

**envida**

S O C I A L / M E D I A

*2025 Trends*

WHAT MAKES US  
**DIFFERENT**

**8,000+**  
**PROPERTIES**

Multifamily & BTR  
leased in 500+ cities

**15+**  
**YEARS**

in Multifamily

**HIGH-TOUCH / HYPERLOCAL**  
**PERFORMANCE-BASED**  
**CUSTOM & CREATIVE**

*“One of the most impressive aspects of our collaboration has been witnessing the tangible growth of our social media presence...”*

- AmyLee Smith,  
Marketing Project Manager,  
Westhome Property Management

# REELS



## SHORTER IS BETTER

**What's working:** Less than 15-sec Reels that are quick and engaging to grab the user's attention.

**Why it's working:** Users scroll quickly, so grabbing their attention right away is key to increasing views and engagement.



## TELL *YOUR* STORY

**What's working:** Voiceovers that give more insight into the property and its standout features.

**Why it's working:** Viewers enjoy storytelling-style content that makes the content more relatable and digestible.

**How to apply:** Unit and amenity tours, property standout features, and day-in-the-life-style content.



## GO VIRAL WITH TRENDING SOUNDS

**What's working:** Reels using trending audio such as a catchy song, soundbite, or meme are getting massive traction. It's important to stay on top of what's trending in the audio library and find unique ways to relate these sounds back to the property.

**Why it's working:** Instagram's algorithm tends to favor Reels that use popular sounds, so it gives content more exposure.

# INFLUENCERS



## LONGER-TERM PARTNERSHIPS

Long-term influencer partnerships are great for **maximizing ROI** because they foster deeper, more **authentic relationships** between the property and their hyperlocal audience. **Consistency** in content also increases brand recognition, sustained visibility, and drives.



## FIND *YOUR* NICHE

Micro-influencers continue to be **highly impactful** on Instagram because they offer highly engaged, niche audiences that trust their recommendations. They have **stronger connections** with their followers, resulting in higher engagement rates compared to larger influencers.



## HYPERLOCAL HYPE

Partnering with an influencer who has a **trusted hyperlocal audience** is valuable because it ensures your brand message reaches a highly engaged, geographically relevant group. By focusing on a **specific area**, campaigns can build stronger community ties as well as **increase ROI** on your property's campaign.

# CONTENT STRATEGY



## #NEWHASHTAGSTRATEGY

As of December 13, 2024, Instagram **no longer includes hashtag following in feeds**. Because of this, we are shifting our strategy to include **only 1-2 hashtags per post**, a property-branded hashtag and a post-specific hashtag. Instagram's algorithm is increasingly relying on **relevant keywords** to connect the user with the right audience and learn more about a brand's niche.



## UPDATED GRID RATIO

Instagram is changing the format of your in-feed posts to a **4:5 aspect ratio** to better align with the way most users view content on their phones. With the popularity of Reels, this allows for **more space to display visuals** without cropping out important details.



## UGC CONTINUES TO BE KING

Incorporating UGC (User-Generated Content) into social campaigns is essential because it **builds trust and authenticity**, as well as ties in that hyperlocal piece. This type of content helps foster a sense of **community** and encourages **engagement** as people are more likely to trust their peers over overly branded messaging.

**envida**  
SOCIAL / MEDIA

*Thank you!*

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