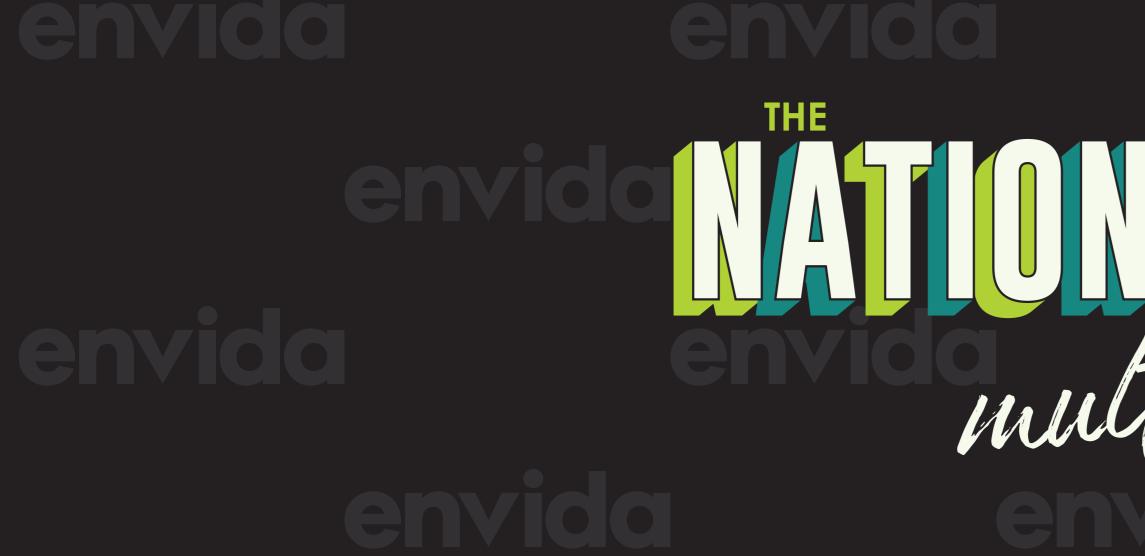
SOCIAL / MEDIA EVULVE WIHENVIUA CAPTIONS & HASHTAGS 101



HIGH-TOUCH & HYPERLOCAL

MANAGEMENT PLANS

premier

INFLUENCE The fastest growth with the most traffic

LEASE &

PRE-LEASE Stand out before your doors even open

asics 9 the just

SOCIAL BOOST

A maintenance-focused campaign with a paid content boost

Organic content posting for well established communities

5,000+ mutifamily MARKETING AGENCY PROPERTIES leased in over 500 cities

PERFORMANCE BASED

STABILIZATON

For communities with an already strong voice

plan add-ons

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

JUST COOL POSTS



CUSTOM & CREATIVE

WHAT YOU'L **L** COPY DOS/DON'TS **2. HASHTAG BEST PRACTICES**

Be WELL: Air & Water Quality Management Stakeholder Engagement & Communication

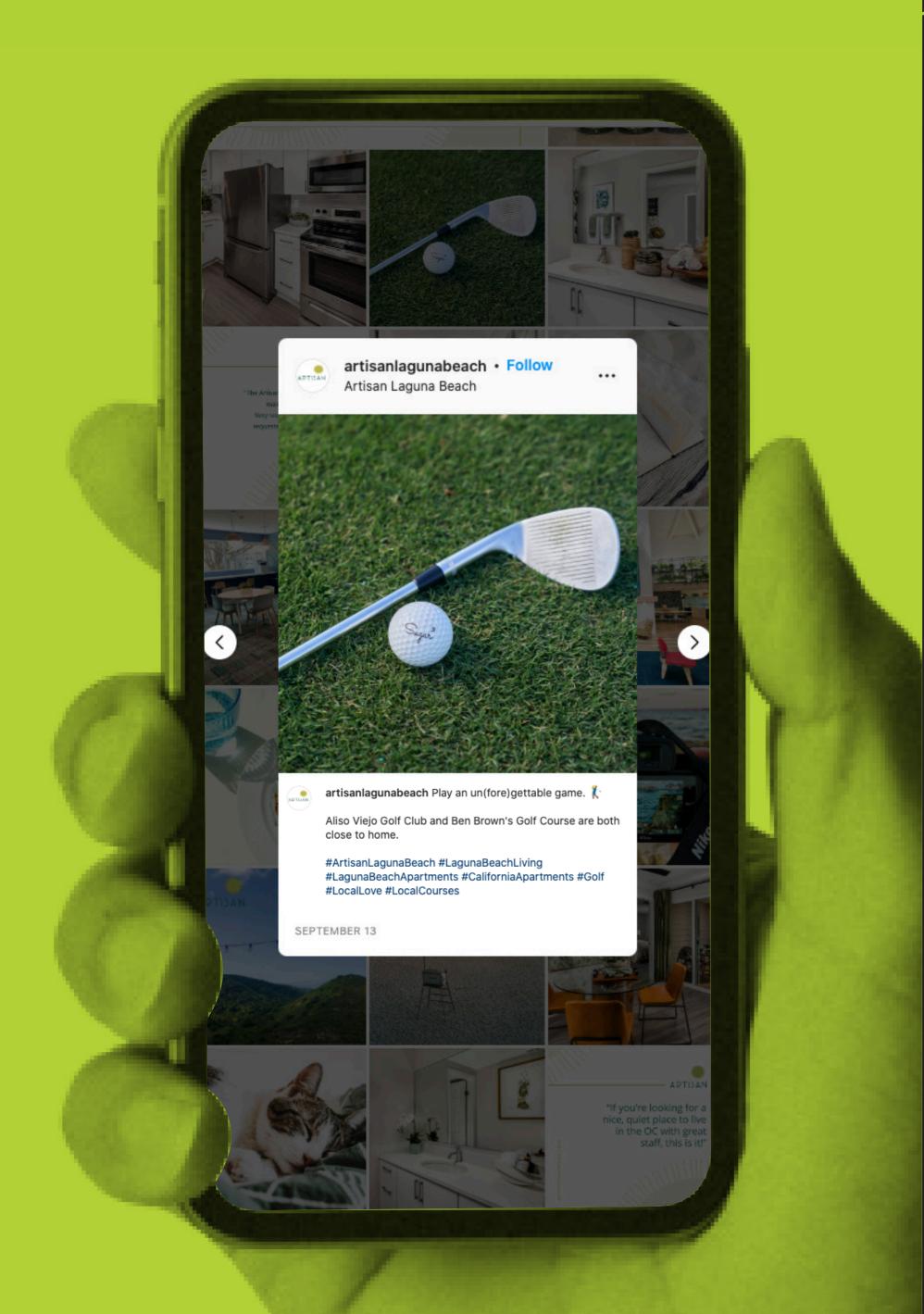
bebytsg On this Wellness Wednesday, we want to highlight some of the ways our WELL Health-Safety Rated community demonstrates our commitment to the wellbeing of our

Assess Ventilation - We assess our ventilation to further increase fresh air supply, thereby diluting air pollutants &

Monitor Air & Water Quality - We're committed to the annual monitoring of water and indoor air quality.

Manage Mold & Moisture - We adopted a moisture agement plan & inspection protocol to limit the potential

DTLA #BeWell #LosAngeles #LA #DTLA #California Cal #LosAngelesLiving #LosAngelesApartments g #DTLALife #Ktown #DTLAApartments sRealEstate #LosAngelesLifestyle



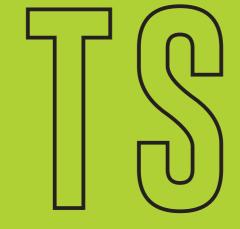
RTE ON

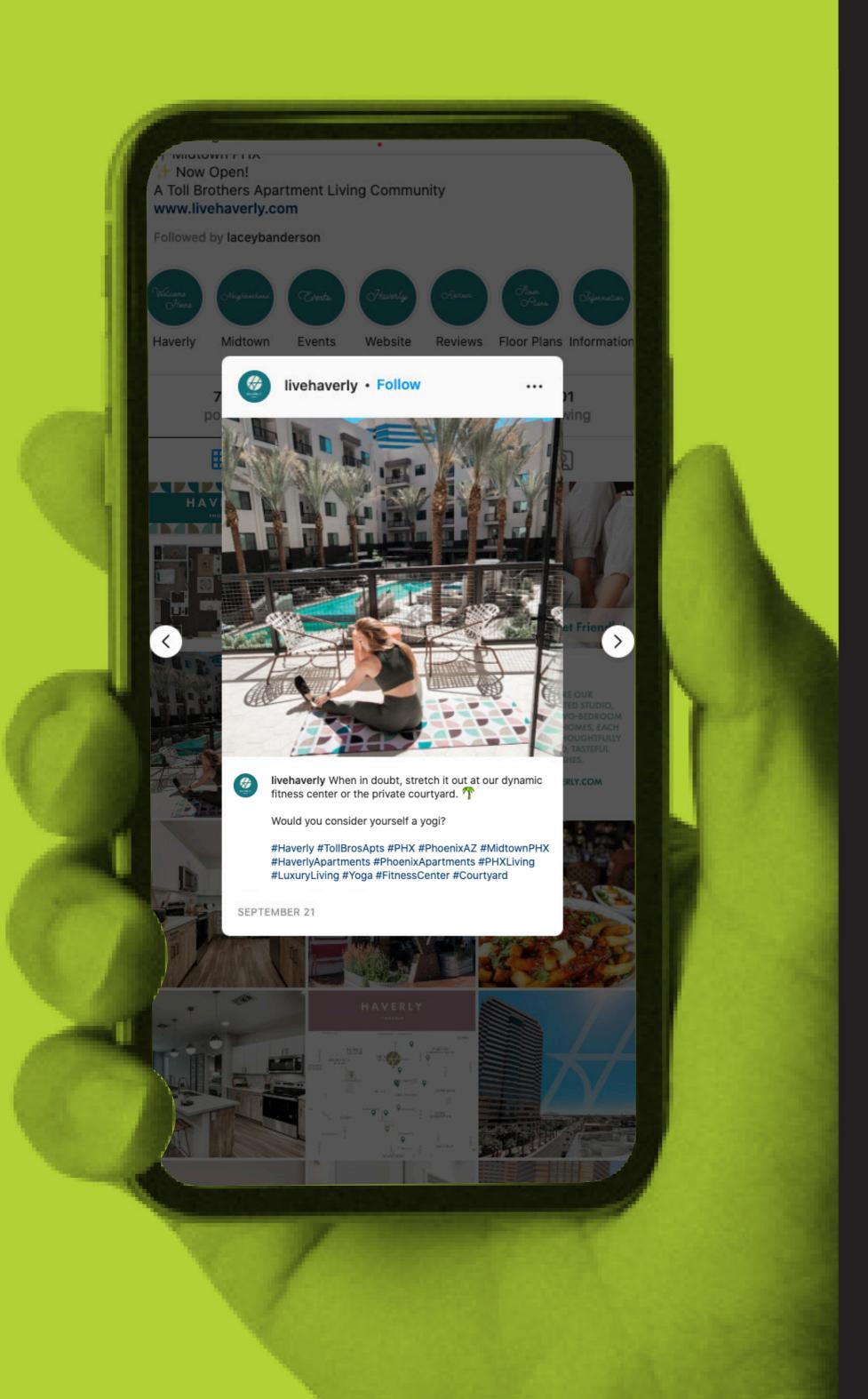
While writing a caption on social media, use copy to capture your audience's attention with concise sentences. The captions should be short & sweet, while simultaneously hooking the reader to head to your brand's website to learn more.

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

- + 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

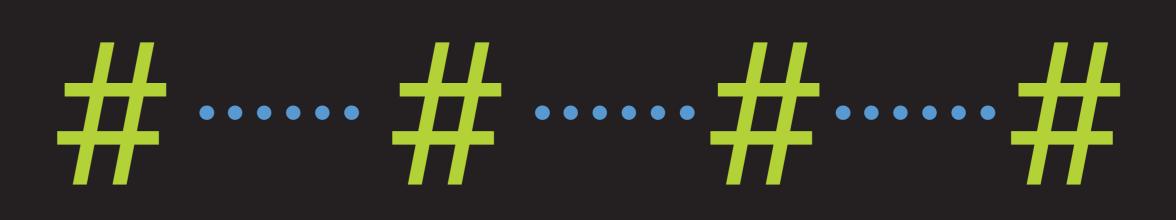
- + Make captions too long (hefty word count) + Excessive emojis/symbols + Fair Housing violations
- + Inconsistent grammar & spacing





HOW TO USE

- + 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





A GOOD CAPTION WILL LOOK SOMETHING LIKE

O Hempstead Apartments livewesthempstead

Thu, Dec 1, 2022 8:45 am

Metro 303 & West 130- Step 1

GO by Gabrielle O.

Some of the best memories happen around the table. 🕻

West 130 & Metro 303's stunning interiors offer the perfect backdrop for your next meal. #Metro303 #West130 #Hempstead #WestHempstead #NYLiving #NewYork #NewYorkApartments #LuxuryLiving #LuxuryApartments #LuxuryNYApartments

#DiningArea #DreamApartment #HempsteadDiningArea

Hempstead Apartments livewesthempstead Metro 303 & West 130- Step 1

No morning routine is complete without coffee. 🖜

Lucky for us, @starbucks is serving up all of your favorite beverages just a 5-minute drive #Metro303 #West130 #Hempstead #WestHempstead #NYLiving #NewYork #NewYorkApartments #LuxuryLiving #LuxuryApartments #LuxuryNYApartments #StarbucksCoffee #HempsteadCoffee #StarbucksHempstead



by Gabrielle O

Fri, Dec 2, 2022 9:39 am

Duplicata

BUT A BAD CAPTION MIGHT LOOK LIKE (interview of the state of the

Feeling hungry? 😄 😜 😁 🍋 😂 Enjoy some food at this apartment with your kids.

O Hempstead Apartments livewesthempstead

Metro 303 & West 130- Step 1

Coffee. 🍮

Visit Starbucks & order everything you want.



GO by Gabrielle O.

Thu, Dec 1, 2022 2:41 pm

#Apartmentgoals #Luxury #food #dreamapartment



by Gabrielle O

SOCIAL / MEDIA



follow us @envidasocial

