

10 Ideas for Fall Instagram Posts

With Instagram, you can visually share what makes your community so special. Your residents and prospects are using Instagram to discover brands, share experiences and find inspiration. Instagram offers you the chance to connect with them by showcasing your community's unique identity and personality.

Our goal is for each community to post on Instagram 3-5 times per week. Explore the following ideas to help spark creative new ideas for your posts.

Basic Tips & Tricks

Before you get started, brush up on your Instagram basics. Here are a few tips for making the most of your property's Instagram posts.

- When featuring another business/partner, be sure to tag them using “@” and their username
- Include hashtags at the end of your posts, but make them specific and relevant.
 - Ex. You posted about your coming Redskins versus Eagles game-watch for residents. You're considering using the following hashtags:
 - #Football – 21+ million posts with this hashtag
 - #NFL – 4+ million posts with this hashtag
 - #RedskinsvsEagles – 997 posts with this hashtag
 - While you may be tempted to use the first two hashtags because there are more posts associated with them, you have a better chance of having your photo seen by someone that will engage with you using the last option.
- Adding spaces and special characters like \$ or * in hashtags won't work, but numbers will
- Research hashtags before using them
 - Ex. During NBA season, people are often interested in what player signed with which team. The hashtag #NBAContract emerged, but what happens when you don't capitalize the letters? What does “n bacon tract” mean? #Fail
- Use hashtags sparingly
 - While you can technically include up to 30 hashtags per post, is it really necessary? Not only will people not read them all, but in all likelihood they are not relevant or specific (see above.)
- Add your website URL to your profile
 - Consider shortening the length using Bitly.com



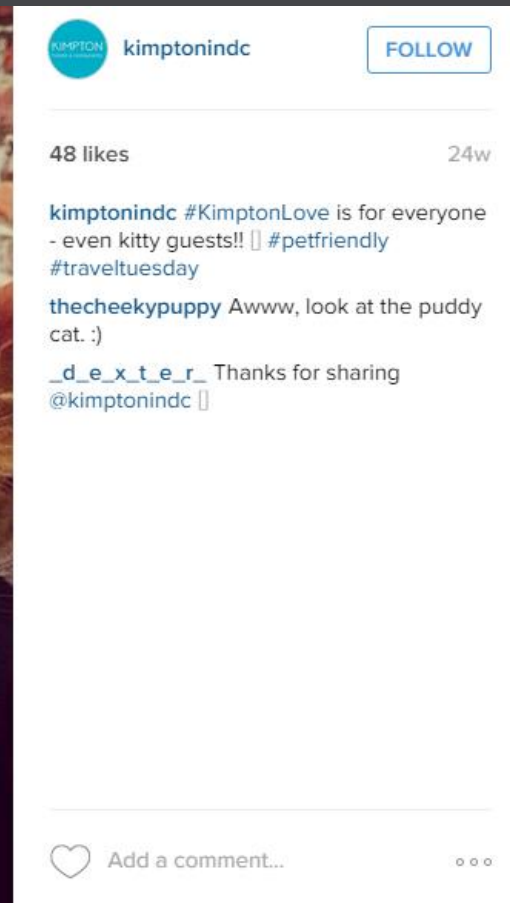
1. Throwback Thursday

Thursdays are when Instagram users share images and stories from the past. Post photos from when your property was under construction or during a renovation, or images from fun events from years past using the hashtag #TBT.



2. All About Pets

Share just how pet-friendly your community is by posting a cute photo of a property pet. You can create an ongoing #petofthemoth photo series or simply snap a candid pet pic – either way, people are sure to love seeing photos of their furry friends on Instagram.



3. Fall Flowers

Show off your fresh new blooms with a #fallflowers Instagram post. If your florist uses Instagram, give them a shout out by including their Instagram handle.



4. #regram

#Regram is a hashtag that you can use when you repost an image from another Instagram user onto your own Instagram account. Regram carefully and only post photos from users that positively reflect your community brand, like photos from local businesses or from your events. Always be sure to use the hashtag #regram when you repost another user's post and acknowledge the source of the original Instagram post by crediting the source's Instagram handle.



5. Share the Local Love

Tag a local business in a post promoting their partnership with your community. When they see the post, they may even #regram to their followers, spreading the love even further.



6. #PaintOurTownPink

Remember to post photos of you and your residents supporting Breast Cancer Awareness Month using the hashtag #PaintOurTownPink. All photos posted using this hashtag will be displayed on bozzutopink.com.



7. Staff Spotlight

Give your followers a peek behind the scenes at your property. Staff stories and images are a great way to showcase the authentic, human voice behind your property's brand.



8. Call to Action

Add a call to action, like Schedule a Tour, in your post to encourage your followers to do something. Include your Tornado link in your profile to make it easy to direct followers to take action.



9. Resident Events

Post photos before, during and after resident events to show just how much fun it is to live at your property. You can even create a specific hashtag for your events and encourage your residents to post too.



10. Hyperlapse

The [Instagram Hyperlapse](https://www.instagram.com/hyperlapseapp/) app lets you capture impressive, time-lapse video with the push of a button. Create and post a time-lapse video of a property tour, event, message or walk around the neighborhood for a fun, engaging post. Check out the time-lapse example from Starbucks below at <https://instagram.com/p/7-1PveRc1j/>.

