

YOUR COMMUNITY FACEBOOK PAGE

First

Send a request to marketingrequests@royalamerican.com and include the following if we do not already have copies: Your logo, floorplans, amenities & features. Please let us know your office hours as well. This will help us with the set up.

Second

Select the members on your team you would like to be responsible for this page. Have them send their email address that they use to login to their personal Facebook page to marketingrequests@royalamerican.com. We will plug it in and it will send them a request asking them to manage your community page. This will give them direct access to run the page as they would their own personal Facebook page. It will reflect the community name as the poster as opposed to their personal name.

Please Help Us Keep Track of Your Crew

If you have new employees come on board that will need access to the facebook page, please follow the second step above.

Please help us keep track when you have turnover. If someone leaves that had Facebook editing priveledges, please make us aware so we can remove them from the page.

Things to Note:

Your Facebook page is essential in building a community vibe online and offline. Remember that this page is about your current residents. It should be 80% about them and 20% about you. What this means is your page should reflect mostly photos from events, polls to your residents, articles they may find helpful, information about the community happenings (pool open, pool shut down for cleaning, pest control in bldg. 100 today, upcoming events, etc.). It is not a page to post your current specials and reach out to potential residents in the market. This will come when they visit your page and see the community you have built. That will get their attention more than your monthly discount daily.

There are reviews on Facebook. It is important to address reviews (good or bad) when they pop up on your page in a timely manner. If you get a good review, make sure to thank the resident and let them know you appreciate their feedback. If you get a negative review, send it to the marketing department along with any information you may have pertaining to specifics mentioned and an appropriate response will be generated and posted on the page for you. We ask that you not respond to negative reviews yourself. If you would like to write a response and send our way for proofing you may.