

A modern living room with a large window overlooking a city skyline. The room features contemporary furniture, including a grey sectional sofa with orange and white pillows, a round gold coffee table, and a black side table. The floor is covered with a patterned rug. Several framed artworks are displayed on the wall. The text "AUGUST CONTENT" is in white, bold, uppercase letters, and "Inspiration" is in a yellow, cursive script font.

# AUGUST CONTENT *Inspiration*

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.

## **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

CLICK THE PLAY BUTTON TO WATCH

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

[@thestacksdc](https://www.instagram.com/thestacksdc)

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

## COMMUNITY EVENT SHOWCASE

[@forgetower](https://www.instagram.com/forgetower)

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





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# Thank you!



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Resources for Onsite Teams

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