

# envida

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

EVOLVE WITH ENVIDA

INSTAGRAM STORIES:

LEVEL UP YOUR STORY GAME

# 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. **INSTAGRAM STORY BEST PRACTICES**
2. **BEST TYPE OF CONTENT TO POST ON STORIES**
3. **HOW TO CREATE ENGAGING STORIES**





# WHAT ARE INSTAGRAM STORIES?

- **INSTAGRAM STORIES ARE A FEED OF PHOTOS OR VIDEOS THAT DISAPPEAR FROM YOUR PROFILE AFTER 24 HOURS.**
- **STORIES ACT AS A SORT OF SLIDESHOW, WITH EACH PHOTO OR VIDEO UPLOADED TO YOUR FEED REPRESENTING A NEW SLIDE.**

## Benefits of Posting IG Stories

- Puts you front and center in followers' feeds
- Humanizes your brand
- Offers endless ways for users to engage with your brand
- Drives traffic to your website

## PRO TIP!

THINK OF IG STORIES AS  
AN EXCLUSIVE FEED OF  
CONTENT FOR YOUR MOST  
LOYAL FOLLOWERS.





# **IG STORIES**

## **BEST PRACTICES**

- 1. CREATE ON-BRAND CONTENT**
- 2. TAKE FULL ADVANTAGE OF CREATIVE FEATURES, TOOLS AND FORMATS**
- 3. INCLUDE A CALL TO ACTION IN STORY TEXT**
- 4. SAVE STORY SLIDES TO STORIES HIGHLIGHTS**
- 5. CONSISTENCY > FREQUENCY**

### **PRO TIP!**

**GET TO KNOW THE 5  
EDITING OPTIONS; TEXT,  
STICKERS, FILTER, DRAW  
& SAVE.**

# **BEST TYPE OF CONTENT** TO POST ON IG STORIES

**RESIDENT EXPERIENCE**

**TEASERS OR PROPERTY UPDATES**

**BEHIND-THE-SCENES**

**LEASING SPECIALS**

**UGC OR RESIDENT PHOTOS**

**LEASING TEAM TAKEOVER**

**PRO TIP!**

**KEEP IG STORIES  
INFORMAL & CASUAL!**

# 5 WAYS TO INCREASE ENGAGEMENT ON YOUR IG STORIES

1. UTILIZE STORY  
**STICKERS**

2. UTILIZE **#HASHTAGS** TO  
IMPROVE YOUR REACH

3. CROSS-PROMOTE YOUR  
**INSTAGRAM STORIES**  
IN YOUR FEED

4. REPOST **UGC**  
ON STORIES

5. REPLY TO YOUR IG  
STORY **DMS**

**PRO TIP!**

DIVE INTO YOUR IG  
STORIES ANALYTICS TO SEE  
WHAT'S RESONATING AND  
WHAT'S NOT!

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*Thank  
you!*

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