on Facebook

## BUZZ:

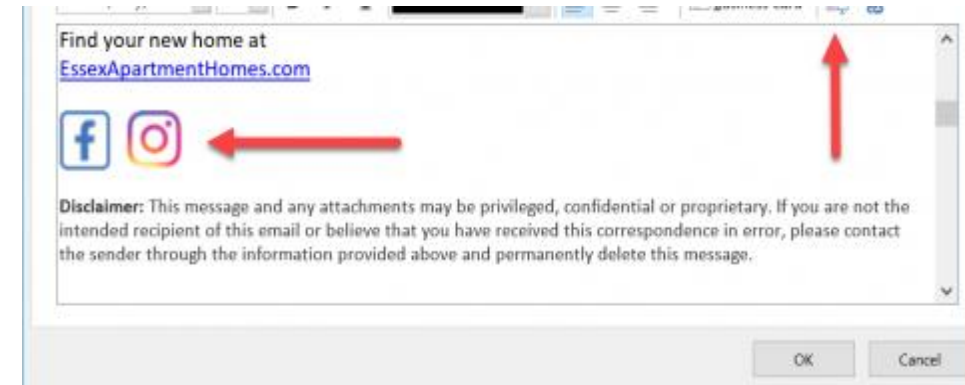
Social Media Resources Hub: <http://buzz.essex.com/department/ops-supportoperations/social-media-resources-hub>

# ADDITIONAL RESOURCES ON BUZZ

Flyers are located on Buzz.



Logos for your Outlook Signatures





## MAY SAMPLE CONTENT CALENDAR

*Template on Buzz*

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
				Post photos of spring/summer decorations		May the Fourth Be With You
5	6	7	8	9	10	11
	National Pet Week <i>(First Sunday – Saturday of May)</i>		Post about upcoming resident event			
12	13	14	15	16	17	18
Mother's Day		Reminder to sign up for RentCafe online payments			National Pizza Party Day	
19	20	21	22	23	24	25
	Staff recognition (birthday, milestone)				Post about holiday office hours	
26	27	28	29	30	31	
	Memorial Day			Upcoming events in the area		



# NEXT STEPS

- Check out Buzz for the latest information
  - This presentation will be uploaded to Buzz along with recording
- Send to [marketing@essex.com](mailto:marketing@essex.com)
  - Facebook account email addresses for designated Facebook managers
  - Signed guidelines – found on Buzz
- Attend next week's Social media 102 more focused on content, hashtags, etc.

PSA: if you have not sent us your YouTube channel, please send to [marketing@essex.com](mailto:marketing@essex.com) this week!



THANK YOU

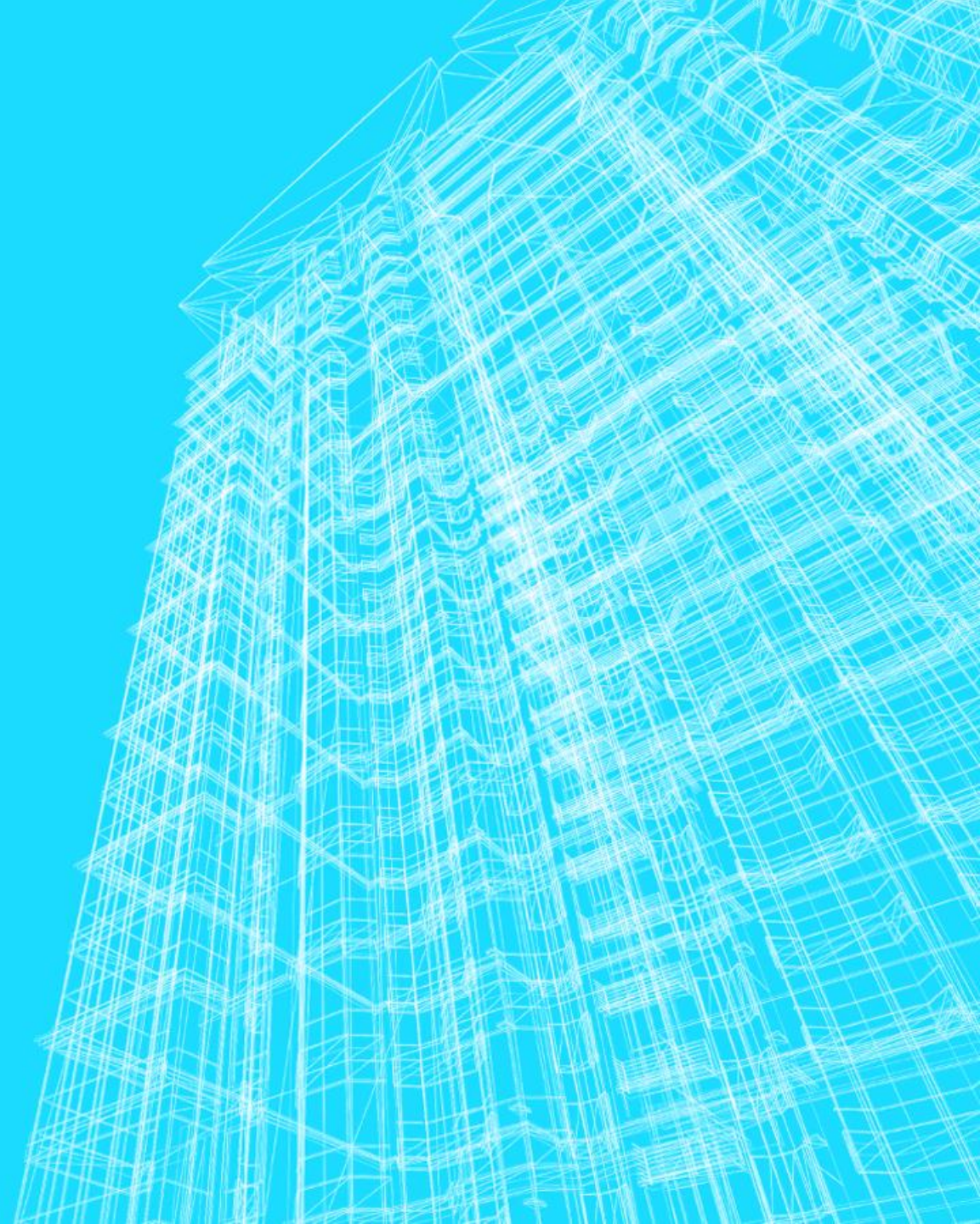
Questions?





# APPENDIX

High-Risk Language





# HIGH RISK LANGUAGE

- Threatening legal action.
- Reports of criminal acts or incidents.
- Reports of serious physical injury or accident.
- Report of mold and/or water damage.
- Report of an issue that could significantly impact resident health or safety.
- Report of hazardous or unsafe conditions.
- Non-compliance with local laws or ordinance, such as:
  - Affordable housing
  - Significant pest, rodent, or bed bug infestation
- Rent control
- Just cause eviction
- Fair housing/HUD
- Reasonable accommodations
- Involves tenant advocacy groups, Housing Rights Center, or other agencies.
- Knows, or wants to know, contact details for CEO, Michael Schall, or other members of SMC.
- Mentions escalation to the CEO or other Executive Management.
  - Involves the press.