

envida

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

EVOLVE WITH ENVIDA

BEST TYPE OF ON-SITE CONTENT

WHAT SHOULD YOU BE CAPTURING?

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. WHAT SHOULD YOU BE CAPTURING?
2. TIPS & TRICKS FOR ON-SITE PHOTOGRAPHY
3. CONTENT BEST PRACTICES





WHAT SHOULD YOU BE CAPTURING?

- + Resident Events
- + Pets / Pet of the Month
- + Team Spotlights
 - + Leasing Team
 - + Maintenance
 - + Management
- + Virtual Tours / Room Walkthroughs
- + Progress Photos (if property is under construction)

TIPS & TRICKS FOR ON-SITE PHOTOGRAPHY

1. LOOK FOR SYMMETRY
2. FOCUS ON ONE SUBJECT
3. EMBRACE NEGATIVE SPACE
4. PAY ATTENTION TO LIGHTING (KNOW WHEN TO USE FLASH/NO FLASH)
5. DON'T BE AFRAID TO STAGE THE AREA AND/OR PEOPLE

PRO TIP!

BE SURE TO INCLUDE EVENT
DETAILS WHEN SENDING
PHOTOS TO US!



CONTENT BEST PRACTICES

- + When applicable, highlight the PEOPLE over the decor/food at an event
- + Pay attention to Fair Housing
 - + Be sure to capture a mixture of people
 - + Men, Women, Different Backgrounds
- + Don't forget to mention when taking resident photos, that their photos could be used on social media



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*Thank
you!*

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