

envida

S O C I A L / M E D I A

EVOLVE WITH ENVIDA

CAPTIONS & HASHTAGS 101

THE NATION'S LEADING

multifamily MARKETING AGENCY

5,000+
PROPERTIES

leased in over 500 cities

15+
YEARS

in Multifamily

HIGH-TOUCH & HYPERLOCAL

PERFORMANCE BASED

CUSTOM & CREATIVE

MANAGEMENT PLANS

premier

LEASE & INFLUENCE

The fastest growth with the most traffic

PRE-LEASE

Stand out before your doors even open

STABILIZATON

For communities with an already strong voice

just the basics

SOCIAL BOOST

A maintenance-focused campaign with a paid content boost

JUST COOL POSTS

Organic content posting for well established communities

plan add-ons

- + Copywriting
- + Pitch Services
- + Video Editing
- + Instagram Reels
- + Instagram Stories
- + Influencer Marketing
- + And more!

WHAT YOU'LL LEARN

1. COPY DOS/DON'TS

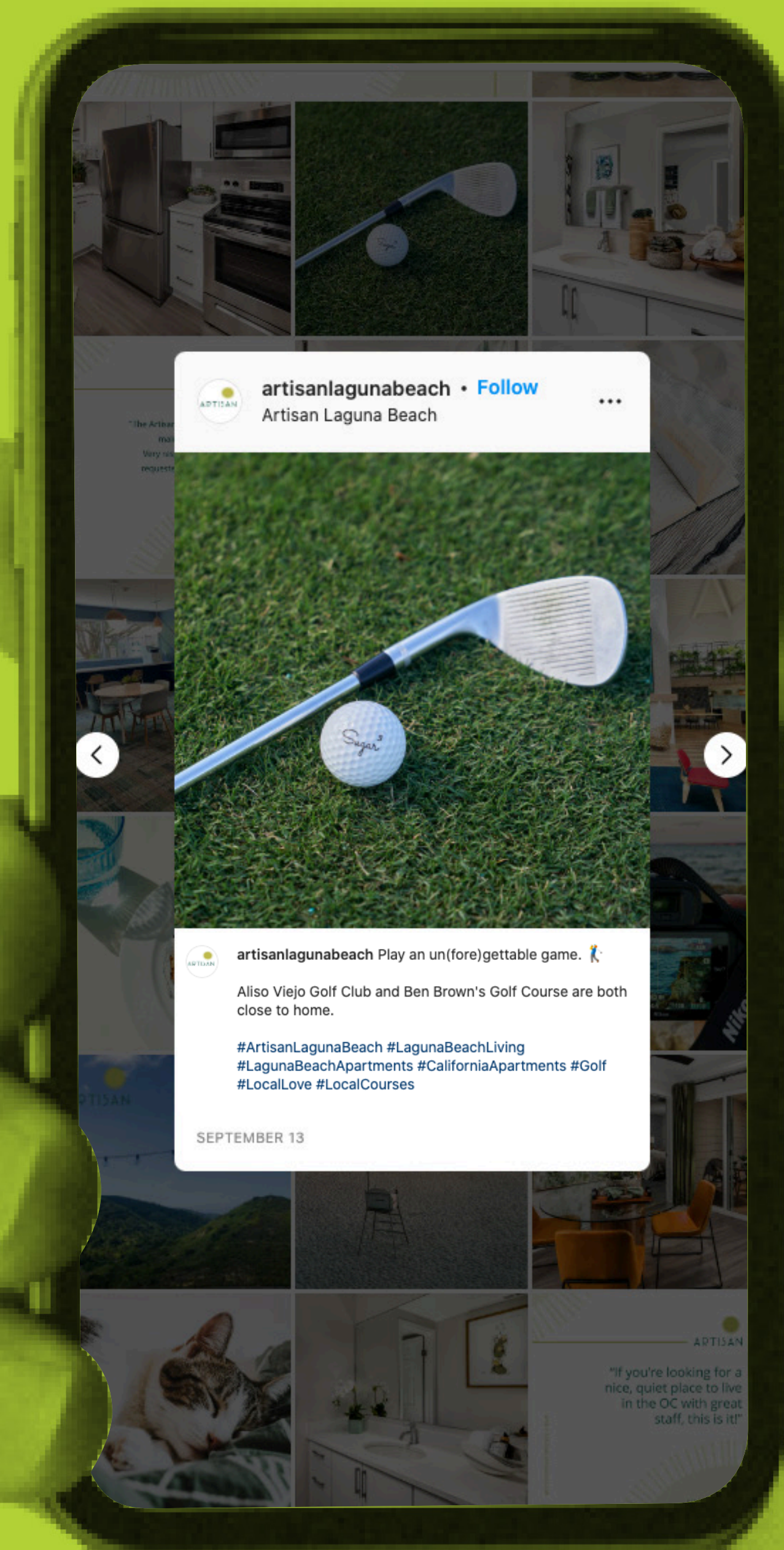
2. HASHTAG BEST PRACTICES



WRITE ON...

While writing a caption on social media, use copy to capture your audience's attention with concise sentences. The captions should be short & sweet, while simultaneously hooking the reader to head to your brand's website to learn more.

+ At the end of each caption, you'll want to ensure that you're using proper hashtags on Instagram to maximize audience reach.



COPY DOS

- + Tailor your writing to your client's brand voice & audience
- + Remain consistent
- + Triple check your work
- + Use thoughtfully placed emojis
- + Always begin your captions with a hook/attention getter
- + Keep captions short & sweet
- + Use neighborhood shoutouts/collabs/UGC
- + Highlight property features when relevant
- + Use engagement questions
- + Use 'evergreen' copy unless it's holiday specific
- + Sprinkle in a 'call to action'
- + Write in active voice

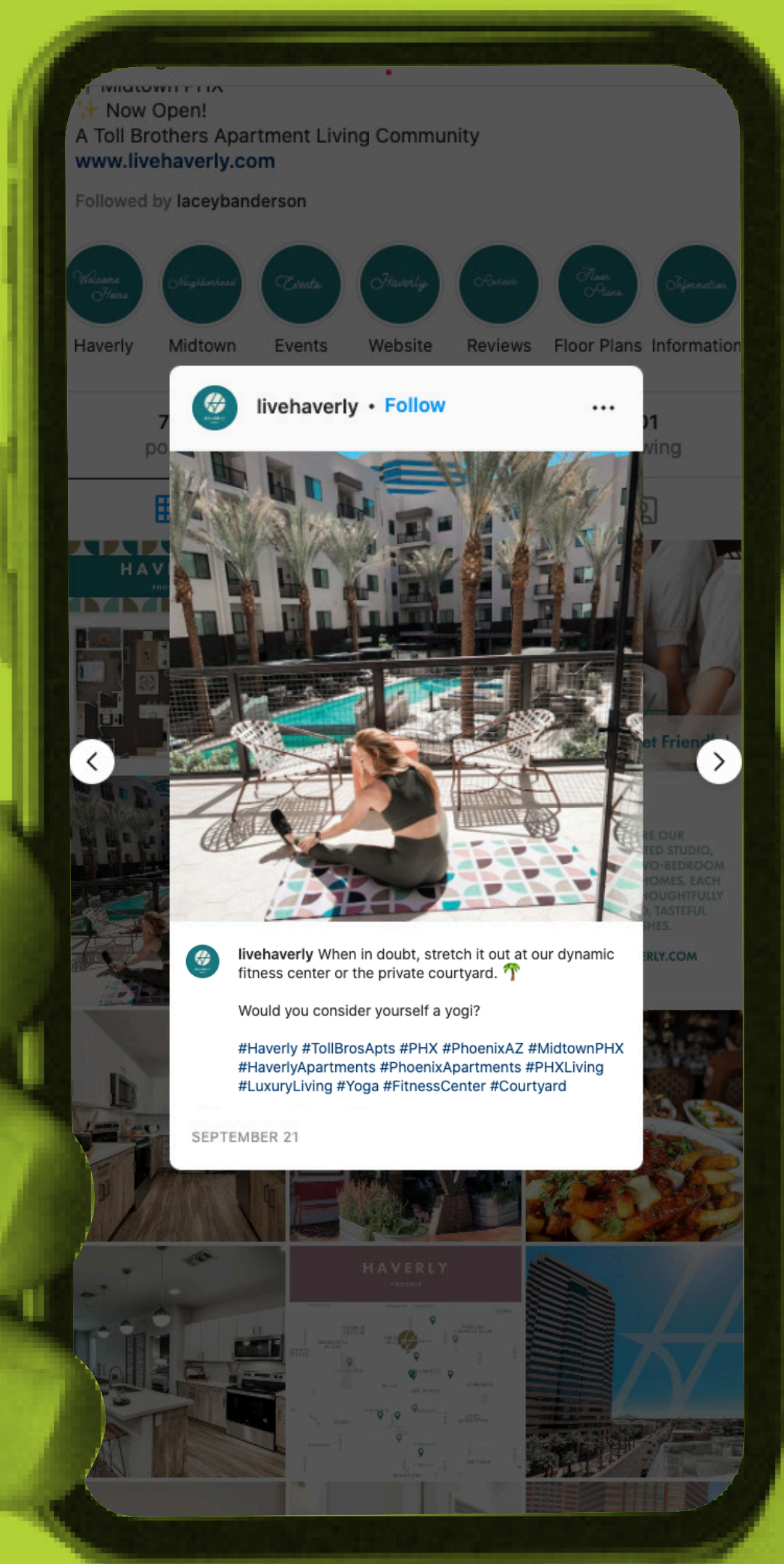
COPY DON'TS

- + Make captions too long (hefty word count)
- + Excessive emojis/symbols
- + Fair Housing violations
- + Inconsistent grammar & spacing

HOW TO USE HASHTAGS

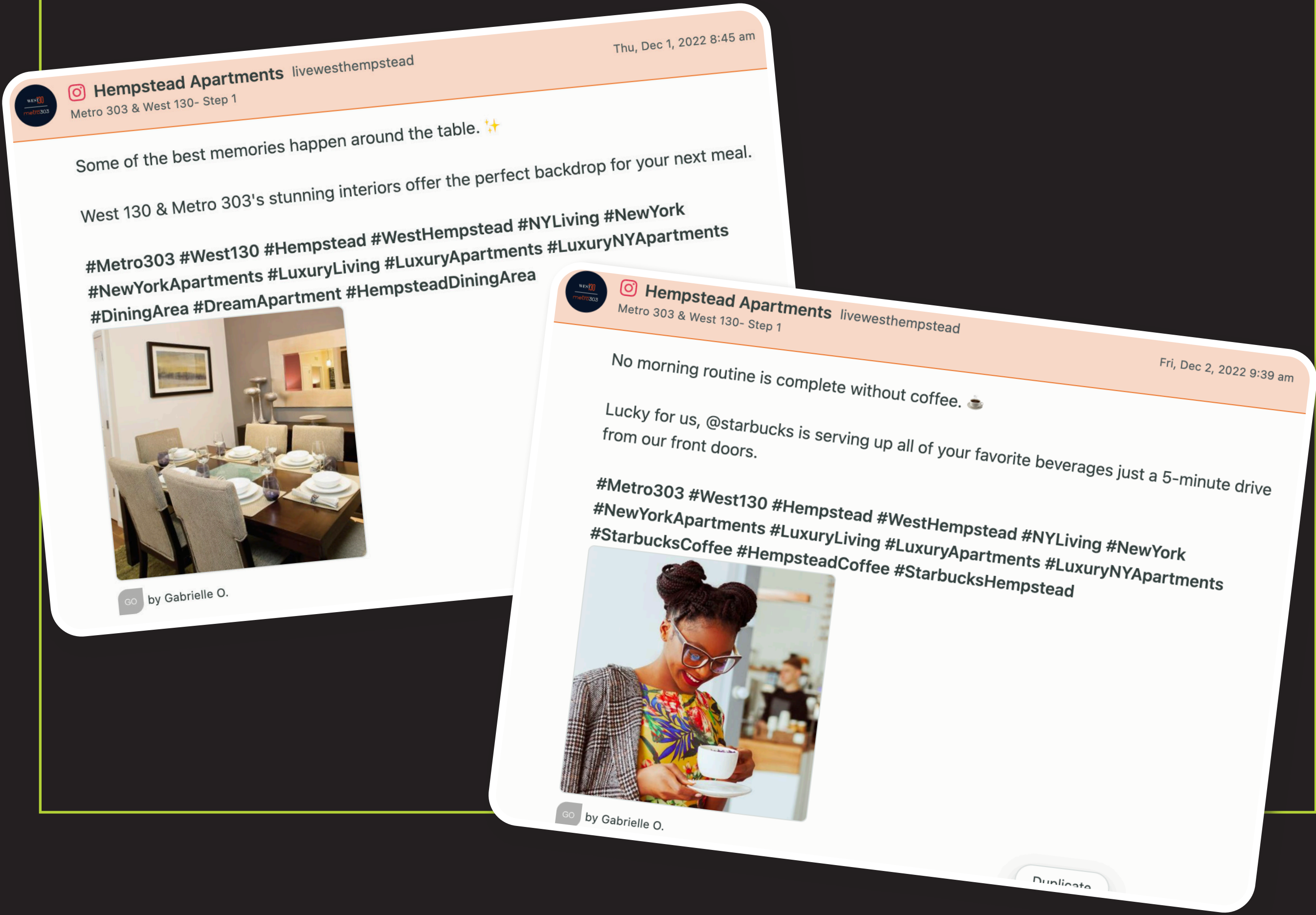
- + Stay hyperlocal & relevant
- + Use to highlight features/amenities
- + Create property specific hashtags that your audience can use for engagement
- + Keep it to a minimum (15 absolute max)
- + Capitalize the first letter of every word
- + Be aware of spacing

..... # #

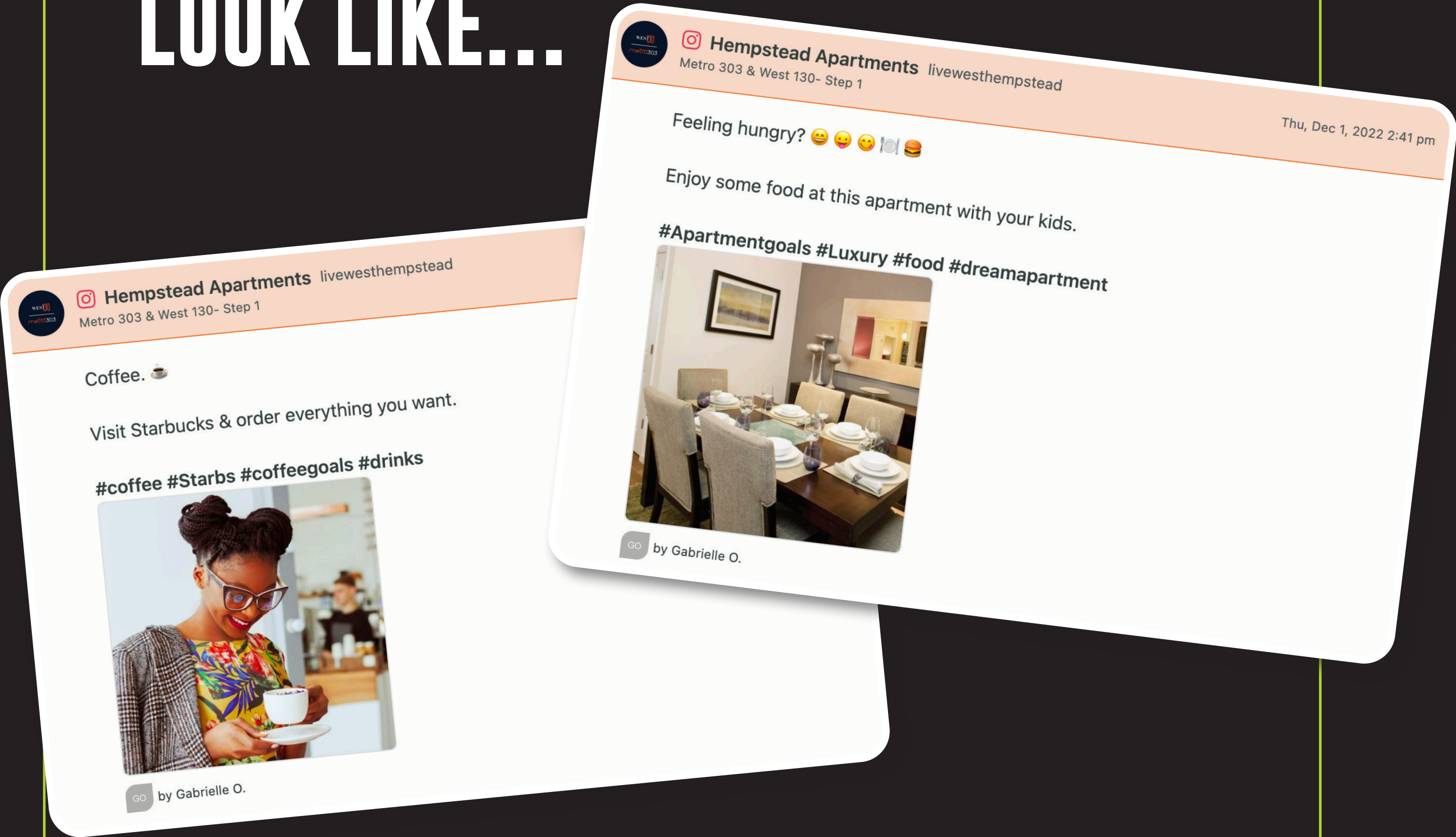


EXAMPLES

A **GOOD** CAPTION WILL LOOK
SOMETHING LIKE....



BUT A **BAD** CAPTION MIGHT
LOOK LIKE....



envida

S O C I A L / M E D I A

*Thank
you!*

ENVIDA.COM

follow us @envidasocial

