



Welcome

Social Media: You're Doing It Wrong



epmsonline.com | nbailey@rentersvoice.com



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

TOPICS

Signs you're doing it *wrong*

Forget *everything*

How to do social correctly

FOCUS ON BEING
SOCIAL RATHER THAN
DOING SOCIAL.

Thought #1

You're doing it wrong if...

A meme featuring Gene Wilder as Gene Wilder. He is wearing a purple suit jacket, a brown bow tie, and a brown hat. He has a thoughtful expression, with his right hand resting on his chin. The background is slightly blurred, showing what appears to be a doorway or a wall.

**YOU'RE DOING SOCIAL MEDIA
WITHOUT A STRATEGY?**

TELL ME HOW GREAT THAT'S GOING.

You don't measure what

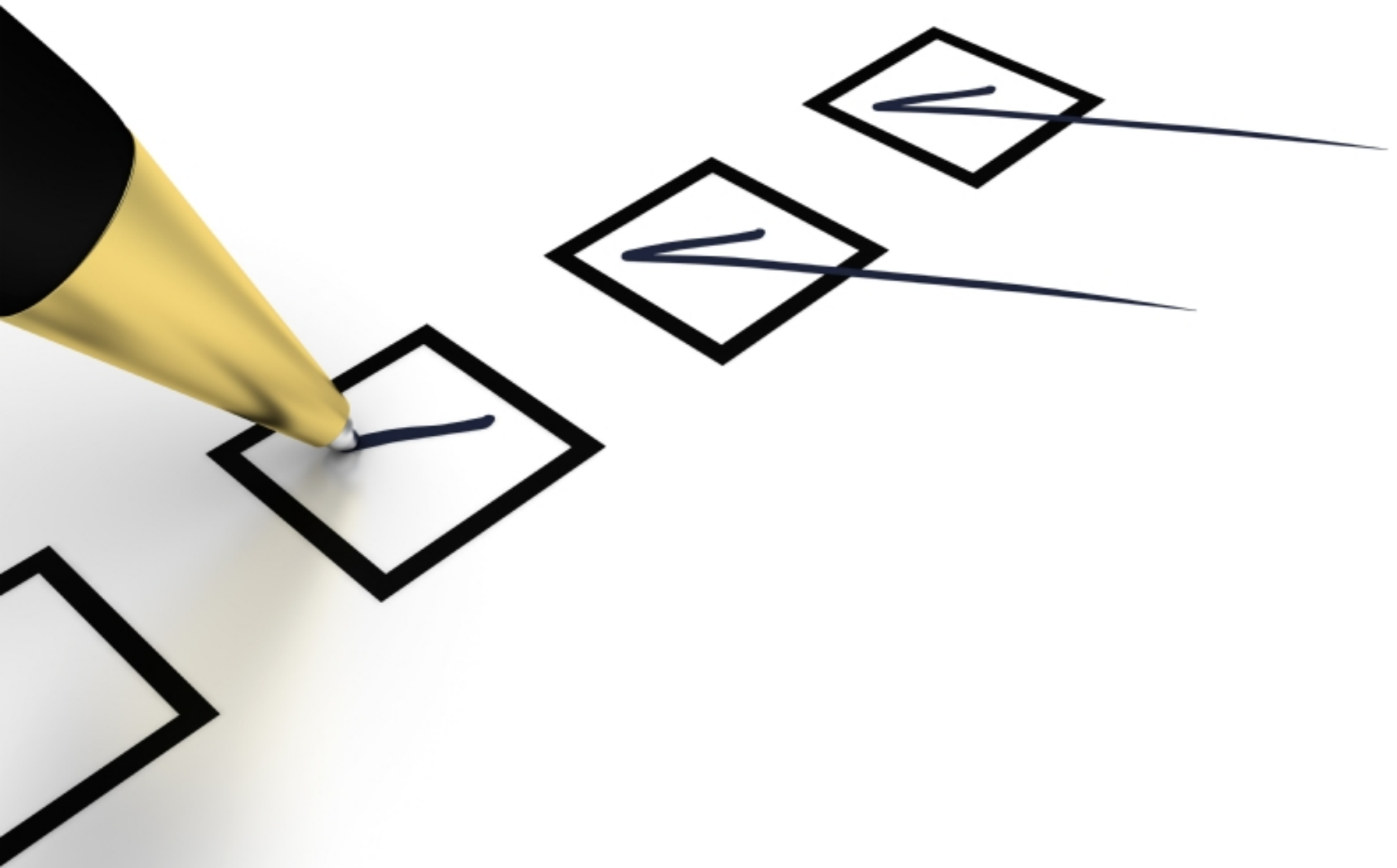
MATTERS





KNOW

nothing about your influencers

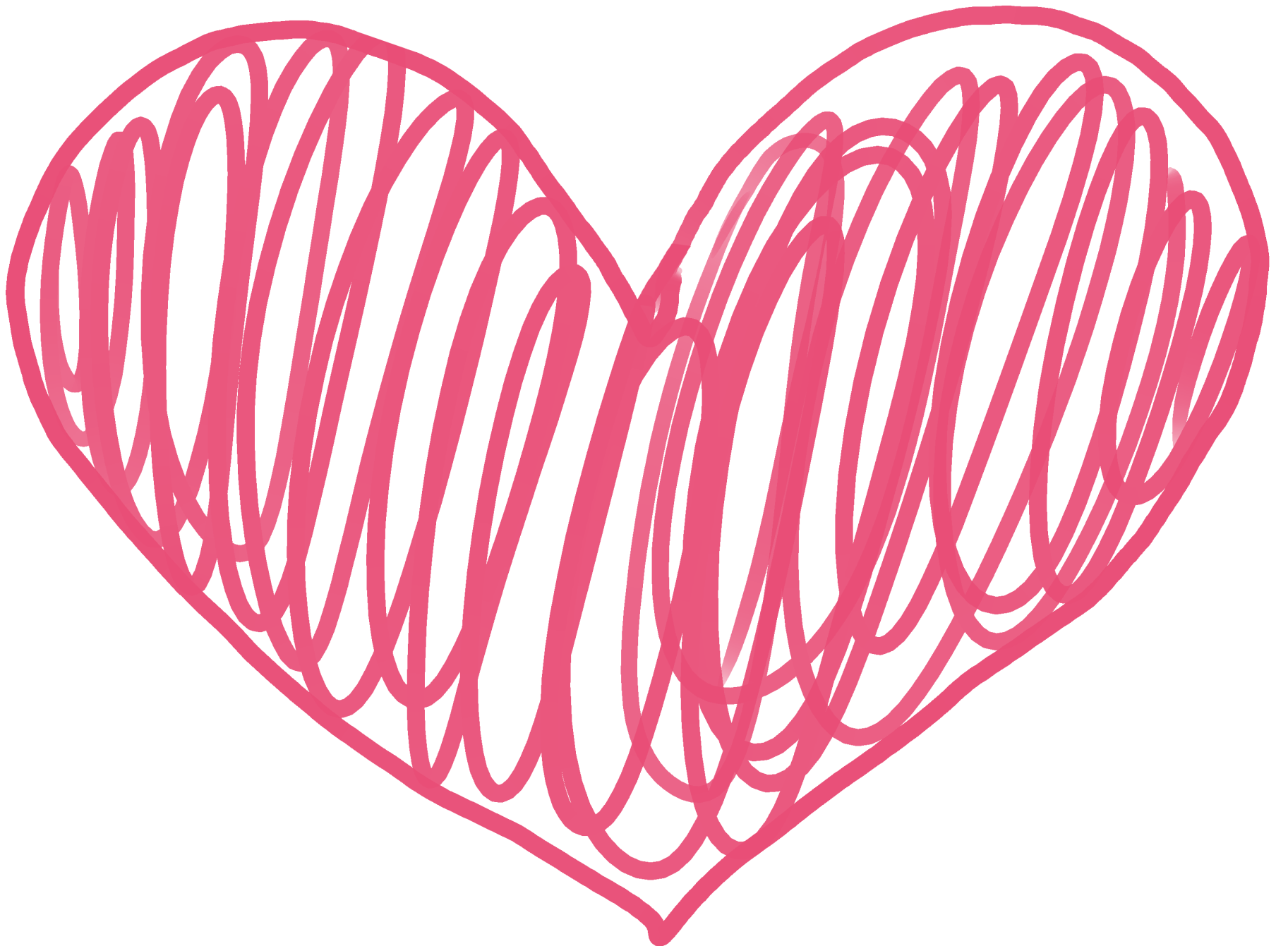


You forgot to
LISTEN

HOW TO REALLY
ANNOY SOCIAL MEDIA PEOPLE...

Thought #2

Forget everything you know...



Stories must come from

passion

Make the story
YOURS

Exercise

Thought #3
How to do it correctly

TIP #1



Define your audience

TIP #2



Create content they
want to see

TIP #3



Create promotable content

TIP #4



Repeat

TAKEAWAYS

Signs you're doing it *wrong*

Forget *everything*

How to do social correctly



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

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?



Naomi Bailey

nbailey@rentersvoice.com

rentersvoice.com

epmsonline.com

Register at epmsonline.com

Upcoming Webinar



How to Follow Up

Thursday, Jan 8

1:00 PM – 1:30 PM CDT

Register at epmsonline.com