

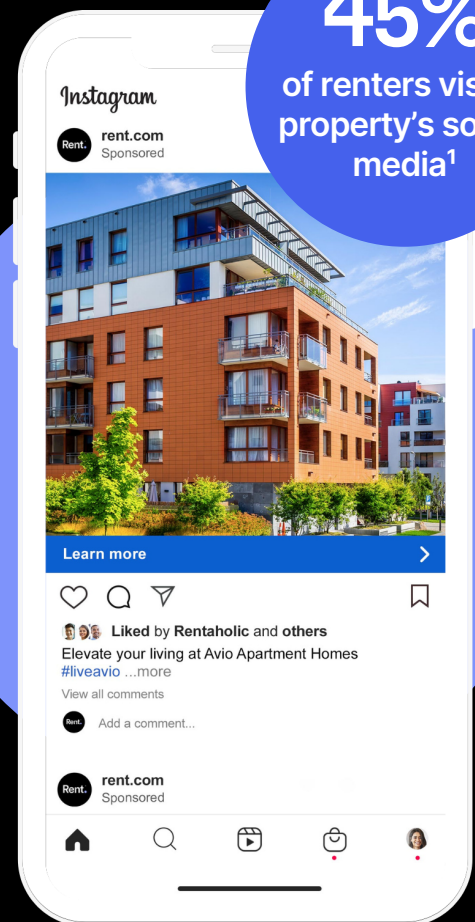
Your social media checklist for leasing success

Rent. is 100% behind you, focused on **building brand awareness, attracting and retaining residents, and managing your online reputation**. Make sure your social media presence checks all the boxes with this checklist.

- Identify the right platforms
- Complete your profiles
- Establish brand guidelines
- Set your goals
- Create a content calendar
- Post frequently
- Monitor comments and engage with your audience
- Track performance to refine your strategy

45%

of renters visit a property's social media¹



Learn more in our social media blog post

Contact your Rent. representative or visit solutions.rent.com/rentsocial

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1 National Multifamily Housing Council, November 2023