Instagram Stories

BEST PRACTICES

CALLING ALL ON-SITE TEAMS!

READY TO SHOWCASE YOUR CONTENT ON SOCIALS LIKE A PRO? LET'S DIVE IN.

→

THE MAGIC OF IG STORIES

- Your Go-To for Sharing In-the-Moment On-Site Content

- Optimized for the Algorithm — Helping You Get Noticed
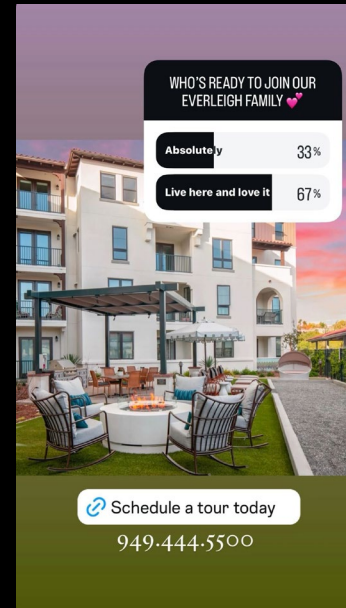
- Lasts 24 Hours & Can Be Saved to Your Profile

BEST TYPES OF CONTENT FOR IG STORIES

- Resident Event Highlights
- In-Unit Walkthroughs
- Behind-the-Scenes

MAXIMIZE YOUR STORY IMPACT

- **Engagement Stickers**
  - Location Tags
  - Mentions
  - Poll Your Audience
- **Frequency & Posting Times**
  - Posting 3-5x a week
- **Recommended Story Highlights**
  - Welcome Home
  - Amenities
  - Neighborhood
  - Floor Plans
  - Pet Friendly
  - Resident Events
  - Features

IG STORY
KPI'S

- Reach (unique users who viewed the story)

- Impressions (total views)

- Engagement (likes, comments, shares)

- Completion rate (how many viewers made it to the end)

- Navigation (taps forward/back, exits)

CAPTURING
IG STORY
CONTENT TIPS

- Prioritize Good Lighting
- Keep It Smooth & Steady
- Film in Vertical & Use Variety

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SOCIAL / MEDIA

Thank you!

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