

SOCIAL MEDIA BASICS

USING FACEBOOK AND TWITTER TO
GROW YOUR MULTIFAMILY COMPLEX
AND ENGAGE RESIDENTS

RUTH STURM, EPICOSITY

SOCIAL MEDIA IN 2016

- 78% of people have a social media profile
- 45% of people use social media in purchase and business decisions
- 2016 was the first year that almost all social networks became mobile-first

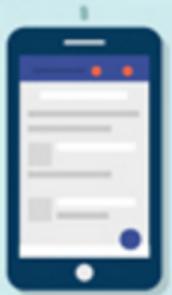
4 BILLION
video views daily
from more than..



1.49 BILLION
monthly active users
and more than..



1.31 BILLION
users on their
mobile devices.



**WHAT ABOUT MY
BUSINESS?**



FIRSTLY...

- 9 out of 10 businesses are already on social media
- Businesses need to play catch up

LUCKILY,

- 90% of businesses see increased exposure from using social media
 - More than half report improved sales
- 

WHICH PLATFORM IS RIGHT FOR YOU?

Be Selective

Know Your Customer Base

- 79% of people aged 30 – 50 use Facebook at least once a week
- Instagram is great for visual businesses
- More than 67% of consumers with Twitter have used it for customer support

Trade Secret of the Day:

Watch Both Your Competitors and Non-Competitors

FACEBOOK 101

- If Facebook was a country, it would be the third largest country in the world
- 1 billion members and counting
- The easiest social platform for brands – especially good starter platform
- Balance of both photos and text
- Works for all types of businesses





Thanks for stopping by!
We hope to see you again soon.

Sign Up

It's free and always will be.

First name Last name

Mobile number or email

Re-enter mobile number or email

New password

Birthday

Month Day Year Why do I need to provide my birthday?

Female Male

By clicking Sign Up, you agree to our Terms and that you have read our Data Policy, including our Cookie Use.

[Create a Page for a celebrity, band or business.](#)

Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

It's free to set up. Just choose a Page type to get started.



Local Business or Place



Company, Organization or Institution



Brand or Product



Create a Page

Give your brand, business or cause a voice on Facebook and connect with the people who matter to you.

It's free to set up. Just choose a Page type to get started.

Local Business or Place

Choose a category 

Multifamily Complex

100 Street

Pierre, South Dakota

57104

Phone

By clicking Get Started, you agree to the [Facebook Pages Terms](#).

[Get Started](#)



Company, Organization or Institution

Set Up Multifamily Complex

- 1 About
- 2 Profile Picture
- 3 Add to Favorites
- 4 Preferred Page Audience

Add categories, a description and a website to improve the ranking of your Page in search.

Fields marked by asterisks (*) are required.

Real Estate

Add a few sentences to tell people what your Page is about. This will help it show up in the right search results. You will be able to add more details later from your Page settings.

155

*Tell people what your Page is about...

Website (ex: your website, Instagram, Twitter or other social media links)

It's easier for people to find your Page in search when it has a unique username. Pages with usernames can also create custom URLs that let people quickly visit and message them.

http://www.facebook.com/

Is Multifamily Complex a real establishment, business or venue? Yes No

This will help people find this establishment, business or venue more easily on Facebook.

Need Help?

Skip

Save Info

Set Up Multifamily Complex

1 About

2 Profile Picture

3 Add to Favorites

4 Preferred Page Audience



**Upload From
Computer**

**Import From
Website**

Skip

Save Photo



Multi Family Complex

Multifamily Complex
Create Page @Username

Home

About

Posts

Reviews

Services

Shop

Videos

Photos



Like Message More

+ Add a Button

Status Photo / Video Event, Milestone +



Our first post!



Boost Post Publish

Real Estate
in Pierre, South Dakota

Search for posts on this Page

0 likes 0 this week



Multifamily Complex

1 min ·



Our first post!

Boost Post



Like



Comment



Share



Multi Family Complex

Chronological



Ruth Anne Sturm Great post, Multifamily Complex!

Like · Reply · Message · 1 min



Multifamily Complex Thanks for your comment Ruth!

Like · Reply · Just now



Write a reply...



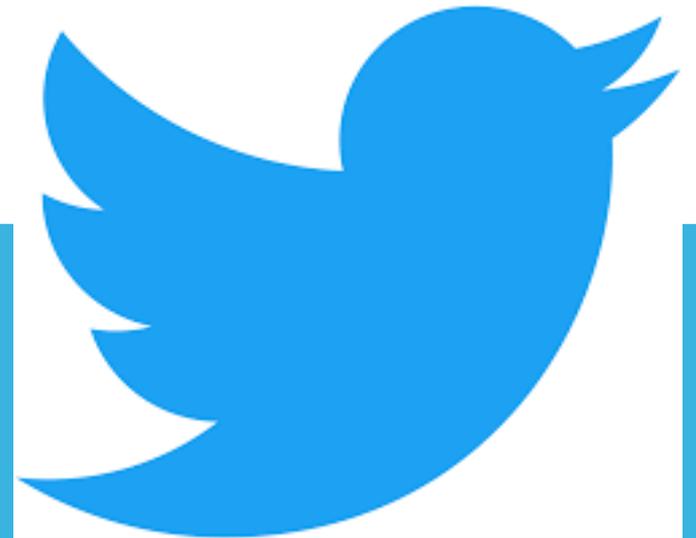
Write a comment...



Press Enter to post.

TWITTER 101

- 313 million users
- Users are dedicated – half say they visit the site multiple times per day
- Great customer service resource
- Negative customer service churn increases by 15% when no one from company responds



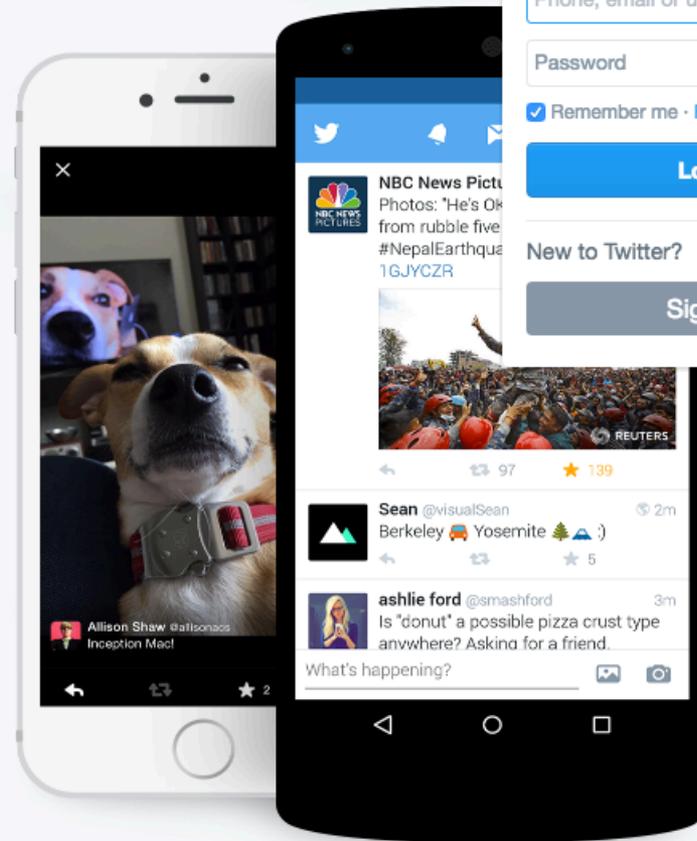
Download the app

Get the Twitter app on your mobile phone. It's easy. Just text yourself a link to download.

+1 [Send](#)

Standard SMS fees may apply.

[Don't have an iPhone or Android device?](#)



Have an account?

Remember me · [Forgot password?](#)

[Log in](#)

New to Twitter?

[Sign up](#)





Join Twitter today.

Multi-Family Complex ✓

Phone or Email

Password

Tailor Twitter based on my recent website visits. [Learn more.](#)

Sign up

By signing up, you agree to the [Terms of Service](#), including [Cookie Use](#). Others will be able to see your phone number when provided.

[Advanced options](#)



Choose a username.

Don't worry, you can always change it later.

multifamilycomp ✓

Suggestions: [multifamilycom1](#) | [multifamilycom2](#) | [multifamilycom3](#) | [multifamilycom4](#) | [multifamilycom5](#)

Next

[Skip](#)



STEP 2 OF 4

Continue

What are you interested in?

Sports +

News +

Music +

Entertainment +

Lifestyle +

Technology & Science +

Arts & Culture +

Government & Politics +

Gaming +

Nonprofits +

Fun +

LOOKING FOR EVEN MORE?

Search for topics you're interested in +

#Apartment Hunting ✓

#Rentals ✓

Apartments ✓

Multi Family Complex
@ComplexMulti

TWEETS 0 FOLLOWING 33

Introduce yourself

Describe who you are and what you're into.

48% complete

Skip Save

Trends · Change

#DebateHeadache
Debates bring headaches; Excedrin® brings fast headache relief.
Promoted by Excedrin®

#watvssf

Multi Family Complex What's happening?

AL ARGUS 911 **ArgusLeader911** @Argus911 · 1m
Traffic hazard on I-90 east of the Cliff exit. A large piece of metal is in the westbound lanes.

NWS Sioux Falls @NWSSiouxFalls · 3m
Light rain showers exiting the area this evening between 5 pm and 8 pm. Watch out for slightly slower traffic and possibly slippery roads!

Light Rain Moving Out...

Details

- Sprinkles and light rain showers exiting to the southeast across the area
- Ending between 5 pm and 8 pm
- Additional rainfall amounts only a few hundredths

Main Impact
Wet Roads

439 pm Radar Image

National Weather Service
Sioux Falls, SD

Apartment hunting SF @Apartmenth...

Search all people for #apartmenthunting

Plush Club Phx @plushclub...
Followed by United Van Ren...
Follow

GLOBALDANCE PLATFORM...
Followed by Go City Apartm...
Follow

Find friends

© 2016 Twitter About Help Terms Privacy Cookies Ads info Brand Blog Status Apps Jobs Businesses Media Developers

Advertise with Twitter



#apartmenthunting

Top

Latest

Accounts

Photos

Videos

More options

all

club...
Rent...

FOR...
artm...

1134
artm...

in@ brings



No results.

- All
- Tweets
- Accounts
- Photos
- Videos
- News

- From everyone
- From people you follow

- From everywhere
- Near you

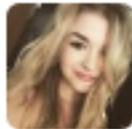
- Save this search
- Embed this search

[Advanced search](#)

WHAT TO SEARCH

- Search for keywords that customers use: “moving”, “rent”, “apartment”, “house-hunting”, etc
- Opportunities to find possible customer at the right time

← In reply to Ashley Moberg



Gabrielle Skramstad @Gabrielleskram · 5 Mar 2015

@ashmo95 I like my **apartment** now and got a good bargain for a 3 bedroom. I just don't understand why no place has a decent price for 2. 🙄



Gabrielle Skramstad @Gabrielleskram · 5 Mar 2015

Trying to find a 2 bedroom **apartment** or a house to rent is so frustrating. 😞



CONCLUSION:

- Customers expect and often want you to be on social media
- 33% of customers prefer to contact brands through social media
- Snapchat, Instagram and other newer channels will become easier for brands to use, and more expected, as time continues

Questions?

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