

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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