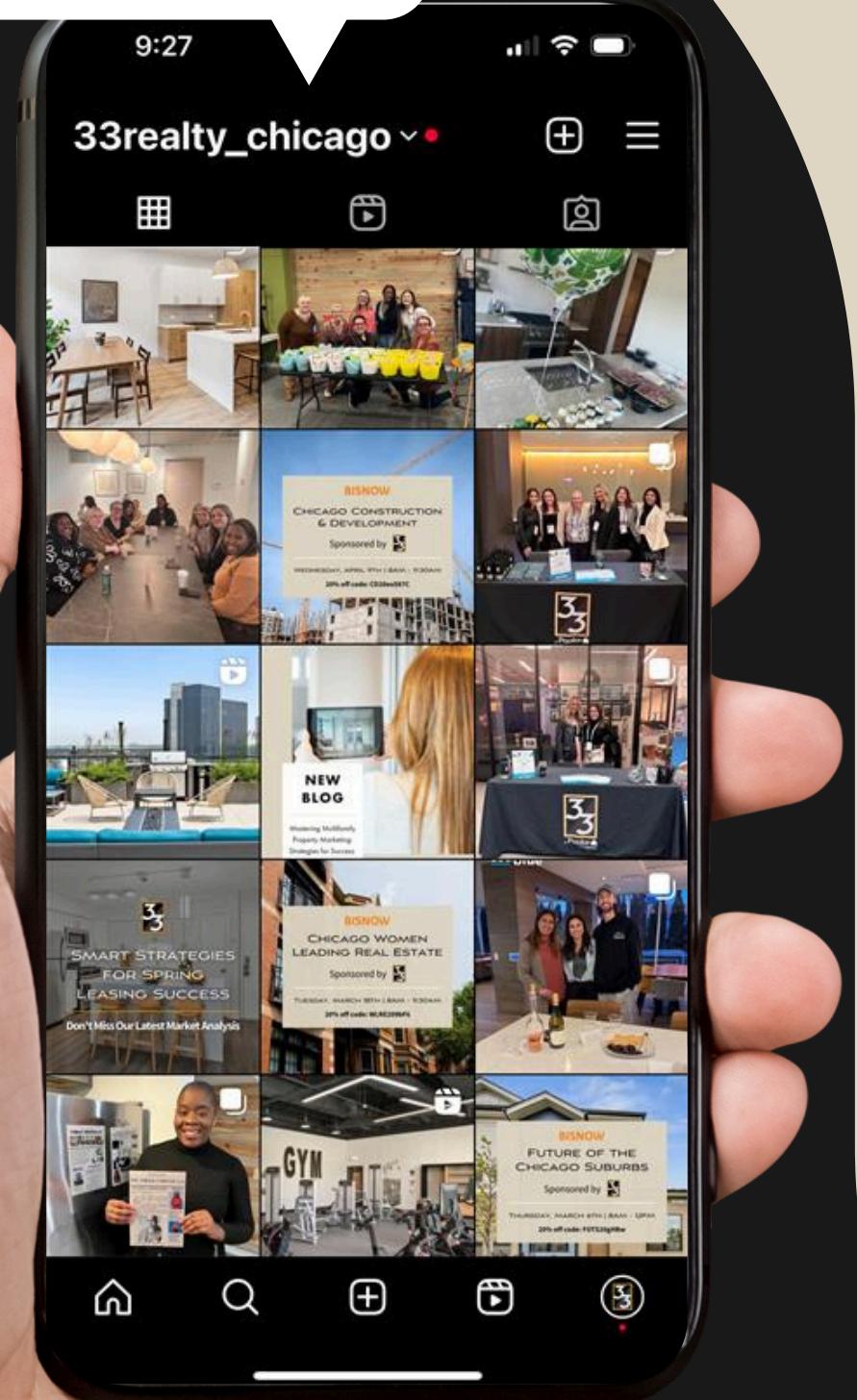


JUNE 16TH, 2025



MULTIFAMILY SOCIAL MEDIA OVERVIEW: STRATEGY, EXECUTION & PERFORMANCE

A look at our multifamily social media strategy, post types, and outcomes.



GOALS OF OUR SOCIAL MEDIA STRATEGY

- Build brand awareness in a competitive market
- Highlight company culture to attract talent and showcase values
- Engage current residents and support retention
- Promote both new and existing properties under management
- Establish industry authority through thought leadership

POST CATEGORIES OVERVIEW

01

INDUSTRY EVENTS

02

COMPANY CULTURE

03

RESIDENT-FOCUSED

04

PROPERTY PROMOTIONS
& NEW CONTRACTS

05

THOUGHT LEADERSHIP

INDUSTRY EVENTS

Reason for posting:

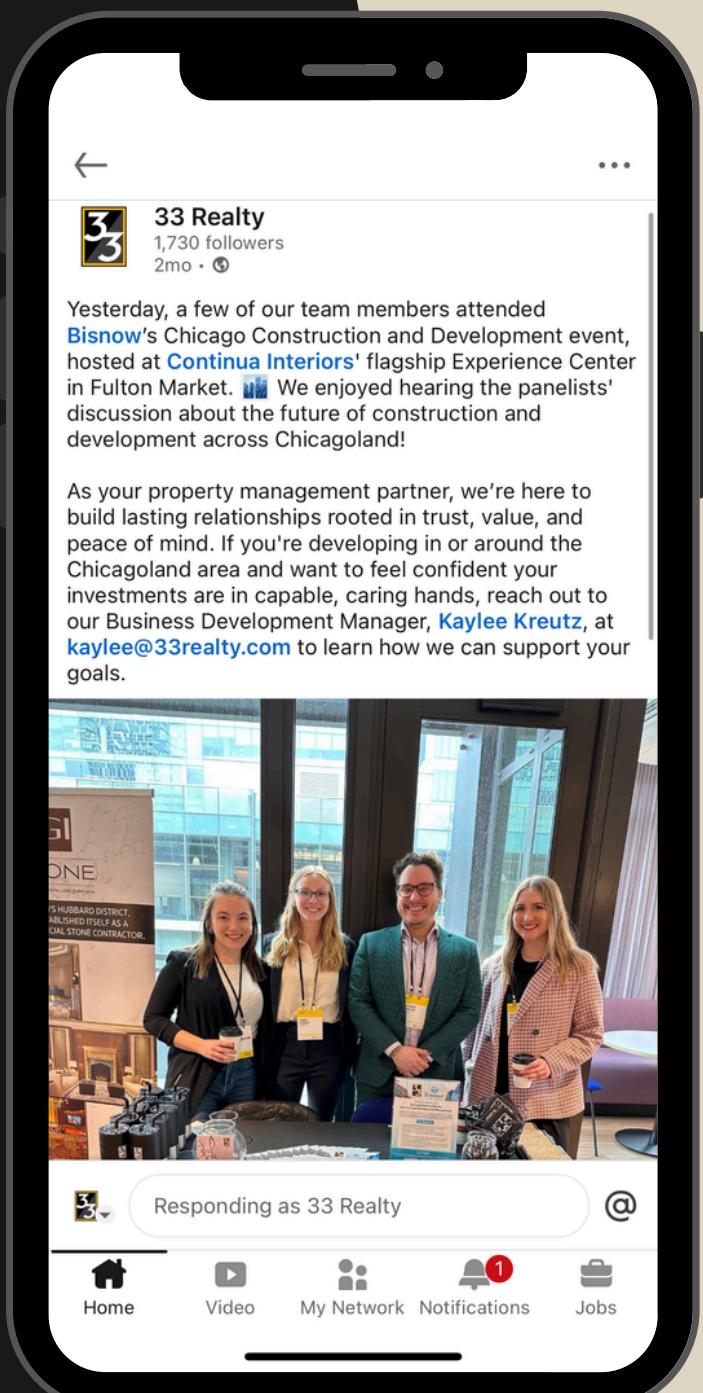
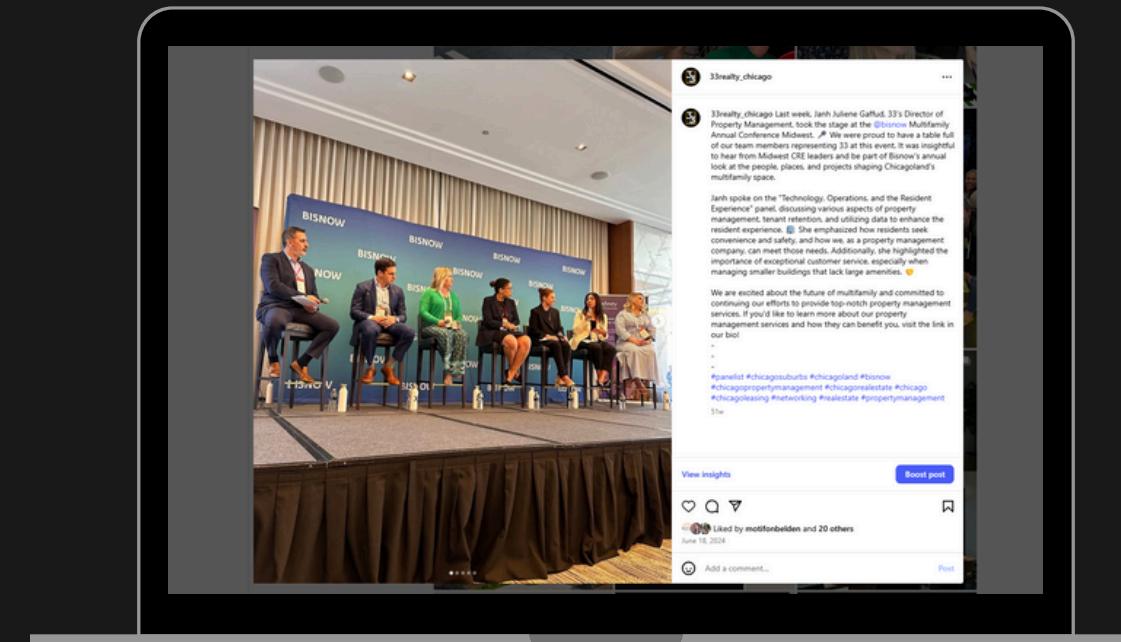
To demonstrate our involvement in industry events and the broader real estate community. These posts help us connect with attendees post-event, highlight our team's presence, and showcase thought leadership, especially when we have a panelist representing our company.

Typical Performance:

- **Instagram:**
 - Average Reach: 225
 - Average Likes: 16
- **LinkedIn:**
 - Average Impressions: 723
 - Average Likes: 14

CTA Strategy:

We typically tailor the call-to-action to the event type. We often direct viewers to our Business Development Manager, Kaylee Kreutz, who frequently attends events and serves as a key point of contact for networking and business opportunities.



COMPANY CULTURE

Reason for posting:

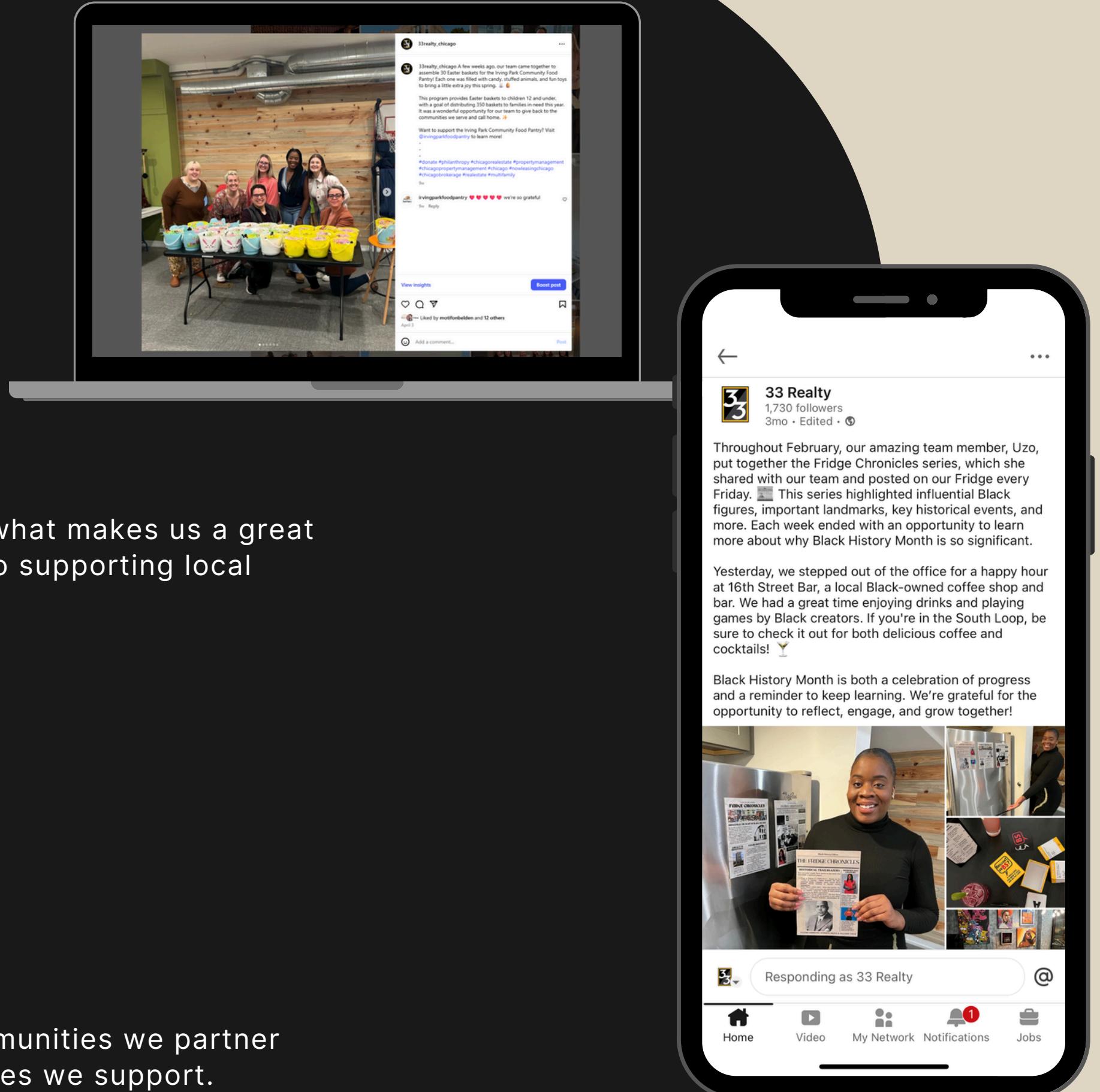
To showcase our company values and team spirit, highlighting what makes us a great place to work. These posts also demonstrate our commitment to supporting local businesses, nonprofits, and the communities where we operate.

Typical Performance:

- **Instagram:**
 - Average Reach: 190
 - Average Likes: 13
- **LinkedIn:**
 - Average Impressions: 528
 - Average Likes: 14

CTA Strategy:

CTAs are often focused on amplifying the organizations or communities we partner with, driving visibility to local businesses, nonprofits, or initiatives we support.



RESIDENT FOCUSED

Reason for posting:

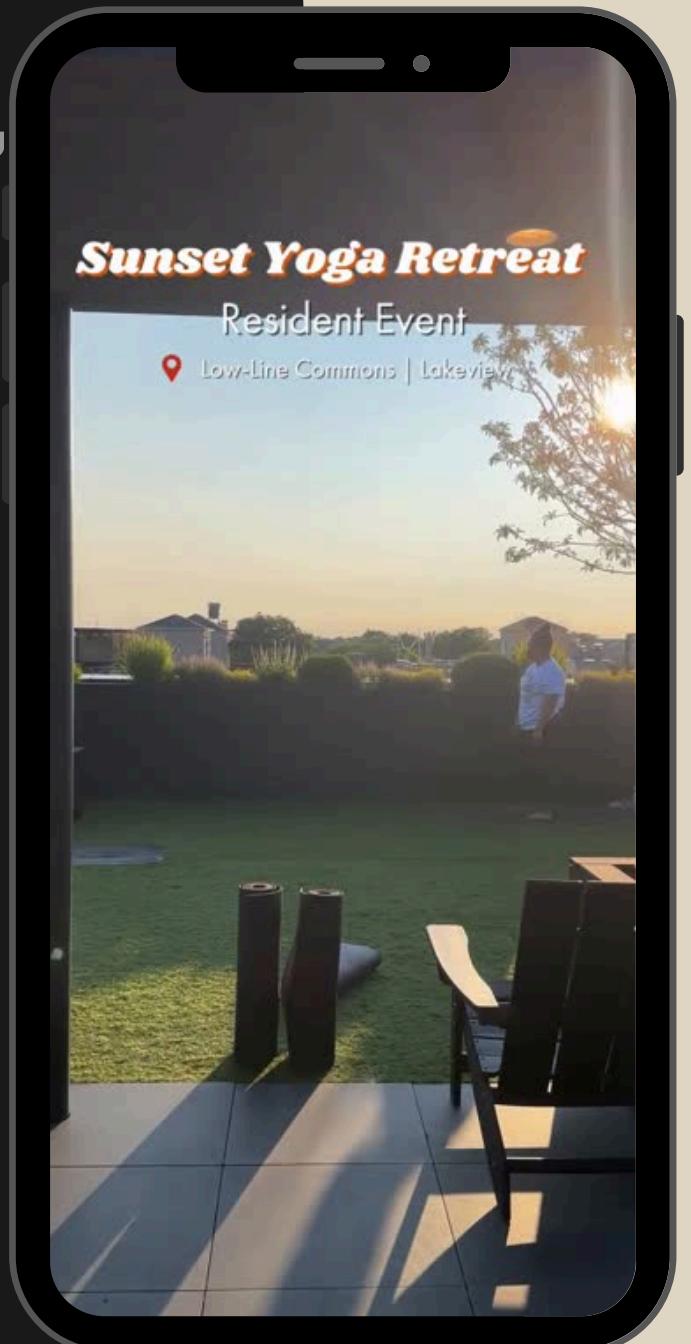
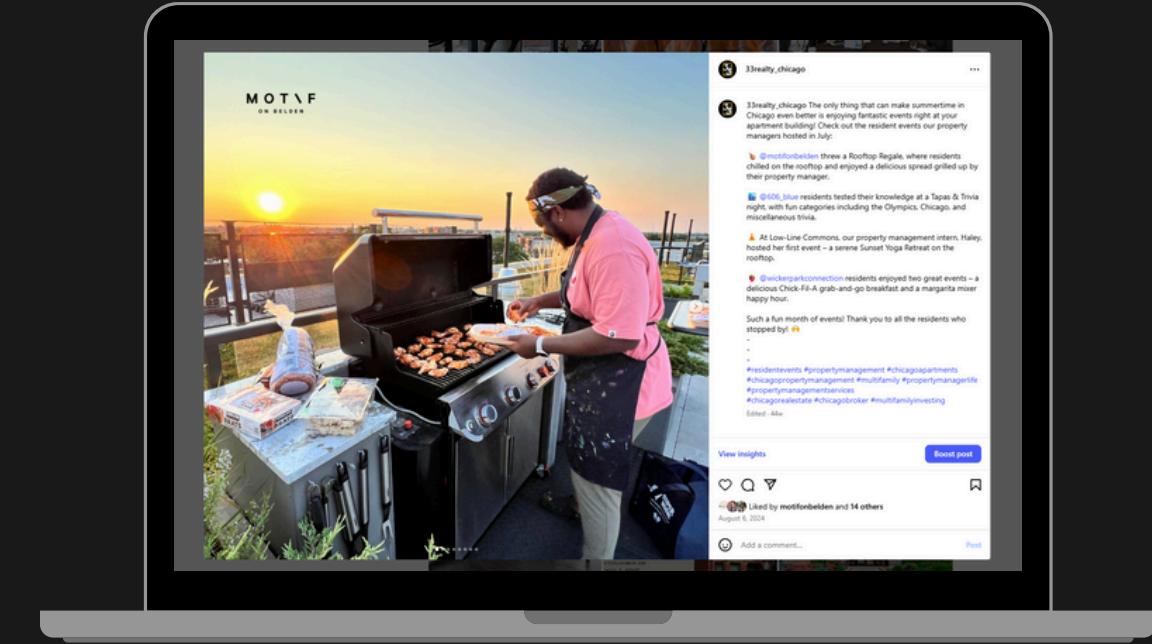
To highlight our commitment to fostering a sense of community within our properties. These posts showcase the relationships our property managers build with residents and help extend that feeling of connection into our online presence.

Typical Performance:

- **Instagram:**
 - Average Reach: 192
 - Average Likes: 10
- **LinkedIn:**
 - Average Impressions: 340
 - Average Likes: 6

CTA Strategy:

Instead of using CTAs, these posts are an opportunity to share a thoughtful message about our dedication to the resident experience and to celebrate the unique culture of each building.



PROPERTY PROMOTIONS & NEW CONTRACTS

Reason for posting:

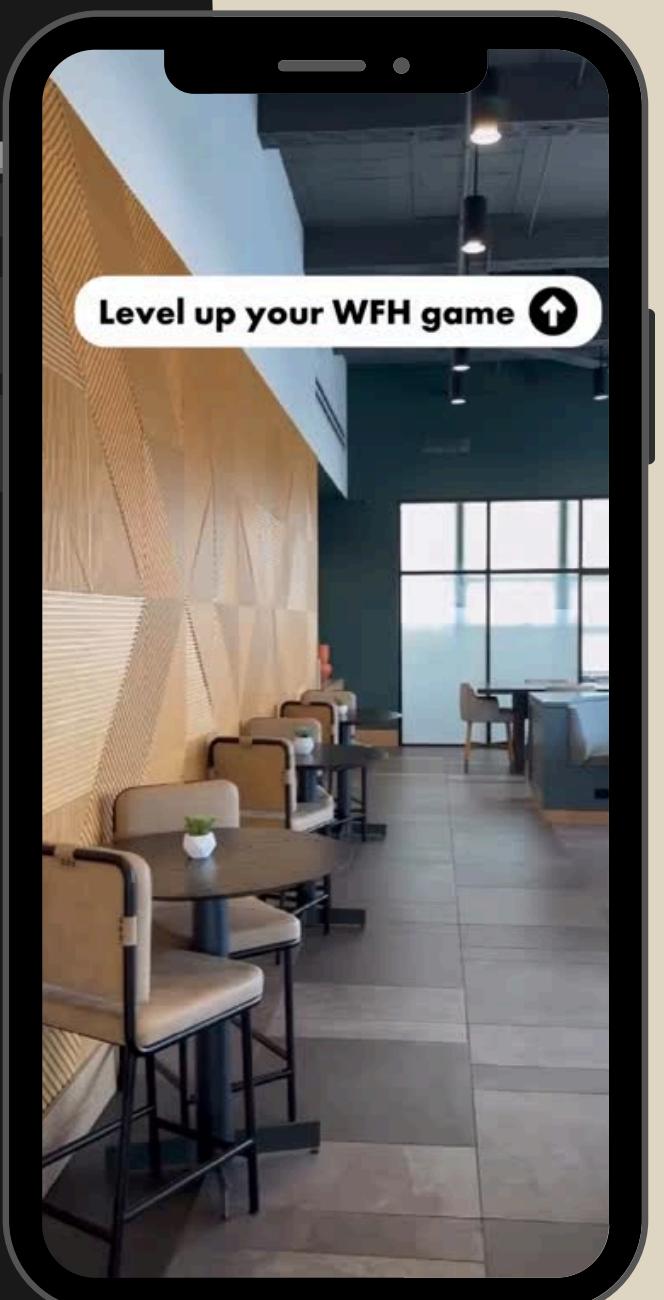
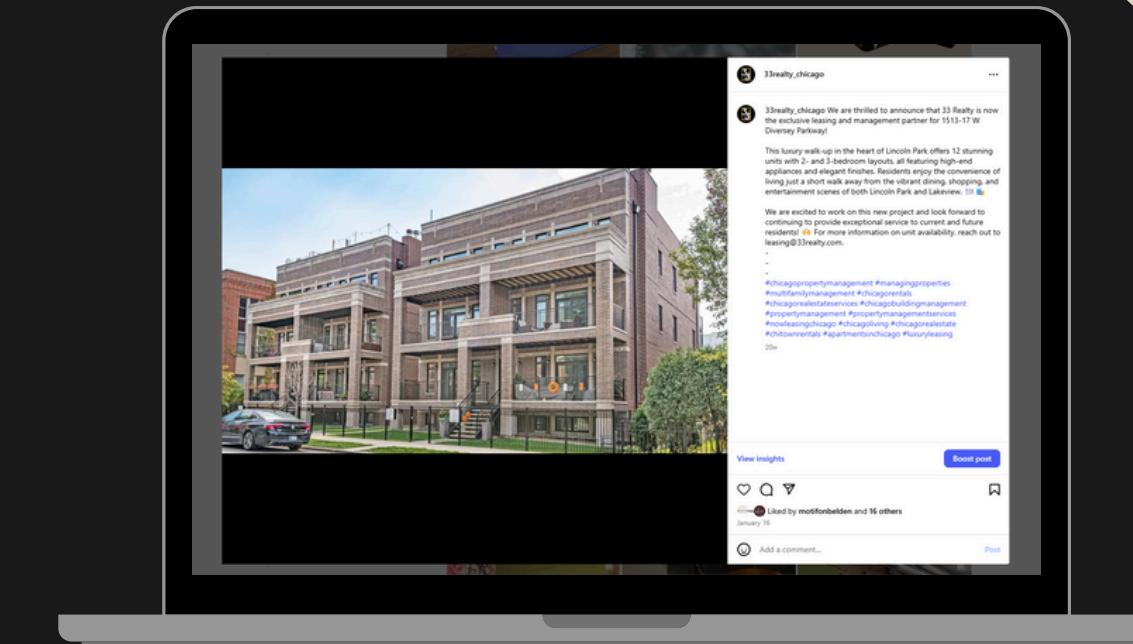
To promote both new and existing properties during lease-up and beyond. These posts highlight key amenities, support leasing efforts, and reinforce our commitment to high-quality property management.

Typical Performance:

- **Instagram:**
 - Average Reach: 227
 - Average Likes: 11
- **LinkedIn:**
 - Average Impressions: 646
 - Average Likes: 19

CTA Strategy:

CTAs usually direct viewers to the property's leasing team, social media page, or website, making it easy for potential tenants to learn more, schedule a tour, or apply.



THOUGHT LEADERSHIP

Reason for posting:

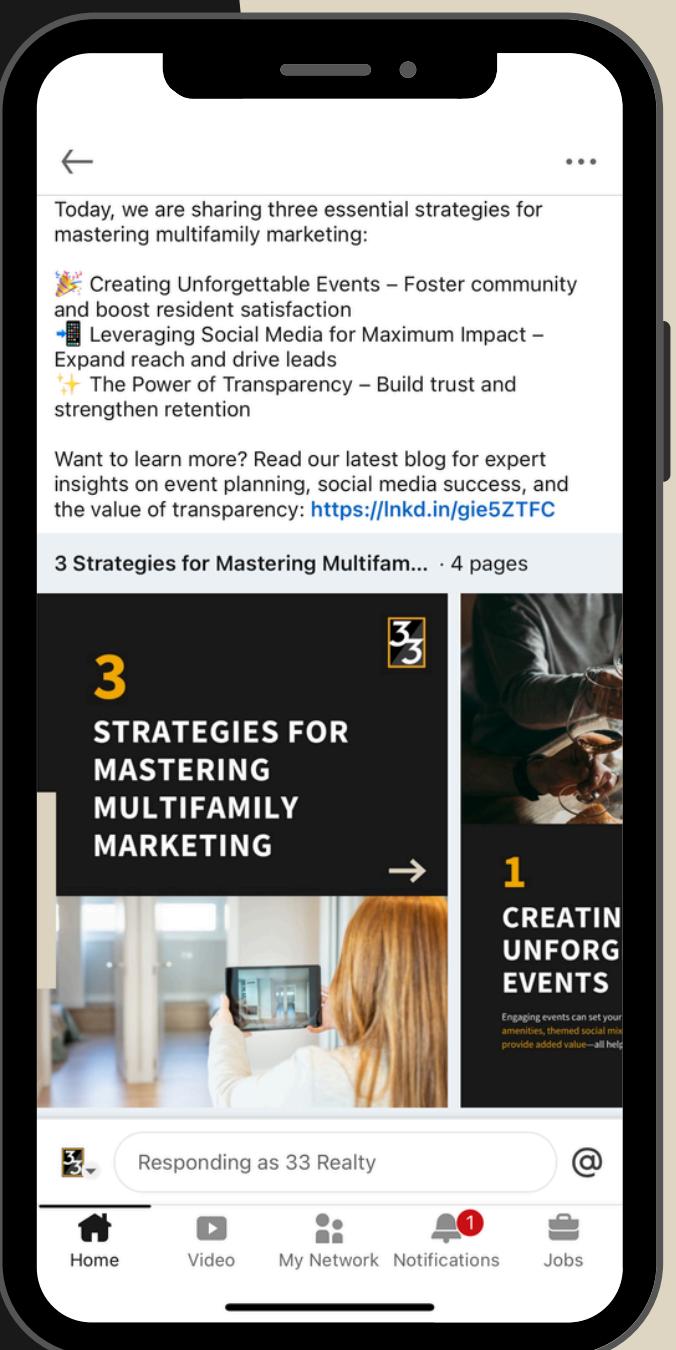
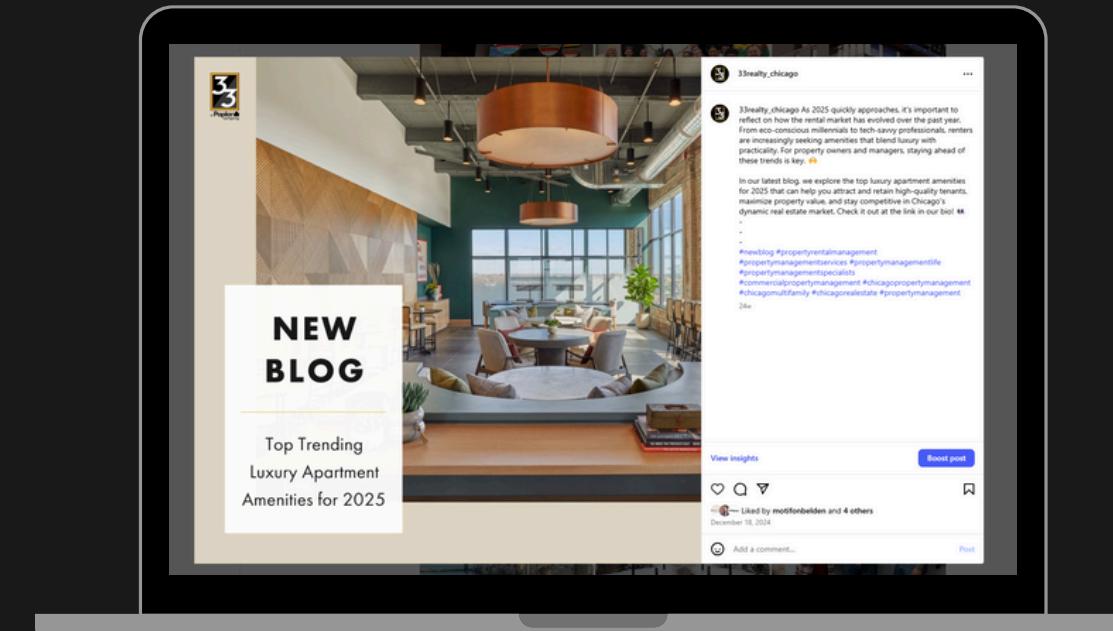
To highlight our expertise and position ourselves as a knowledgeable voice in the multifamily industry. These posts typically feature original content from email campaigns or blogs that demonstrate our understanding of local markets, investment trends, and property management strategies.

Typical Performance:

- **Instagram:**
 - Average Reach: 125
 - Average Likes: 5
- **LinkedIn:**
 - Average Impressions: 358
 - Average Likes: 9

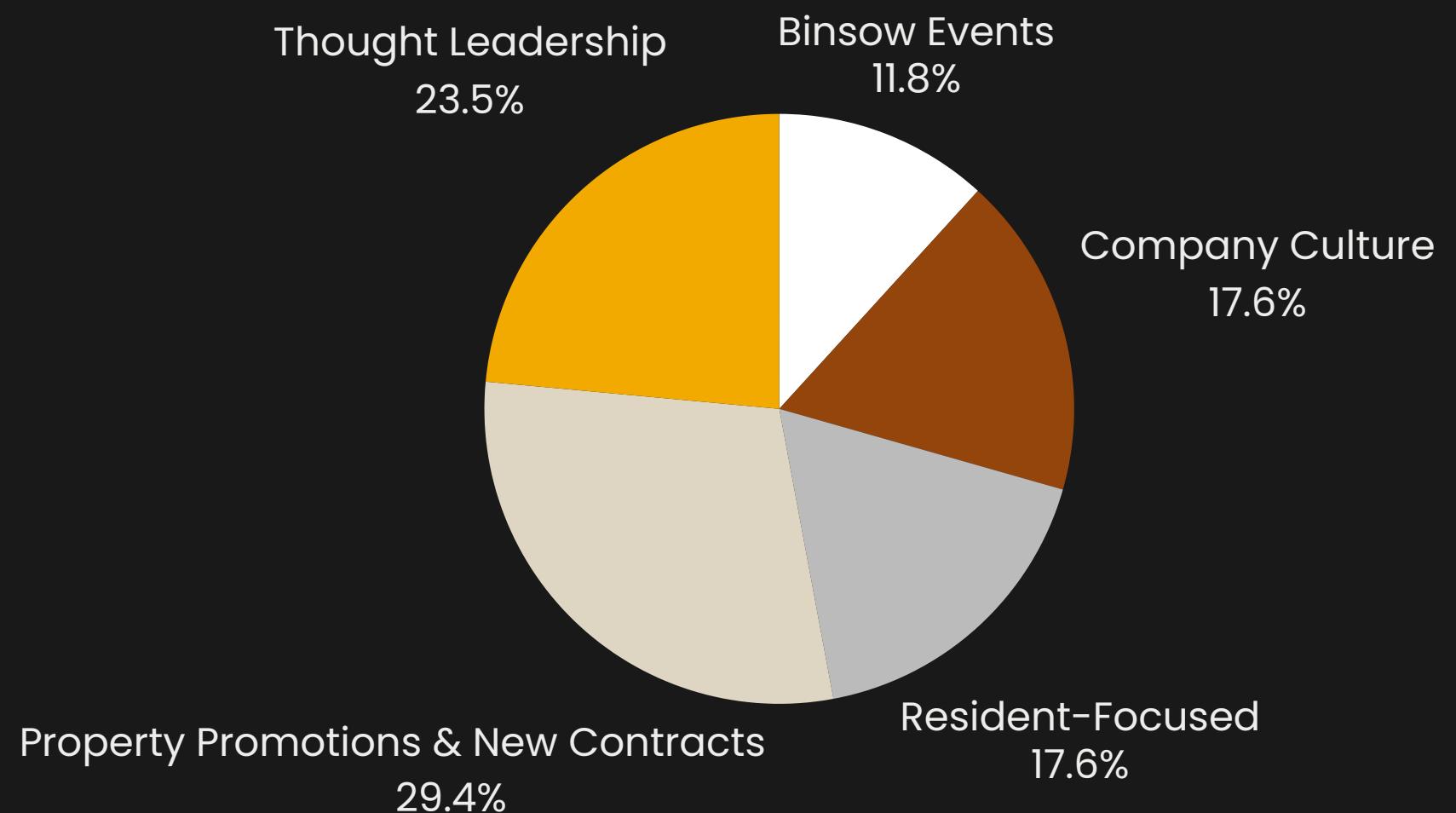
CTA Strategy:

CTAs typically encourage viewers to read the full blog post or explore the corresponding email campaign.



POSTING CADENCE & CONTENT MIX

This chart breaks down the percentage of posts made by category across Instagram and LinkedIn during Q1 2025. It reflects our focus areas and how we balanced content types to support brand, leasing, and engagement goals.



KEY TAKEAWAYS

Top Performing Content by Types:

- 1. Bisnow / Industry Events** – Strongest impressions and engagement across both platforms.
- 2. Property Promotions & New Management** – Consistently high reach and clicks.
- 3. Company Culture Initiatives** – Performs especially well on LinkedIn.
- 4. Resident-Focused Content** – Positive engagement, but lower reach overall.
- 5. Thought Leadership** – Important for brand positioning, but saw lower engagement, especially on Instagram.

Best Posting Times:

- Best Days:** Tuesdays and Thursdays
- Best Time Window:** Between 9:00 AM – 3:00 PM
- After reviewing metrics and testing, we found that performance was highest during mid-week business hours.

33 Realty
1,730 followers
2m • Edited •

On Tuesday, a few of our team members attended **Bisnow's Women Leading Real Estate** event. This was our second year attending, and it remains one of their favorite events! 🌟

The "Navigating in the Industry" panel provided valuable insights on the barriers women face in real estate, advice on getting started and making their voices heard, and much more. After the panel, **Kaylee**, our Business Development Manager, had the honor of presenting awards to the Visionary of the Year, Leader of the Year, Dealmaker of the Year, Innovator of the Year, and Rising Star of the Year. 🎉 Congratulations to all the incredible women recognized for their hard work!

We're proud to have such an amazing group of women at 33 Realty and grateful to Bisnow for creating opportunities like this to connect with fellow industry leaders!

cc Chloé West and 34 others 2 comments • 2 reposts

Post performance
Targeted to: All followers

Impressions	Engagements	Engagement rate
768	243	31.64%
Clicks	Click-through rate	Reactions
204	26.56%	35
Comments	Reposts	
2	2	

33 Realty
1,730 followers
3mo •

Spring leasing season is approaching fast, and market trends are always evolving. Staying ahead of these shifts is key to maintaining high occupancy and maximizing property performance.

To help you prepare, we're sharing three key insights from our latest market analysis:

- March is the New August – How shifting leasing trends are changing the game
- Strategic Lease Renewals – Why timing makes all the difference
- Trending This Spring – The rising demand for flexible floor plans

Looking for more data-driven insights? Our latest market analysis dives deeper into:

- Lease renewals
- Pricing optimization
- Adapting to shifting trends

Want to stay ahead this season? Click here to explore the full report and make this your strongest leasing season yet: <https://conta.cc/4bdZ6t2>



33 Realty
3 3mo •

3 Tips for Spring Leasing Success:

A Sneak Peek at Our Latest Market Analysis

Post performance
Targeted to: All followers

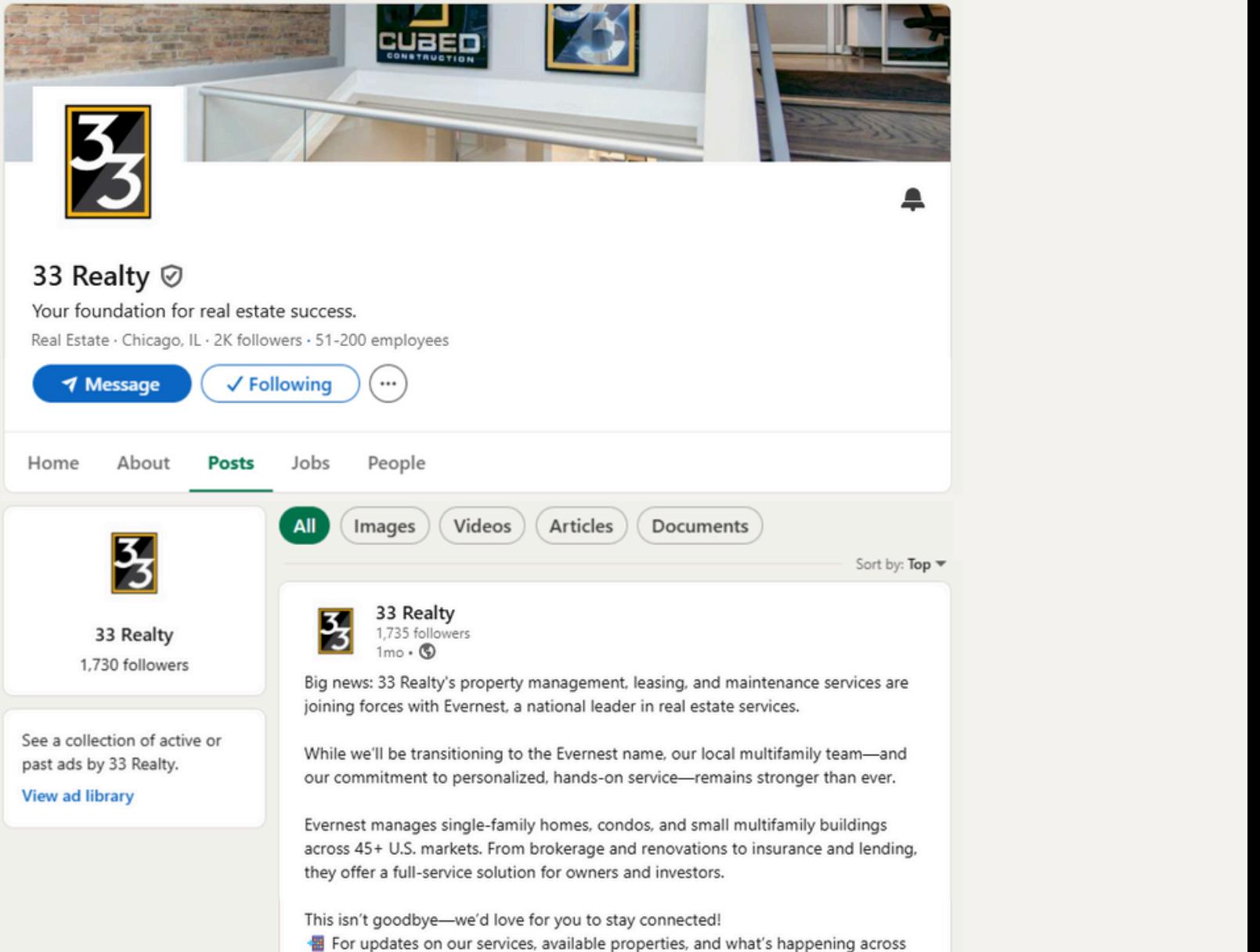
Impressions	Engagements	Engagement rate
276	83	30.07%
Clicks	Click-through rate	Reactions
76	27.54%	5
Comments	Reposts	
0	2	



3 Tips for Spring Leasing Success:

A Sneak Peek at Our Latest Market Analysis





THANK YOU

