

PMW Social Media Posts

How to Optimize Your Content For Social Media

Social media can be intimidating, especially when you are just starting out, but it is one of the best venues for promoting yourself! Social media can potentially open the door to more direct connections with potential owners, which can pay off not only in a higher number of owners but in owners that are more loyal and care more about your brand.

You can save yourself a lot of time and trouble by utilizing the content that you already have.

The majority of the content you created for your website can be repurposed into short social media updates. Highlight employees, property management services, properties, your process, and more!

Don't be afraid to create multiple posts about the same piece of content, especially on items that get high-volume traffic. Determine the right approach for you and your business! There isn't a one-size-fits-all when it comes to social media. For more information, check out the tips below.

Social Media Post Structure

Post Title / Headline

Write a headline that won't get ignored! This headline is what is going to get the reader to keep reading! Promise a specific benefit, use statistics, ask a question, create urgency, trigger curiosity or emotion to get their attention.

Post Description

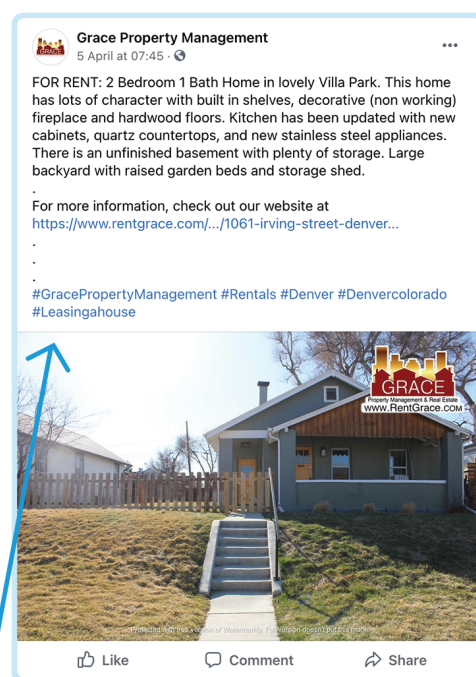
This gives your reader a better understanding of what your post is about. This is where you engage the reader and encourage them to take action.

Link To Content

This is where you want to link your reader to what the post is about: Property Listing, Services, Blog, etc. For Instagram, utilize "the link in my bio" as links are not clickable in the caption. Be sure to create unique links to track leads from your social media efforts!

NAP

NAP is what causes you to appear in geo-targeted searches. Search engines use name, address, and phone number information to decide which listings to show in a geo-targeted search. If you don't include this information, search engines won't know to display your business when someone conducts a local search for property management services. It's just as important on social media as it is on your website!



Hashtags

Hashtags can increase the visibility of your social posts, especially hashtags for trending topics. When someone clicks a hashtag in any post, they'll see all the posts with that hashtag. Examples include:

#yourcitypropertymanagement
#cityrealestateinvesting #cityhomesforrent
#realestateinvesting #rentalproperties #homeforrent

20 Social Media Ideas to Keep Your Brand's Content Fresh

What is the toughest part of running your social media? Coming up with what to post!
Check out these ideas to get you started posting today!



Property For Rent



Employee Highlights



Your Service Offerings



Positive Reviews



Company Milestones and Achievements



Maintenance Reminders



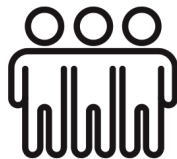
Competition or Giveaway



Move-In Specials or Other Incentives



National Holidays



Company Events / Outings



Pop Culture Reference



Share Your Blog Posts



Fill in the Blank Statements

Highlight why property owners should hire you by identifying a pain point that you can solve



Post a GIF



Ask a Question That's Engaging



Interesting Property / Rental Statistics



Your Website FAQs



Property For Sale



Re-Share Relevant Articles