SOCIAL MEDIA SESSIONS

with Sarah
THIS SESSION IS BEING RECORDED
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• Digital Creative Manager
• Started with Blue Ridge Companies in Jan. 2019
• Manage BRC Social Media Accounts
• Manage BRC Review Sites
• In media for 16 years
• 8 years in social media/digital marketing
• Google Ads Certified
• 3 Social Media Marketing/Content Creation Certifications
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5 STEPS FOR GETTING MORE SOCIAL MEDIA FOLLOWERS
GETTING MORE SOCIAL MEDIA FOLLOWERS

• Five Steps
  • Post Relevant Content
  • Post Regularly
  • Use Hashtags
  • Cross-Promote Yourself
  • Ask
GETTING MORE SOCIAL MEDIA FOLLOWERS

• **STEP 1: Post Relevant Content**
  • You don’t only need to promote your property
  • Consider posting about events/news in your community (look for sources you can share)
    • For example, is a new business coming and hiring a lot of employees?
    • What are the best burgers in your area?
    • Where are the best places to eat?
GETTING MORE SOCIAL MEDIA FOLLOWERS

• STEP 2: Post Regularly
  • You don’t need to post every day, but should post at least a couple of times a week
  • I post #MotivationMonday on Facebook and Instagram and #TipTuesday on Facebook weekly for all properties
  • You only need 1-3 more posts a week
    • Consider making one property-related post and one community/town-related post per week
• **STEP 3: Use Hashtags**
  • Always include several hashtags on each post
  • Make sure they are relevant to what your post is about
  • Also include hashtags related to your property, including name and city
  • Hashtags do not need to be at the end of the post. They can be incorporated within the text of the post as well.
GETTING MORE SOCIAL MEDIA FOLLOWERS

• **STEP 4: Cross-Promote Yourself**
  • It is okay to promote your other channels
  • For example, you can ask Facebook followers to also connect on your Instagram, Twitter, etc.
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• STEP 5: Ask
  • Ask residents/prospects/vendors to follow you on social media
  • Put a flyer in prospect and new move-in packets to let them know how to find you easily
  • Post in Active Building
  • Add a little Follow Us card when you give out prizes, treats, etc.
  • Hang/post a sign in your leasing office
  • Remind residents when they come into the office to follow you
GETTING MORE SOCIAL MEDIA FOLLOWERS
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WorkZone
- Property Info & Reports
- Resources
- Social Media Info
- Follow Us Flyer
FACEBOOK POLLS AND LISTS

• Facebook polls and lists are no longer available for business pages.
• An alternative is to use reactions as the poll
• You can make a list in the text area and ask people to type their choice/answer in the comment section
• Another option is the Facebook Q&A.
• You start by asking a question.
• Followers can then respond and ask their own questions, which we need to answer in a timely manner.
• This is a chance for us to respond to questions in a live environment.
• It works best with advance promotion so people know when to be online.
WHAT DOES WELL FOR US?

- Pictures involving people always do well for us.
- These tend to bring in the most engagement of our posts during an average week.
- For example:
  - Welcoming a new team member.
  - Celebrating a team member’s birthday or other accomplishment.
  - Congratulating a prize winner (with their permission).

Week of Jan 11-16

Top Liked Posts

- avalonapts
  FREEZE TAG FRIDAY! Are you ready to...
  56 Likes
  Jan 15, 2021

Get more likes on Instagram

- Blue Ridge Companies
  Congratulations to our VP of...
  36 Reactions
  Jan 14, 2021

Your Facebook tips and tricks

- Blue Ridge Companies
  Congrats to our VP of Maintenance &...
  24 Reactions
  Jan 13, 2021

Increase your Facebook engagement
TIKTOK

• We need to make more TikTok videos
• They can be virtual tours, self-guided tour information, fun you are having as a team (must wear masks and be 6ft apart), etc.
• Have fun with them
• This is where our younger audience and new renters spend social media time
• If you need your login or any how-to information, please email me at slanse@blueridgecompanies.com
GETTING MORE SOCIAL MEDIA FOLLOWERS

• RECAP
  1. Post Relevant Content
  2. Post Regularly
  3. Use Hashtags
  4. Cross-Promote Yourself
  5. Ask
QUESTIONS?

More info: BlueRidgeOnDemandMarketing.com/resources
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