



Welcome
So many social networks,
so little time



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Questions? Chat with us on twitter!
@therentersvoice #rentersvoice

TOPICS

Social media *stats*

How each platform is *used*

How to choose your *platforms*

What the heck is *snapchat*

SOCIAL MEDIA ISN'T A FAD OR
TREND. IT'S AN **ENDURING**
REALITY OF ONLINE EXISTENCE.

Thought #1
Social Media Stats

MORE THAN HALF
of all online adults **65+**
use **FACEBOOK.**

53%

of internet users ages 18-29 use Instagram

49% of Instagram users use it

DAILY

WOMEN DOMINATE PINTEREST

42% of online women use Pinterest.

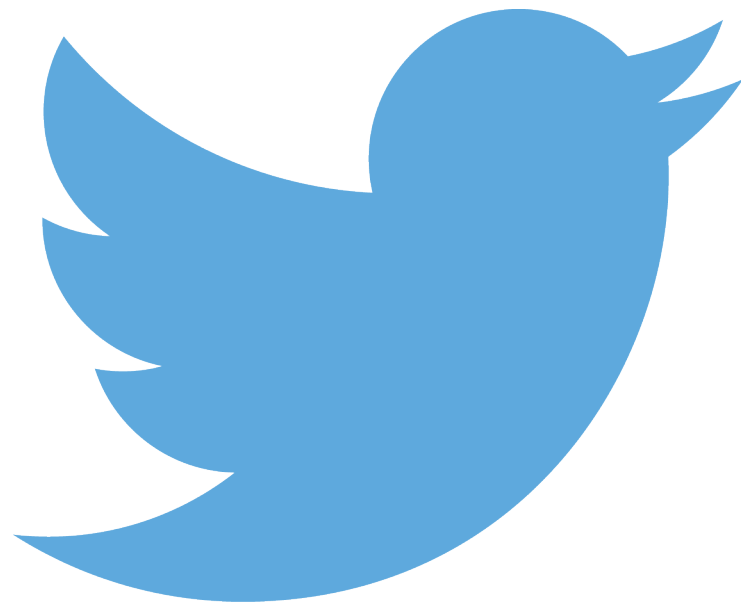
75%

of parents use Facebook daily

Thought #2

How each platform is used





Instagram



christmaselk
US Post Office

2h



287 likes
christmaselk [Sam]
#ambermeet
[view all 33 comments](#)

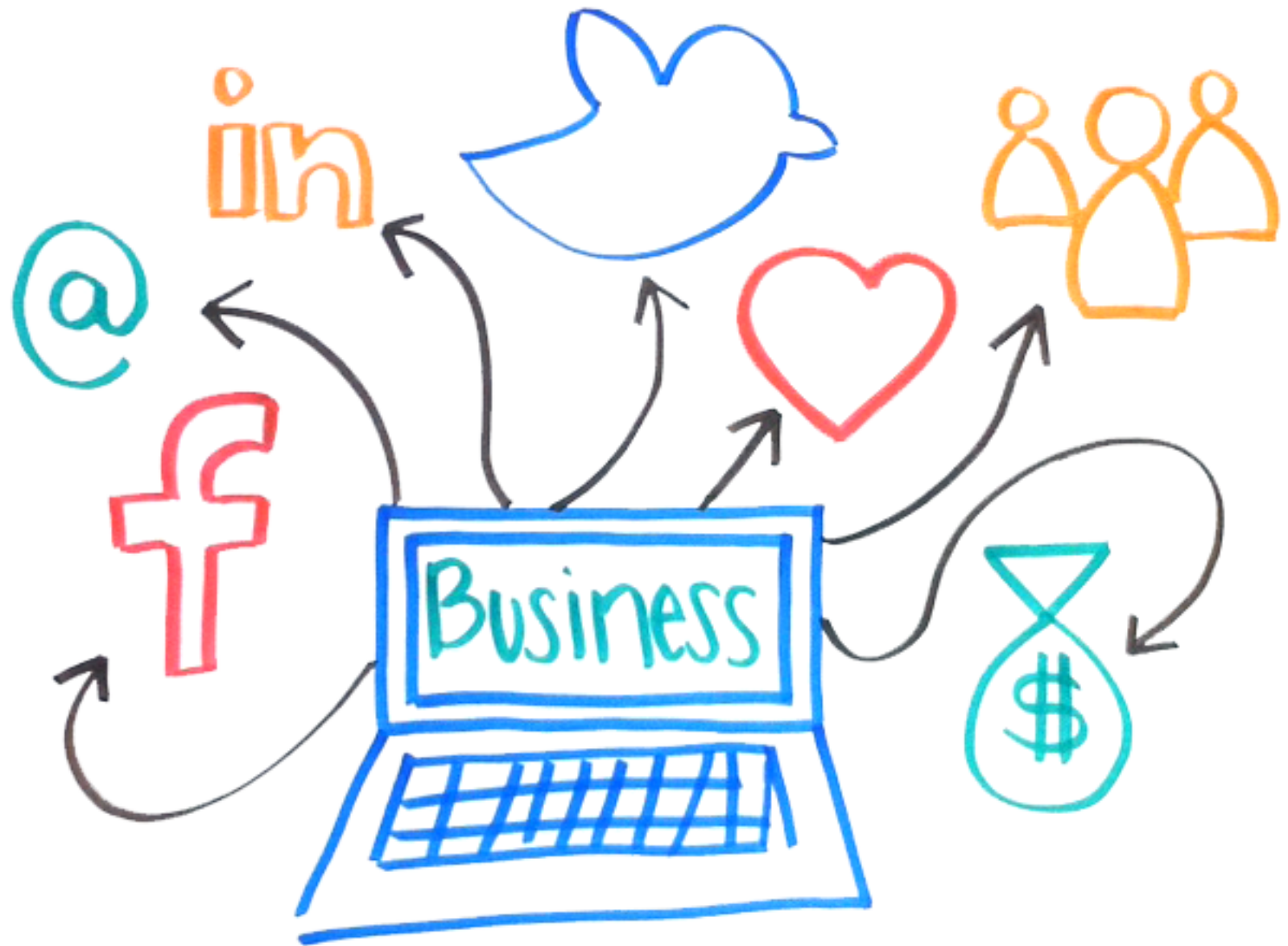
Pinterest





Thought #3

How to choose your platforms





Where is your audience

WWIP #2

Research where your
audience is active

WIP #3

What are your goals?

SWIP #4

Observe your competition

WIP #5

Can you make the
commitment?

HOW TO USE VIDEO

- **70%** of marketing professionals report that video converts better than any other medium.
- The average internet user spends **88%** more time on a website with video than without.
- **64%** of consumers are more likely to buy a product after watching a video about it.
- **59%** of viewers will watch a video to completion that is less than 1 minute.

Thought #4

What the heck is Snapchat

FASTING GROWING
SOCIAL APP





No comments. No likes.
Just an interaction.

TAKEAWAYS

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SERVICES OFFERED BY ELLIS PARTNERS & RENTER'S VOICE

- Ratings & Reviews
 - Resident Surveys
 - Apartment Mystery Shopping
 - Reputation Management Strategy
 - Training & Coaching
- 

Thank you! Want to learn more?

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Register at epmsonline.com

Upcoming Webinar



How to improve and manage
your online reputation

Thursday, Sept 10
1:00 PM – 1:30 PM CDT

Register at epmsonline.com



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