# AUGUST CONTENT MC/MARK

Not sure what to send our way? We've got you covered — here's your go-to content guide!

## **REGIONAL CONTENT IDEAS**

### 🝁 EASTERN CANADA

• Late-Summer Apartment Refresh Tips – Show how to prep for fall with simple décor changes, cozy corners, or organizing hacks.

#### 🚮 MIDWEST

• Late Summer Day Trips – Parks, lake escapes, or county fairs.

#### MOUNTAIN STATES

• **Peak Adventure Season** – Share hiking trails, mountain drives, or biking routes.

#### 📸 NORTHEAST

• City in August – Rooftops, patios, park picnics, and quiet morning walks.

### 🌴 SOUTHEAST

• Last Call for Pool Days – Let's show off how we can savor summer with sunset swims or poolside lounging.

#### SOUTHWEST

• Sunset Appreciation – The hot summer comes with stunning sunsets, so snap pics and videos showing off the colorful skies.

### C WEST COAST

• **Coastal Vibes Only** – Photos and videos of beach days, rooftop sunsets, or local seafood spots.

### 📧 WESTERN CANADA

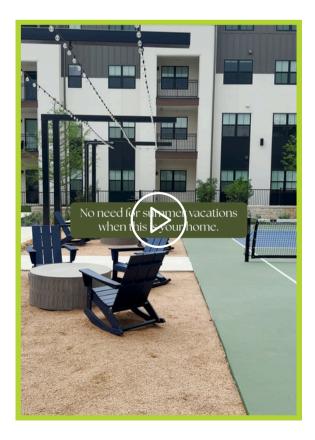
• "Summer's Not Over Yet" Reels – Poolside, rooftop, or courtyard vibes. We want to encourage residents to soak up the last of summer.

## BRAGGING RIGHTS

## **ARDEN ENGLEWOOD**

Showcase in-unit features with a walkthrough-style Reel, incorporating on-brand text and fast-paced transitions.





### THE MIA CLICK THE PLAY BUTTON TO WATCH

Feature outdoor spaces with seasonal, trendy messaging that helps prospects envision life at your community.

## SCROLL STOPPERS



### MEET THE TEAM

<u>@thestacksdc</u>

Highlight the personality behind your brand by featuring your on-site team in short, fun, and authentic clips.

### COMMUNITY EVENT Showcase

@forgetower

Spotlight resident & community events to build buzz, show off your vibe, and attract future residents.



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<u>Click Here</u> for More Resources for Onsite Teams

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