

SOCIAL MEDIA



Social Media to Build Communities and Increase Tenant Retention

Prepared for Canadian Federation of Apartment Associations Conference
June 12, 2015

CONTENT – TIPS AND TRICKS

1. Avoid posting without a graphic
2. Keep it short and sweet – no one reads lengthy posts
3. Make your post relevant to your tenant base (avoid Happy Friday syndrome)
4. Engage your audience (questions, crowd-sourcing, contests)
5. Accept constructive criticism. It makes your business better
6. It's OK to sell. Occasionally not constantly.
7. Do not use social media to regurgitate the Rules and Regs
8. Experiment with posts at different times and days to see which ones "reach" farther
9. Building staff can be great resources
10. Connect and co-operate with your local business association for events and exclusive deals for your residents

SHERYL ERENBERG & ASSOCIATES
416.256.5868 • www.sherylerenberg.com

**MORE OF THE LAND IS
NOW COVERED BY SEA**