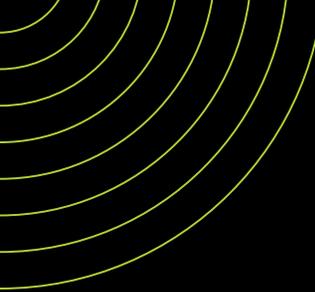




EVOLVE WITH ENVIDA

SOCIAL TRENDS

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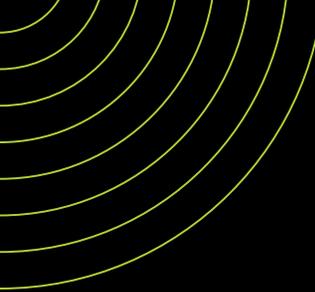


WHAT ARE **SOCIAL MEDIA TRENDS**?

Social media trends are rapidly changing behaviors & topics that capture wide attention & quickly spread across platforms.

WHY SHOULD **YOUR PROPERTY** PARTICIPATE IN SOCIAL TRENDS?

- + Increase Brand Visibility
- + Connect with Your Audience
- + Boost Engagement



TOP TRENDS OF 2024



UGC-STYLE REELS

87.2% Increase in Reach
from UGC-Style Reels



SHORT & SWEET CAPTIONS

Captions with 80 Characters
or Less Received **66% Higher**
Engagement



INTERACTIVE INSTAGRAM STORIES

Engagement Stickers Helped to
See a **50.8% Increase in Reach**

TRENDS TO LEVERAGE *ONSITE*

CAPTURE REAL-TIME VIDEO FOR REELS

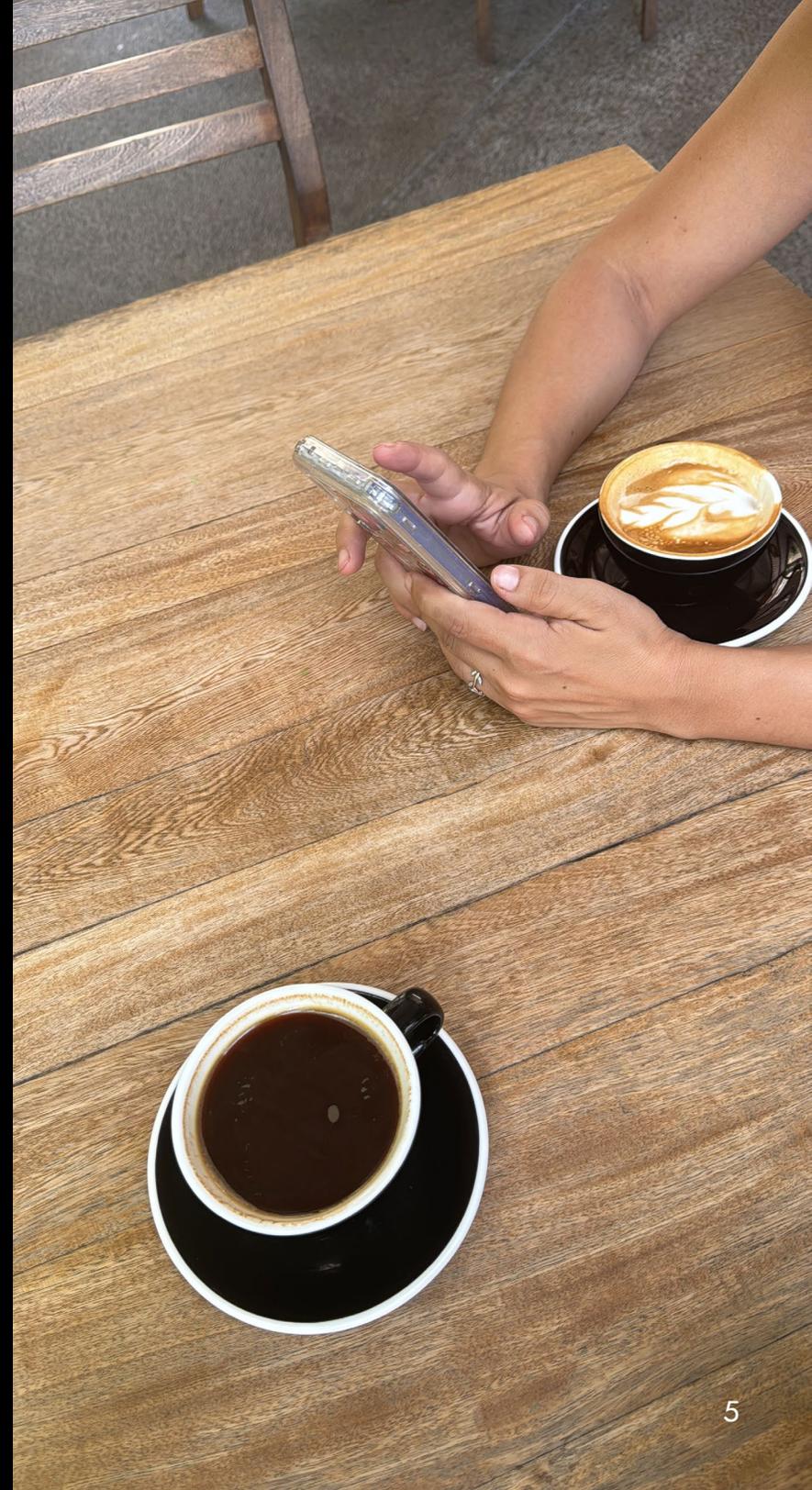
- ✓ Involve Your Leasing Team
- ✓ Highlight Resident Events
- ✓ Showcase Spaces Ready to be Leased



TRENDS TO LEVERAGE *ONSITE*

WRITE SHORT & ENGAGING CAPTIONS

- ✓ Consider Resident POV-Style Messaging
- ✓ Use Emojis & Hashtags
- ✓ Encourage Audience Engagement



TRENDS TO LEVERAGE *ONSITE*

STAY ACTIVE ON INSTAGRAM STORIES

- ✓ Utilize Instagram's Native Features (i.e. Stickers, Music, Filters, etc.)
- ✓ Post on Stories Daily (if possible)
- ✓ Incorporate Social Listening



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SOCIAL / MEDIA

Thank you!

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