

level

Social Media Guide

Goals for social media use:

- Increase public awareness
- Stay up to date on trends
- Consistency between platforms
- Increase interactivity

Social Media Strategy

The Basics:

Page:

- Maintain a regular schedule of posts, and keep a plan for contents 2
- Consistency of all platforms & accounts 2
- Social media strategies + platforms 3
 - Facebook
 - LinkedIn
 - Hootsuite
 - Twitter
 - Instagram
- The importance of visuals 8
- Use analytics to keep track of the effectiveness of social media 9

Planning

lev vel's Social Media is an important part of the brand, just like any other major marketing or public relations efforts. While yes, social media is low cost and can be used by anyone, it is also worth the extra effort of planning and collaboration. For example, when a new building is being opened, promote the event to interested parties before, document and collect content during, and report the event afterwards.

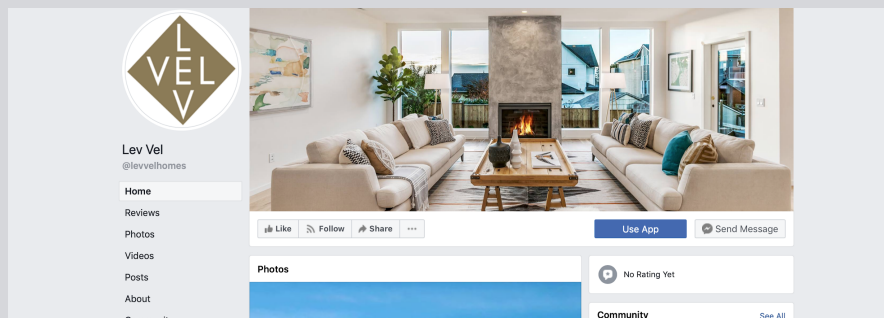
Additionally, social media should not be generated by a single person. Ideally, content would be suggested and planned as a team, and even in the case of a single person writing up a post, a second pair of eyes is always a good idea before hitting send.

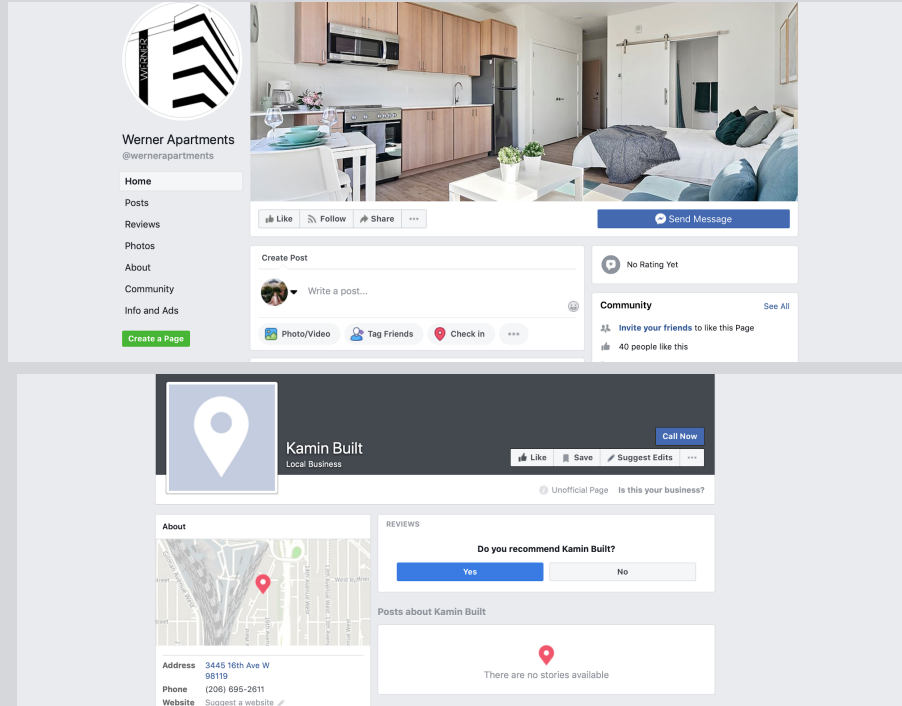
Even if lev vel is not posting at a given time, social media accounts should all be checked at an absolute minimum of twice a week. This is in case other social media users address lev vel, for example a Facebook user may write on lev vel's page asking for details about an apartment complex. Remember to play around with the time of the week and even time of day for maximum engagement. For instance, Wednesday evenings see some of the highest engagement rates.

Select the cadence of content topics that your social media platforms cover. For example, before and after site pictures, day in the life, partner posts, or trending topics.

Consistency of Platforms + Accounts

lev vel has an authentic and distinguishable style that makes it stand out from its competitors. This clean and modern look should be used in all social media platforms to ensure consistency of all accounts. This style is: bright, white, modern, and often geometric.





It is important to establish this voice on all platforms and keep consistency with tone. Always share content and respond to questions on social media with that voice and point-of-view.

lev vel's voice: clean, simple, straightforward. Responses should be upbeat, optimistic and positive.

To keep all platforms of lev vel consistent:

1. Ensure they all feature the high-quality photos associated with lev vel
 - Include the same style on all photos throughout every platform
2. Keep the same tone of voice on all platforms
3. Update each platform consistently
4. Promote each platform via other platforms
 - Example: Posting about the Werner Apartments opening on the lev vel Facebook page and including links to the Werner website and Facebook page.

Platforms

While the ever-increasing number of social media platforms may seem to blur together at times, each one is unique in significant ways. The average audience for a Facebook post could desire something entirely different from the average Twitter user. This means lev vel should not simply copy and paste their posts from one platform to the other, in order to optimize outcomes. Here are a few things to keep in mind about the platforms lev vel currently uses, and how to use them.

Social media provides building companies with an experience that goes beyond the capabilities of traditional marketing campaigns. Social media marketing allows brands to launch an incredibly targeted campaign with the click of a button, and obtain immediate reactions, feedback and analytics.

LinkedIn and Facebook are the best two channels for effectiveness with social media fans in the home building industry.



Facebook

Facebook is the most popular site for nonprofits, for both the number of accounts and number of followers. Facebook has more users than any other social media platform, has a wide range of users, and accommodates a variety of content. Facebook has an older audience than most social media platforms, so it is the best way to reach lev vel's target audience of home buyers. When using other platforms to target younger and otherwise more casual audiences, Facebook can be used for more informative posts. While short attention spans should still be kept in mind, a Facebook page can function as a blog to report lev vel 's activities. However there should always be visuals to accompany longer posts, and shorter posts are better for increasing/maintaining interactivity.



Tips for increasing Facebook Engagement

1. Have an attention-grabbing cover image

The Business Page Cover Image is prime real estate to feature attention-grabbing imagery and content for your business. Facebook also now supports 20-90 second videos as the cover image, which are shown to increase engagement on facebook pages. Including a video that features the functions of lev vel's business would be beneficial for promoting engagement on its Facebook page.

2. Leverage Recommendations

Having great reviews on Facebook will instantly increase your chances of getting new customers because online reviews build trust. 84% of people trust online reviews just as much as a personal recommendation. Even more, if your business is able to achieve a Facebook star-rating of 3 stars or more, you will be much better off winning business from your competitors. 7 out of 10 customers will leave a review if they're asked to do so.

How to enable reviews on your Facebook

1. Click "Settings" at the top of your Page
2. Go to "Edit Page" in the left-hand column
3. Scroll down to "Reviews"
4. Click "Settings" next to the Reviews section
5. Change the slider from OFF to ON
6. "Save" changes!

Broadly.com is a good resource for engaging with home-buyers and increasing the amount of Facebook reviews that are received. Although asking in person or via email after a home is bought is effective, using this online resource can be a tool for lev vel's social media engagement.

3. Contests and Promotions

Contests are known to increase traffic. Having a [sweepstakes](#) campaign to promote lev vel will increase user engagement.

LinkedIn

LinkedIn is a site that functions mainly for making professional connections. While there is a posting system, unlike other social media platforms it does not truly have a "newsfeed" system. Instead,



LinkedIn should be used by keeping an updated profile and building as many connections as possible. A solid LinkedIn is useful for many other functions lev vel may use in the future. For example, many connections can be made for the future.

How to use LinkedIn

- To update lev vel's LinkedIn, log on to lev vel's account, and select "edit profile." Fill in as much information as desired; it is likely that prompts will pop up asking for information.

HootSuite

HootSuite is a service that can be used to post to multiple social media accounts at the same time, and can even schedule posts for later times. lev vel should use this tool only for Twitter and Instagram, because the Facebook page requires special access.

Twitter

Twitter is the "go-to place for industry conversation," where you can share short tips and exercise thought-leadership as well as easily connect with influencers. It's also a great platform to engage with people live at events as it's quick and easy to share content and thoughts.

Like Facebook, the content can be very versatile but also must be limited to a short number of characters. Twitter is a platform where it very much helps to be lighthearted and have a good sense of humor, even if jokes aren't being made. It can often be the most casual social media account for a brand.



Instagram

Instagram is the second most popular social media platform overall. It has a younger audience and is very popular with teens. The platform is meant for visual content, in the form of images, short videos, or image carousels. While graphics and illustrations, and even images with text in them, can be posted to the platform, posts get the best response when simple photos are used. Captions technically can be



unlimited in length, however short captions are tremendously more likely to be read.

Instagram does not have as many different ways to interact with others as Twitter, but it is still impactful to be involved with lev vel's audience. Instagram is the prime location to share photos on social media, which is an important aspect of advertising lev vel's impressive homes.

Expand lev vel's reach

Hashtags are a great way to increase the audience that sees lev vel's posts. To find hashtags that will generate the most interaction on your twitter or instagram feed, best-hashtags.com will show the rates of engagement for certain topics and is a beneficial resource for lev vel's social media needs.

The golden rule is of using hashtags: only use hashtags that are relevant to your brand, industry, and audience.

According to best-hashtags.com, the most relevant and often-clicked hashtags that are real-estate related include:

#home	#decor	#architecture
#homedecor	#realestate	#homedesign
#interiordesign	#homesweethome	#family
#design	#house	#luxury

According to TrackMaven, posts with 9 hashtags receive the most engagement from followers. Since lev vel is a very high end brand, it is important to maintain a polished look on social media. Using a limited amount of specific and well-targeted hashtags is the best strategy. Using several hashtags per post can help to expand lev vel's reach without appearing desperate for likes and engagement.

Engaging Instagram Post Ideas & Trends

1. Behind the scenes / a day in the life
 - o lev vel's posts from behind the scenes have gained some of the most engagement out of any posts. Example:



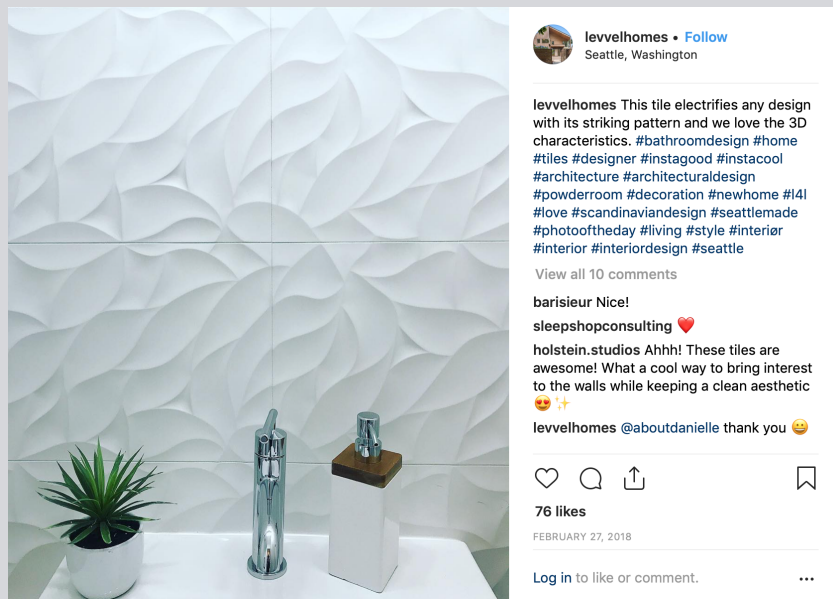
- Post a picture of your office staff collaborating, your office setup, or even behind the scenes of a construction site for a new building (as long as the aesthetics meet lev vel standards).

2. Progress photos

- Posting about the advancements made on new buildings will increase awareness of the project and result in more engagement on Instagram.

3. Interior design

- lev vel's followers have been shown to engage in posts about interior design and enjoy the clean, geometric style of this type of post. Demonstrating ways to style lev vel homes shows followers how beautiful their future home could be.



4. Customer photos / Reviews

- Showing photos of happy customers will show followers that they should trust lev vel as a brand and will show the human/community element of the business. Posting photos of recent buyers in front of homes is a great example.

5. Industry Insight

- If you want your past, current and future clients to view you as the expert in the industry, consistently posting industry insights with great graphics or imagery shows your followers that you know what you are talking about.

6. Videos

- Videos are known to increase engagement on social media -especially on Instagram. Short videos that vary from 30-60 seconds are ideal for this platform.

7. Photos of lev vel members

- Show the company's value and humanize the brand. Your company values help define how you interact with clients. The more insight you can paint into the inner-workings of your company, the better!

Visuals

In order to capture attention, visuals are a vital attribute for social media content. There are several ways to make a post to social media more visual. Below are some general guidelines on how to use different forms of visuals.

Video

Video posts are often the most engaging visual aid, but usually require careful shooting and editing to be of high enough quality for lev vel's brand. Therefore videos should probably only be handled by specialists, such as MediaLab.

However, when used for social media, keep in mind that longer videos are suitable to be posted to sites such as Facebook, Youtube, LinkedIn, and lev vel's own website. In contrast, sites like Twitter and Instagram are more suited to shorter videos, and a short video may even be useful for new audiences on Facebook. For use on these sites, it would be best to edit-in captions when possible, as videos start playing automatically on mute unless the viewer clicks into the video. Captions help inform and capture the full attention of the viewer.

Also keep in mind that for some events, a livestream might be a useful tool. Events that are good for live streams include guest speakers and training sessions.

Share videos that speak to your audience in the most visual way. Sharing time-lapse or progress videos from your building and construction sites is a great way to do this.

Photos

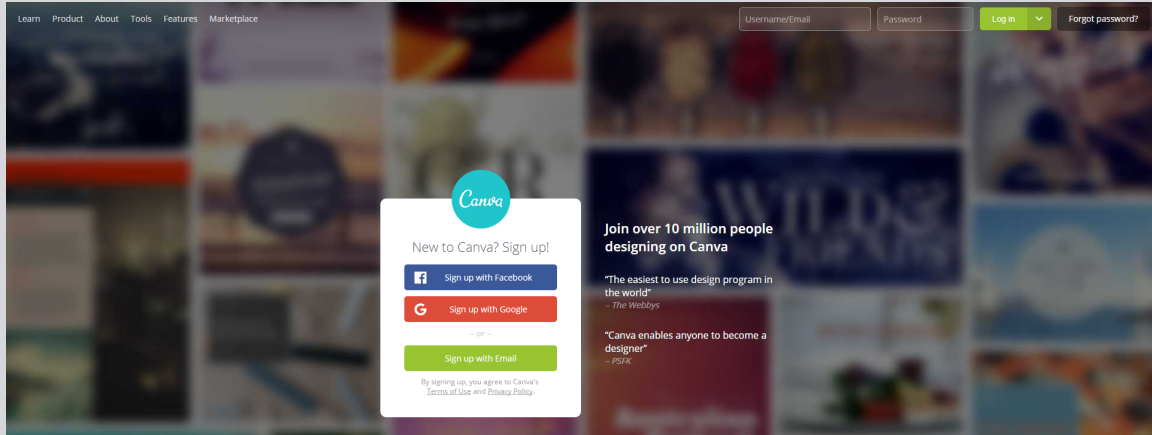
Photos are the most simple way to make a post more visual and grab attention. Using photos in social media posts will greatly increase the amount of engagement that your audience has with a given post.

Graphics

Graphics are also something useful in adding visuals to something that lacks opportunities for photos or video, such as promoting an event that has not happened before. Canva can be used to make simple graphics optimized for social media. Posting already existing materials such as an event flyer image file also counts as use of graphics. Keep in mind, as mentioned previously, that graphics are not as good as photos in many situations, such as on Instagram.

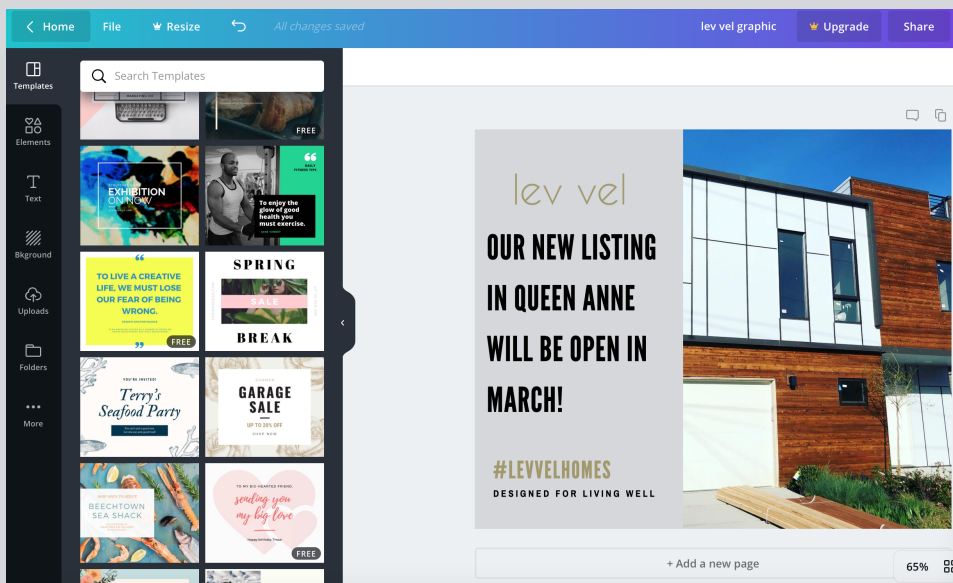
How to use Canva to make graphics

1. Go to www.Canva.com and sign up or log in- you can use an existing social media account so you don't have to remember another password!



2. Choose from one of the templates that pops up, or click "Create a Design"
3. Select the type of graphic you want to create. There are even templates formatted for different social media posts
4. Select a layout to start from, keeping in mind that you can change anything once you begin editing
5. Edit the template so that it uses lev vel's photos, content, and styling guidelines (colors and fonts*). For specifics, see the Style Guide.

*If you cannot access the style guide fonts, you may use the font **Lato** for less official work, such as a social media post. This is not suggested for overall long-term use



Interactivity

Many social media sites, such as Facebook and Instagram, have feeds that are controlled by an algorithm. The algorithm essentially tracks posts that have high levels of likes, shares, etc, and puts them at the top of a user's feed.

While important, if lev vel's social media accounts function entirely for self-promotion, there will be very little reason for others to follow. Instead, if social media accounts are operated with the intention to interact and have conversation, while still self promoting, lev vel can curate an engaged audience and have their posts reach the tops of newsfeeds.

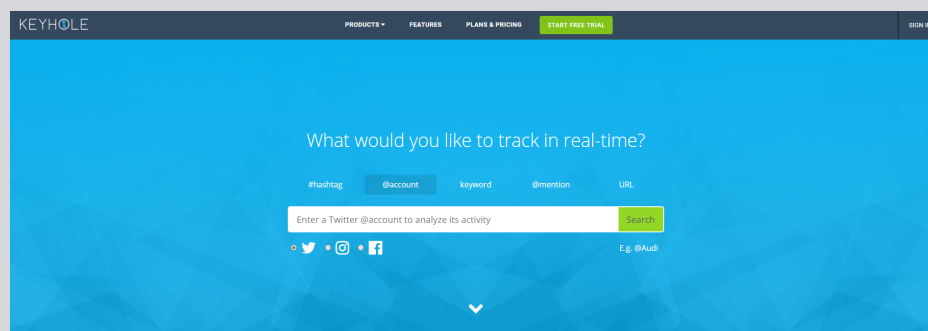
Being interactive also means prompting responses from viewers. Posts with questions have been found to double the amount of shares, likes and comments. This can be a chance to have fun with the audience, or to ask for feedback.

Analytics

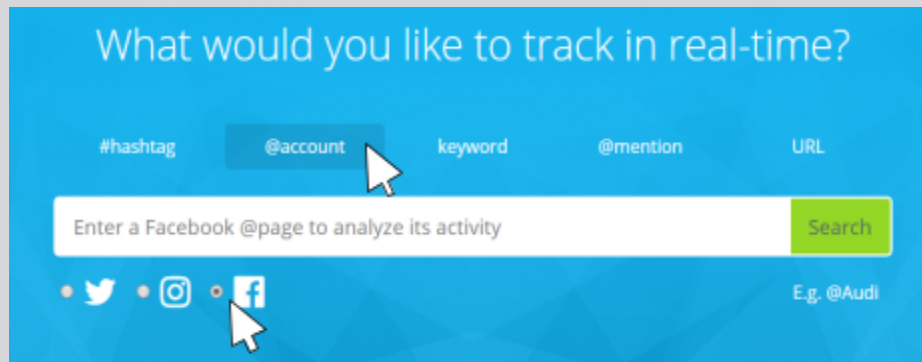
To track the success of social media, there are several analytics tools available. These tools look at the broad scope of an account's activity and can help a user understand when they are doing well or what needs improvement. Keyhole is one of these services which gives a brief overview of different Facebook, Instagram, and Facebook accounts, and can also be used to track hashtags and keywords.

How to find analytics with Keyhole:

1. Go to keyhole.co (.com will not take you to the correct site)



2. Select "@account" and either the Facebook, Twitter, or Instagram icon



3. Type in "lev vel" or account name for social media of choice
4. Click "Search"
5. Results will show live data from up to one year ago

Likes	Comments	Shares	Post Caption	Date
14	0	0	The kitchen is among the most important rooms in your home. It's a place where friends and family...	Aug 02, 2018
13	0	0	Our latest project «Lovn» an Scandinavian inspired pearl located in West Seattle. Listing courtesy...	Sep 07, 2018
9	1	1	New listing in Queen Anne. Come check it out :) Will be completed in March	Jan 23, 2019

27	5	0	0	11.19%
POSTS THIS PERIOD	AVG LIKES	AVG COMMENTS	AVG SHARES	AVG ENGAGEMENT RATE

The point of analytics is to examine the outcomes of social media efforts, and respond to what is successful and what is not working. For this to work analytics should be checked regularly: not so often that nothing has changed, but not so far apart that you lose track of what has been happening.

Expect success to vary between platforms: there may be a higher following on Facebook, but a growing number of responses on Twitter. Do not worry about reaching high levels in all analytics factors, especially early on.