

envida

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

EVOLVE WITH ENVIDA

PHOTOGRAPHY 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. **PHONE PHOTOGRAPHY TIPS**
2. **WHAT TO BE MINDFUL OF BEFORE TAKING A PHOTO**
3. **GOOD & BAD PHOTO EXAMPLES**
4. **EVENT PHOTOGRAPHY 101**



PHONE PHOTOGRAPHY TIPS



1. USE GRIDLINES TO ASSIST WITH YOUR COMPOSITION.



2. FOCUS ON ONE SUBJECT.



3. LOOK FOR SYMMETRY.



4. KEEP YOUR EYE OUT FOR REPETITIVE PATTERNS.

WHAT TO BE MINDFUL OF BEFORE TAKING A PHOTO

1. **GOOD LIGHTING IS YOUR FRIEND.**
2. **DON'T BE AFRAID OF NEGATIVE SPACE.**
3. **TAKE CANDID SHOTS.**
4. **USE PROPS & PEOPLE.**



GOOD PHOTOS



BAD PHOTOS



EVENT PHOTOS 101

ASK **RESIDENTS** TO
BE IN PHOTOS.



TAKE **OVERHEAD**
SHOTS OF FOOD.



MAKE SURE IT **DOESN'T APPEAR**
LIKE NO ONE CAME TO THE EVENT
IN THE PHOTOS YOU TAKE.



UTILIZE RESIDENT **REPOSTS** OF THE EVENT.

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*Thank
you!*

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