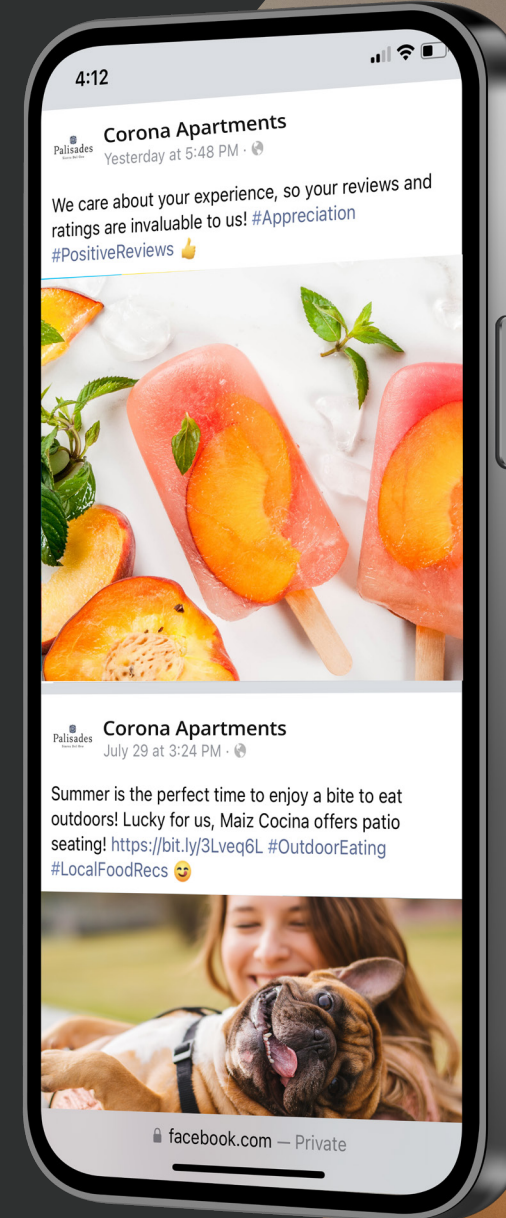


THE LOCALIZED SOCIAL CONTENT GUIDE

*For Student Housing,
Senior Living, and Multifamily
Property Management Companies*



*Property
Management
Series*



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As a multifamily marketer, you likely understand the importance of local social media and that it's a key component of a comprehensive localized marketing strategy. In this guide, we'll dive into what **localized social content** is for property management companies (PMCs), but first, we must discuss localized marketing as a whole and what a **localized marketing strategy** entails for PMCs.

A localized marketing strategy targets potential residents around a specific property location. Each property's marketing efforts will vary based on the demographics and target audience in the surrounding area.

A comprehensive localized marketing strategy can be broken down into three categories: localized search, social, and reputation management. This guide will focus exclusively on **localized social content** and how your PMC's social content strategy and the content itself will differ depending on if your PMC falls under the **senior living, student housing, or multifamily property** type. For local search, social, and reputation tips to keep residents engaged with your properties read our [Localized Playbook for Property Management Companies](#).

Download our Localized Playbook for Property Management Companies to learn what it takes to crush your PMC's marketing efforts.

[DOWNLOAD NOW](#)

THE LOCALIZED PLAYBOOK
For Property Management Companies
Download the guide today!

SOCI

01

What is Localized Social Content and Why Does it Matter?

Localized social content is when a PMC posts local content on its local social pages rather than posting from the corporate account. Note that having well-functioning corporate social media profiles is still essential, but local social pages are a must. Localized marketing is growing in popularity, as is the need to post localized social content.

THE DATA SPEAKS FOR ITSELF.



80%

of apartment seekers look at social media before choosing their next rental.

3 OUT OF 4

consumers say they've discovered a new local offering based on recommendations and posts on social media.

66%

Local Facebook Pages receive 66 percent of content impressions and 72 percent of all engagements compared to corporate portfolio pages.

12X

Localized content receives 12X the engagement rate compared to more general or "non-localized" content.

02

Localized Social Content Strategies That Every PMC Can Implement

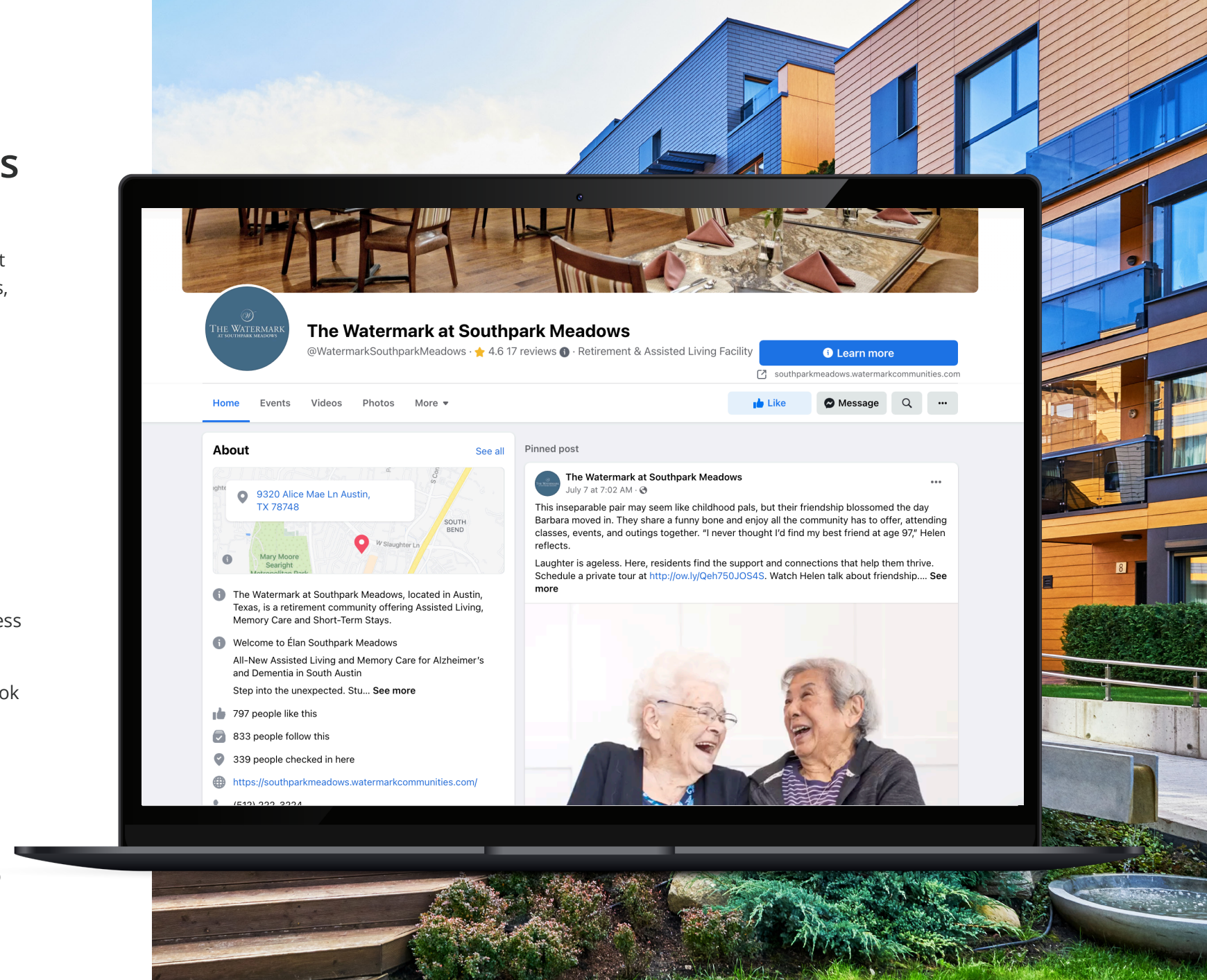
Now that you understand the importance of local social, we'll discuss the best practices for creating a localized social content strategy that all types of PMCs, including senior living, student housing, and multifamily communities, can utilize and implement.

1. Create Local Social Profiles

Similar to the need to create local pages and claim local listings on Google, PMCs should have individual social profiles for each of their local properties. These are called **local social profiles**, sometimes referred to as local store pages or Facebook location pages. With **2.93 billion people logging onto Facebook every month**, there's little question that members of your target audience are among the social network's many users. Having separate local social pages lets you properly communicate each individual property's business offerings to its local community.

Local social profiles on Facebook are non-negotiable since millions of Facebook users research local businesses and properties on the platform. While local pages on Facebook are a priority, what about other social media platforms?

According to a **recent report** by GWI, a market research firm, Facebook and Instagram remained the top social platforms in 2021. However, if time and resources allow, it may be worth having your PMC expand to other social platforms such as Twitter, TikTok, and LinkedIn. We'll dive deeper into how to choose which additional social platforms to leverage later in this guide.



2. Optimize Social Profiles

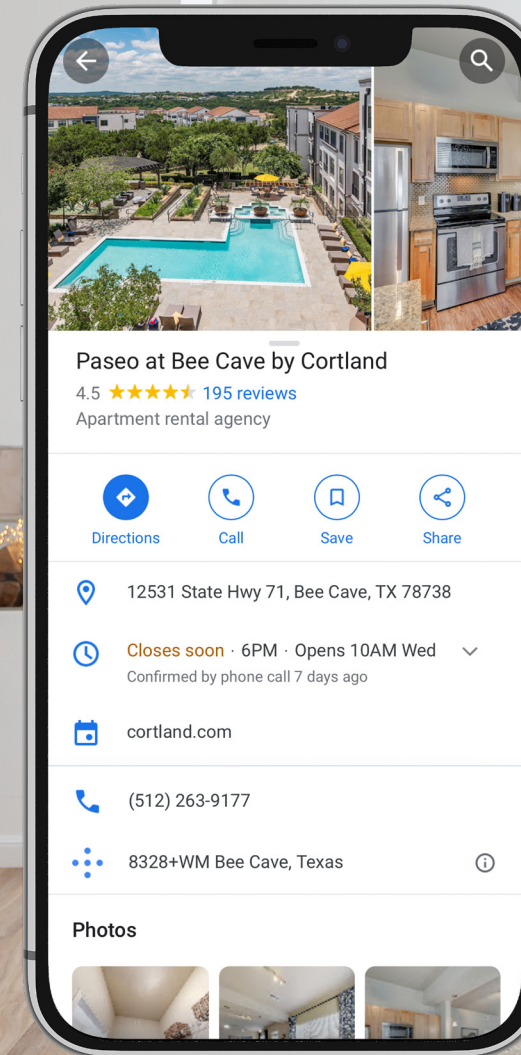
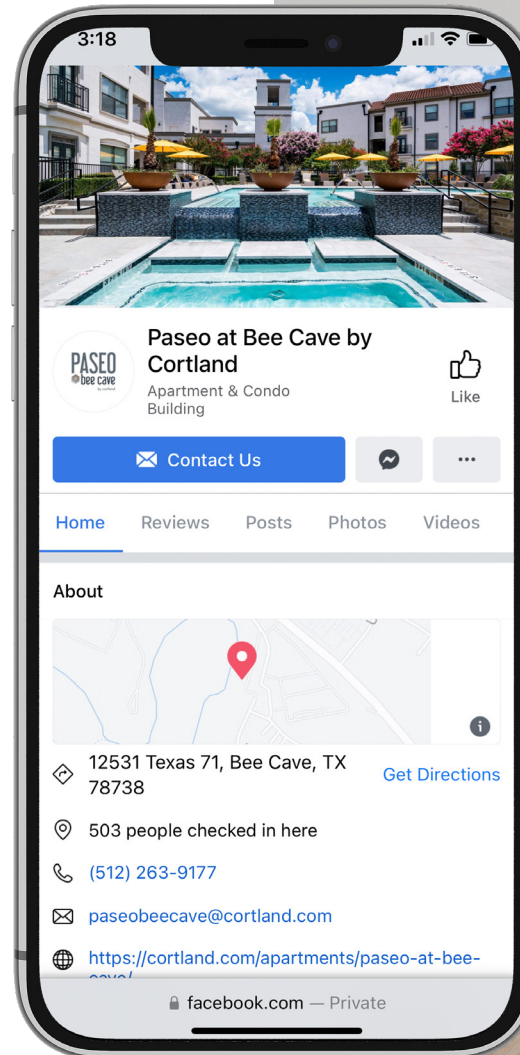
After your PMC has either claimed or created all of its local social profiles on Facebook and beyond, it's time to optimize them. As you can see in the example image, the lines between local search and social have become blurred. Many online users visit local social profiles to find information on local properties.

Therefore, as a multifamily marketer, you must treat your local social profiles like your Google Business Profiles or local listings. Your local social profiles must contain easily-accessible and up-to-date information about each property. The more information a potential resident can find on your local property without needing to do additional online research or visit other sites, like your website, the better.

Here's a list of information each local Facebook page should have:

- The leasing office's hours of operation
Photos
- Contact us button or a relevant call-to-action
- About section
Community section
- Reviews
Upcoming events
Videos

Remember, it's important to keep this information up-to-date so potential residents can easily navigate and find details about a property.



3. Post Engaging Content

Your PMC's localized social content should have two purposes. One, attract new residents, and two, improve current residents' existing sentiment. The best way to achieve these actions is by posting engaging content that potential and current residents can interact with.

To attract new residents, consider posting the following type of localized social content:

- Highlight local employees to help them feel appreciated and to showcase who potential residents will interact with.
- Feature available units and unique amenities via video tours or a photo slideshow.
- Share industry news articles specific to the property's city or location.
- Post local hotspots such as restaurants, parks, and shopping centers that tenants often visit and their distance from your property.

In general, the social media content should highlight the individual properties' units, amenities, people, and the local area. You want to make your property as enticing as possible to potential residents. While the tactics mentioned above will help, another way to help achieve this goal is by engaging with current residents on your local social pages.

Interacting with current or former residents fosters more online engagements, helps keep current residents satisfied, and showcases your customer service and care to potential residents.

When engaging with current residents on local social, your PMC should:

- Check and respond to all individual reviews, comments, and messages on your local social profiles to ensure you're addressing residents' concerns and displaying your care for residents.
- Create engaging polls, surveys, and questions such as residents' favorite local restaurants or activities.
- Promote property-specific and community events, along with highlights from previous events.
- Post updates for new amenities, upgrades to current amenities, and policy or service changes.

While creating local social content targeted at your current residents, it's important to remember that you're trying to nurture relationships.

As previously mentioned, you must respond to reviews on your local social pages. Since social media is so public, many PMCs find it challenging to respond to reviews appropriately. For more detailed information on how to properly and efficiently respond to online and social media reviews, download our [Online](#)

[Reputation Management Guide for Property Management Companies.](#)

4. Track and Analyze Data

Understanding how your PMCs' localized social content performs is an essential part of your localized social content strategy. When planning your localized social content strategy, you must define how each property will measure success. For instance, is a property's primary goal to get clicks on their social content? Grow their audience? Or get appointments with the leasing office?

You can have multiple goals, but you need to prioritize them. You also need to track and analyze the data for each post to understand how they perform and if you're meeting your goals. To best measure content performance, PMCs should track social media metrics such as impressions, engagements (likes, comments, and shares), call-to-action (CTA) clicks, and conversions.

Once you determine which metrics you'll be tracking, you can decide how often you'll be reporting on them. Is it monthly, quarterly, or something different? As you track and analyze your localized social content's performance over time, you can better optimize your content, which eventually translates to more engagements, awareness, and interest from prospective residents.



03

The State of Localized Content for Senior Living, Student Housing, and Multifamily PMCs

Now that you've learned various tactics to create a strong localized social content plan, it's time to discuss how your strategy differs between senior living, student housing, and multifamily PMCs.

To begin, we need to understand how each PMC category typically performs with localized social efforts. Our recent [2022 Local Visibility Ranking Report for Property Management Companies](#) compared 30 of the top PMCs across the three property categories (senior living, student housing, and multifamily). The report examined more than 100 specific drivers of localized marketing success across local



search, social media, and reputation — the three pillars of localized marketing. While this guide focuses on social media, you can download the entire report [here](#).

As in our [2022 Localized Marketing Benchmark Report](#), our Local Visibility Scores for PMCs are scored on a scale from 0-100, with 100 being the highest score. The chart to the right demonstrates that all three PMC categories are still working to establish a solid social media strategy.

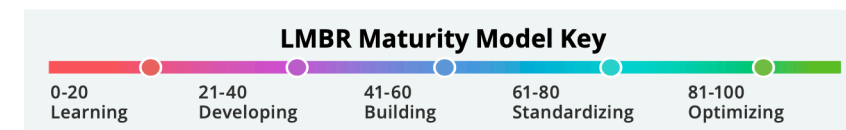
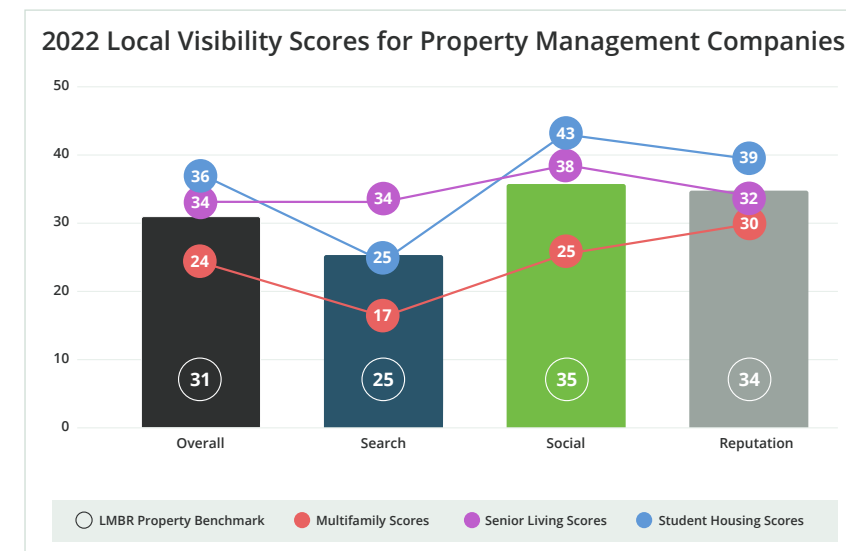
Here are a few of the main takeaways from the report:

- Student housing leads the pack with a **local visibility score in social (39)**, followed by senior living (32), and multifamily communities coming in last (30).
- Senior living communities have the **highest number of followers per local Facebook page** with 6,780.38, with student housing in second at 1,853 and multifamily in third with 644.
- Senior living communities also have the **highest average posts per month on Facebook with 8.23**. Again followed by student housing (7.99) and multifamily (6.12).
- multifamily communities have the highest engagement rate for posts on their local Facebook pages with **0.29** percent, with senior living in second at **0.16** percent and student housing in third with **0.07** percent.

In general, our selection of social metrics shows that PMCs can generate audiences of significant sizes across all of the industry categories we studied, with strong numbers for likes and followers

on Facebook. However, PMCs need to increase engagement across the board by devoting energy toward “creating engaging local social content, using the tactics mentioned earlier, and incorporating short-form videos — the **most popular** medium “on social networks today.

We now know where senior living, student housing, and multifamily communities stand regarding localized social content metrics. As a PMC, you should aim to meet or exceed these industry standards. Next, we'll dive into how each PMC sub-industry can improve its localized social content strategy.



04

How Localized Social Content Differs for Senior Living, Student Housing, and Multifamily Communities

1. Know Your Target Audience

One of the most important social media tactics is knowing your target audience. For many multi-location businesses, discovering their target audience can be quite challenging. For PMCs, finding your target audience involves analyzing data you likely already have.

HOW TO DISCOVER YOUR LOCAL PROPERTY'S DEMOGRAPHICS

PMCs can narrow down each property's target audience by analyzing the demographics of all current residents. For social media purposes, the most important demographic statistic is age.

Since resident turnover occurs often, we recommend updating each property's demographic data annually or bi-annually. It's best if you do it after your busy season since a large portion of your units will be occupied.

WHY YOUR TARGET AUDIENCE MATTERS

Knowing each property's demographics and target audience will help you create more relatable localized social content. For instance, if a large portion of your residential community and surrounding area is in their 20s or 30s, posting content that would relate to this age group such as information about upcoming music festivals, local trivia nights, or fun runs will be more meaningful to your target audience.

Additionally, knowing your properties' target audience will help you determine which social media platforms to prioritize and when to post to social media, which we'll discuss in the following sections.



SENIOR LIVING



STUDENT HOUSING



MULTIFAMILY COMMUNITIES

2. Decide Which Social Media Platforms Matter Most

Generally, each property should have local social pages on multiple platforms. However, knowing your target audience will help you determine which social media platforms you should put more energy towards. If you're stretched for resources, it's worth knowing which platform(s) to prioritize. For instance, while Facebook is always a must, you should consider age when deciding which other social platforms to leverage.

To the right, you'll find a breakdown of the most popular social media platforms for each age group in 2021 from the [Pew Research Center](#).

As we can see, Facebook is by far the most popular social media platform for all age groups, followed by Instagram.

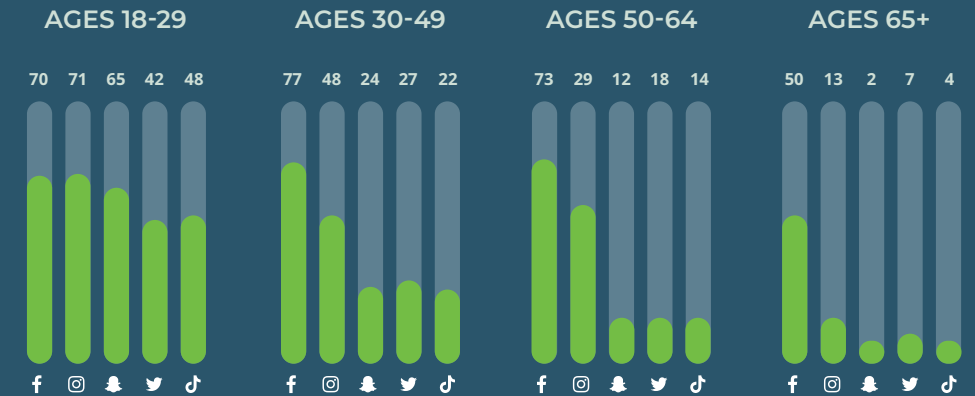
While the Pew Research Center focused on U.S. adults who have used a social platform, [Insider Intelligence](#) looked specifically into Gen Z's social media habits. They studied individuals born between 1997 and 2012 who accessed their account on any device at least once per month and found the most popular apps to be Snapchat, TikTok, Instagram, and Facebook.

Using the information in these charts will help you understand which platforms your PMC should leverage based on the average age of your target audience.

Here are some general guidelines and recommendations to stick to:

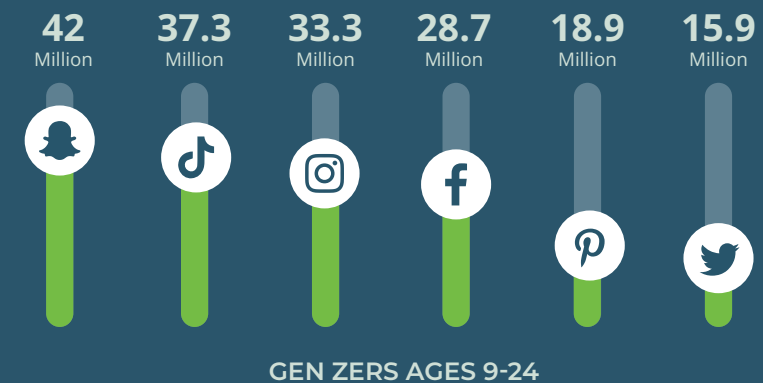
- **Senior Living Communities:** Facebook is by far the most popular social media platform in the U.S. for online users 50 and over. Thus, senior living PMCs should focus most of their localized social content strategy and efforts on Facebook.
- **Student Housing:** Despite many Gen Zers having Facebook accounts, they're much more active on Snapchat, TikTok, and Instagram. Therefore, while it's important to still maintain a local presence on Facebook, we recommend student housing PMCs create additional localized content on Snapchat, TikTok, and Instagram.
- **Multifamily Communities:** Of the three PMC communities, multifamily communities have the most expansive age range. We recommend being on multiple social media platforms at first and placing similar localized content across them. Then, you can compare how content performs on each platform and focus on the platforms that do best.

Percentage of U.S. Adults Who Use a Social Media Platform



Source: Pew Research Center, 2021

U.S. Gen Z Monthly Social Media Users by Platform



Source: Insider Intelligence, April 2021

3. Highlight Main Interests

Your localized content should pique your target audience's interest. One way to grab potential residents' attention is to showcase what they care about most. Below are aspects of your property that residents from each PMC often care about and what you should highlight in your localized social content:



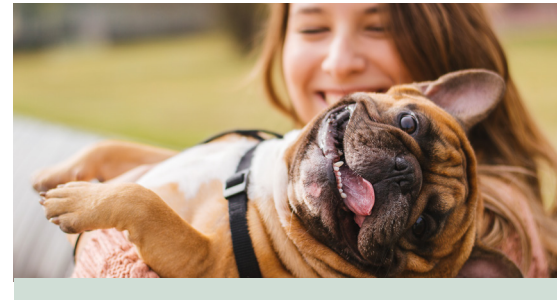
SENIOR LIVING

- Community activities, programs, and outings
- Upcoming events
- Safety and care
- Changes in meal schedules
- Visiting hours
- Transportation
- Amenities
- Updates about the activity room and group exercise



STUDENT HOUSING

- Cost
- Proximity to campus, local stores, public transportation, and sports stadiums or arenas
- Community events
- Shared community or study spaces
- Premium WiFi
- Package management system or package lockers (i.e., Amazon lockers)



MULTIFAMILY COMMUNITIES

- In-unit amenities
- Dog parks and other pet-friendly accommodations
- Outdoor spaces
- Private pools
- Safety and security
- Parking
- Community events
- Distance to popular shopping and dining areas

As you can see, each PMC sub-industry's focus can vary depending on the audience they serve. Of course, some overlap between these different sub-industries exists, such as in-unit amenities and safety and security. However, these lists should help guide your localized content strategy.



4. Optimize the Timing of Your Posts

Another factor to consider when it comes to your localized content strategy is the timing of your posts. You want to assess when your target audience is most active on social media — what time of day are they online, which days of the week, and are their seasonal changes to account for?

For instance, seniors often wake up and go to bed earlier than college students. Therefore, a senior living property might post its localized content earlier in the morning and evening when its target audience is more likely to be online.

Student housing PMCs should be more concerned with seasonal adjustments since college students' schedules can vary due to their class schedules, study habits, and extracurricular activities. Student housing PMCs should familiarize themselves with local college and university academic calendars. That way, they can post relevant content during the fall and spring semesters and school breaks.

All three PMC sub-industries should know when their busy seasons are and when locals are most likely to search for housing. It's important to post more often before your busy seasons so nearby competitors don't drown out your localized content and take potential residents with them.

5. Utilize Brand Ambassadors and Current Residents

One popular tactic businesses implement in their social media strategy is to use local brand ambassadors or influencers to gain more online visibility.

For student housing, consider hiring brand ambassadors to go around campus or attend school-related events. While there, these ambassadors can promote your local property by giving out free materials or brochures.

You can also use popular student influencers or high-profile athletes to promote your local properties on their social media profiles or make a cameo on your local social profiles.

Multifamily and senior living communities can get approval to deploy user-generated content (UGC) from residents, which can include images, videos, or reviews that a resident creates. For instance, if a resident leaves a raving review about their local property, a PMC can ask them to do a video testimonial or to use their review in a social media post.

As you build your localized social content strategy incorporating the tactics above can help you boost engagement and ultimately win more leases.



80%
of consumers say
UGC highly impacts
their purchase
decision, a whopping
6.6x more than
branded content.

05

Tips for Managing Your Localized Social Content

It's challenging to manage localized social content across 100s or 1,000s of locations, especially when each location has a different target audience, unique needs, and multiple campaigns. Before implementing your localized social content, it's crucial to determine who is responsible for which content. Ask yourself if local property teams or your corporate marketing team should create the content. Who's scheduling the content? Who's responsible for reviewing content before publishing it? And who's gathering and measuring social media metrics and analytics?

We recommend using a hybrid model which relies on both your PMC's corporate marketing and local teams. Local teams have a good understanding of what's happening at the local level and can create engaging content that speaks to each property's target audience, but it's also beneficial to have some corporate oversight. A corporate marketing team can ensure local content adheres to brand guidelines.

Here are two hybrid approaches to localized social content for PMCs.

1. Local Teams Create All Content While Corporate Approves

One approach is to have local teams create all social content and then have the corporate marketing team

approve the content. The benefit of this model is that it gives the power to local team members to post content they believe resonates best with current and potential residents.

The downside is that content can vary significantly across properties, making it challenging to gather analytics around which content performs best for each property and across all properties.

2. Local and Corporate Teams Create Content Together

The other option is to have both local and corporate teams create content. For this model, we recommend that corporate marketing teams give local properties content ideas that they can then localize and implement.

This model lets PMCs better compare how content across multiple properties has performed. However, the downside is that it can stifle creativity from the local teams and feel disingenuous if not done correctly. It's best to still get input from the local teams on what's happening at their properties and include that in the social content plan.

For example, if a national holiday is coming up, the corporate marketing team can create graphics or images that local teams can use in their social posts. Local teams can then draft the copy or text to announce what they're doing at their properties or events related to the holiday residents can attend in the area.



06

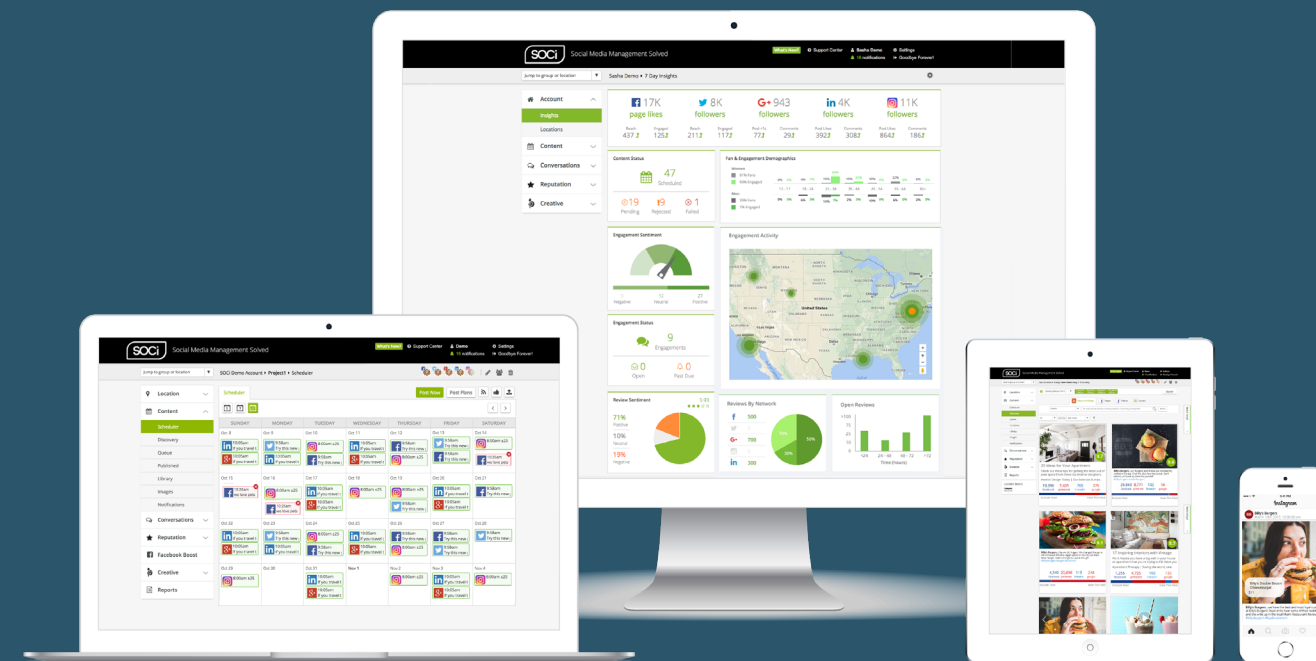
How SOCi Can Help You Create and Manage Your Localized Social Content Strategy

You now have the knowledge and information needed to create a comprehensive localized social content strategy. What you're missing are the right tools. That's where **SOCi** can help.

SOCi's social media management solution is the perfect platform for all three PMC categories. SOCi's social media management solution empowers corporate and local teams to publish localized social content, manage content libraries, respond instantly to engagements, and analyze performance — all within one powerful platform.

SOCi's solution allows local teams to post to social with ease while maintaining brand consistency and allowing corporate teams to approve content across all locations. You can also manage critical conversations and quickly respond to every social post's engagement.

Request a demo today for more insight into how SOCi can help your student housing, senior living, or multifamily PMC reach new heights!



DISCOVER WHAT SOCi CAN DO FOR YOU.

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