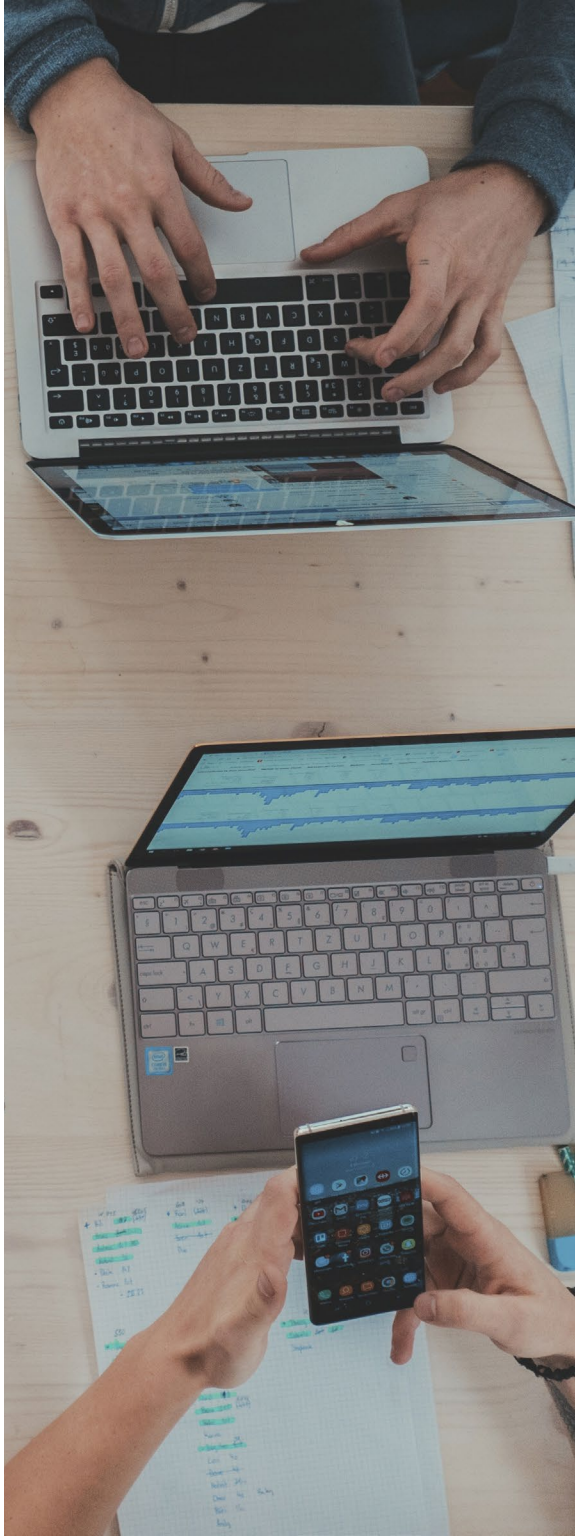




BEST PRACTICES FOR PROMOTING YOUR ROOFTOP AND OUTDOOR AMENITIES ONLINE

**PICK YOUR SOCIAL MEDIA
PLATFORM(S)**



Aside from your property's website, there are a multitude of online platforms on which you could promote your rooftop and outdoor amenities.

But, most important is building an audience that will actually see your content. Consistent posting on any online platform is key to growing a following.

So, pick your platform(s) based on a cadence you can realistically maintain. And make sure you have the capacity to create engaging content that is tailored to the platform(s) you choose. Remember, it's better to have a large following on one platform than it is to be present but lacking engagement on every platform.

Use the next pages as a reference to pick your platform(s) by content type and posting frequency.

INSTAGRAM

Content Types: Feed Content, Live Videos, Stories

Posting Frequency: 2-3x per week, no more than 1x per day
(stories can be posted more frequently)

FACEBOOK

Content Types: Text, Photo/Video, Live Videos, Stories

Posting Frequency: 1x per day, no more than 2x per day

PINTEREST

Content Types: Video Pins, Idea Pins, Boards, Categories

Posting Frequency: Create 1 pin per week and share 20-30 pins per day

TIK TOK

Content Types: Short Videos

Posting Frequency: 1-3x per day or as often as possible

TWITTER

Content Types: Short Text, Links, Images, Retweets

Posting Frequency: 1-2x per day, no more than 3-5x per day

LINKEDIN

Content Types: Text, Image, Video, Articles, Document, Carousel

Posting Frequency: At least 1x per day, no more than 5x per day

WHAT NOT TO SAY



When describing your rooftop and outdoor amenities online, word choice is important.

You don't want to sound sales-y nor do you want to appear fake. Today's internet users are better than ever at distinguishing between genuine content and that which is misinformation or false.

The overused marketing language that so many of us default to is exactly the type of thing to trigger a negative response from your audience.

Use the following page as a reference for words to avoid on your website, social media, and email messaging.

DON'T SAY:

Epic

Huge

Resort-Style

Revolutionary

Great

Resort-Inspired

Unique

Really

Luxury

Exciting

Very

Modern

Amazing

Unbelievable

TELL A STORY



Of all the ways to promote your rooftop and outdoor amenities, none will be so effective as video.

That's because just mentioning your amenities in words will leave prospective residents to wonder why you don't show them. Are they not that great? What are you hiding?

If you just share photos, it's impossible to capture the experience of being in the space. And people know the tendency for edited photos to look better than the real thing.

But, with video you give the most authentic and descriptive presentation of the space. While producing a beautiful promotional video will get their attention, prospects will connect most with a lifestyle video that tells a story. Especially a story in which they can see themselves.

Use the next page as a video storytelling resource.

Dan Harmon, creator and producer of the sitcom Community, created the following approach to storytelling, similar to The Hero's Journey derived from the work of professor Joseph Campbell.

Called "The Story Circle," this approach involves a character who

1. Is in a zone of comfort,
2. But they want something.
3. They enter an unfamiliar situation,
4. Adapt to it,
5. Get what they wanted,
6. Pay a price for it,
7. Then return to their familiar situation,
8. Having changed.

When telling a good story about your amenities, a good video might follow this arc...

A person is living across the street from your apartment building.

They are invited by a friend to hang out on your building's rooftop.

But, they want to have free access to your rooftop amenities whenever they please.

So they meet with your leasing agent and say goodbye to their old apartment.

They walk down the street between the properties.

While reminiscing about their old apartment they realize they are much happier now that they can hang out at the best rooftop in the city whenever they want.

Or...

A person is living in your apartment building.

But they've never used the outdoor amenities.

They want to have more friends in the community so they go up to the rooftop alone.

They see a neighbor and (somewhat awkwardly) introduce themselves.

The two play some yard games, make some fun memories, and end the night hanging out with other people who have joined them throughout the evening.

The previously lonely resident returns to their apartment, feeling happy for having made new friends in the community.

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LIVING EXPERIENCES.**