Room for Debate:
Are you a “Social Conservative” or a “Social-ist”?

Esther Bonardi, Senior Director, Marketing Strategy, Yardi Systems, Inc.
Candace Weaver, Director, Marketing, Bell Partners, Inc.
Mallory Monsma, Marketing Leader, NALS Apartment Homes, LLC
Sparkle Allen, Vice President, Marketing, First Communities

Access the mobile app to VOTE with us!
Debate Moderator

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Question 1

Is 36% a large enough representation for us to take social media seriously as a marketing channel, especially considering that most individual ILS sites had percentages even lower?
Question 2

Did NMHC ask the right question in their survey? Is the typical customer behavior that they seek out a social page, or that the social content finds them another way?
Question 3

If a company decides that social media is worthwhile and decides to develop a social strategy, who should be responsible for social media? Should it be the corporate staff, the onsite staff, a contracted service or agency?
Question 4

Are there certain types of social content that are a complete waste of time? Are there content types that lead to much better results?
Question 5

Which social channels are the most important for marketing, and which are the most important for resident interaction? What are you looking at next?
Question 6

Agree or Disagree?

“The power of social media is not in what you post, but in finding ways to do things that are brag-able so your customers will share on your behalf.”

Author Kelly Cook:
Data Driven Marketing
Super Crunchers: The 15 Marketing Metrics You Should Know
Question 7

How do you determine value for social activity? What do your senior executives expect and how do you sell your strategy up the chain?
Question 8

What is the role of “social listening” in the multifamily arena? How do you believe property managers should engage to manage truth vs. perception?
Closing Statements

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Thank You!