

# SOCIAL MEDIA POSTS

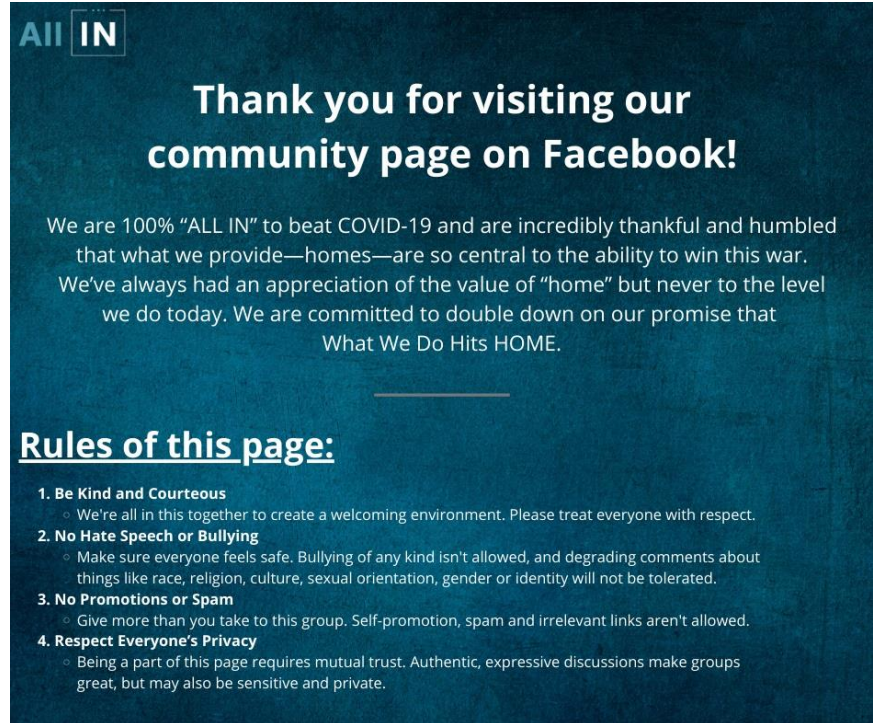
Week of 04.13.2020

## Monday, 04/13 – THEME: How we are ALL IN for YOU!

### 1st Post: Rules of the Page

\*Pinned at the top of each property's Facebook Page

Caption: No caption



**All IN**

## Thank you for visiting our community page on Facebook!

We are 100% "ALL IN" to beat COVID-19 and are incredibly thankful and humbled that what we provide—homes—are so central to the ability to win this war. We've always had an appreciation of the value of "home" but never to the level we do today. We are committed to double down on our promise that

What We Do Hits HOME.

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### Rules of this page:

- 1. Be Kind and Courteous**
  - We're all in this together to create a welcoming environment. Please treat everyone with respect.
- 2. No Hate Speech or Bullying**
  - Make sure everyone feels safe. Bullying of any kind isn't allowed, and degrading comments about things like race, religion, culture, sexual orientation, gender or identity will not be tolerated.
- 3. No Promotions or Spam**
  - Give more than you take to this group. Self-promotion, spam and irrelevant links aren't allowed.
- 4. Respect Everyone's Privacy**
  - Being a part of this page requires mutual trust. Authentic, expressive discussions make groups great, but may also be sensitive and private.

### 2nd Post: BE ALL IN: Let's Get Social!

\*Posted just to the Employee Facebook Page

Caption:

"We couldn't be more excited that our #BeAllIn campaign is rolling out today to all of our residents! Included below is how we can all succeed in creating the best online experience within our virtual communities.

What makes you most excited about having a social platform to engage with your residents? Let us know in the comments below!"



**BE ALL IN:**

## LET'S GET SOCIAL!

**Promote**

- Ask residents to "Like" and "Follow" your Facebook page
- Focus on email saturation to ensure your residents are receiving all communications
- Place signage according to marketing kit directions

**Encourage**

- Encourage residents to participate on the page & take part in weekly themes and online events & activities
- Create an online community

**Participate**

- If you haven't already, go "Like" and "Follow" your property's Facebook page
- Leave comments, likes, share posts & include the hashtag #BeAllIn
- Don't forget to tag!

**Enjoy**

- This is a fun, feel good initiative during a not so fun time so don't forget the most important part is to do just that and have fun with it!

Make sure to check out the new **Social Media** page under the **Marketing Department** section on DC for more details on how you can virtually #BeAllIn – Let's get social & have some fun!

**All IN**

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Week of 04.13.2020

## 2nd Post: BE ALL IN: Info to ALL IN

\*Posted just to the Property Facebook Page

Caption:

"The outbreak of the Coronavirus has challenged each of us. At Dominion we have adopted a new fearless and selfless presence at our communities to provide service—at a safe social distance—for our residents. We understand the importance of patience and empathy when helping residents face the challenge of changed lives, limited mobility, and isolation. We can do this. We can beat the Coronavirus. If we are "ALL IN", together, we can win. #BEALLIN"



## Tuesday 4/14 – THEME: Practice Social Distancing

### 1st Post: Practice social Distancing

\*Posted to both Employee & Property Facebook Page

Caption:

"Social distancing, also called "physical distancing," means keeping space between yourself and other people outside of your home. To practice social distancing: stay at least 6 feet from other people, do not gather in groups, stay out of crowded places and avoid mass gatherings. Social Distancing is one of the most important and hardest parts of our active lives right now. How are you #ALLIN by practicing social distancing?"

BE LIKE JOE AND CAROLE  
**Social Distancing Means**  
at least one small tiger length



ALL IN

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Week of 04.13.2020

## 2nd Post: Marketing is ALL IN with Social Distancing

\*Posted to both Employee & Property Facebook Page (with different images)

Caption:

Property pages: "Tell us how you are ALL IN with social distancing. #BEALLIN"

Employee page: "Marketing is ALL IN! Share how your team is all in. Marketing challenges the OPS team to show how they are ALL IN! #BEALLIN"



## 3rd Post: Show us your WFH Coworkers

\*Posted just to Property Facebook Page

Caption:

"Our working lives have changed drastically. We have a new set of coworkers. Share with us your new WFH coworkers or your new desk area. #BEALLIN"



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Week of 04.13.2020

## Wednesday 4/15 – THEME: Connect with our community

### 1st Post: Connect with our community

\*Posted to both Employee & Property Facebook Page

Caption:

"During this time of social distancing and limited in-person interaction, we wanted to ensure that there's still a platform for all of us to be able to connect with each other! The goal is to bring an already amazing community connection and apply it online. Here you can find important updates and resources as well as fun, feel good activities & events - Creating an open forum/online community to connect all while maintaining a safe, social distance!"

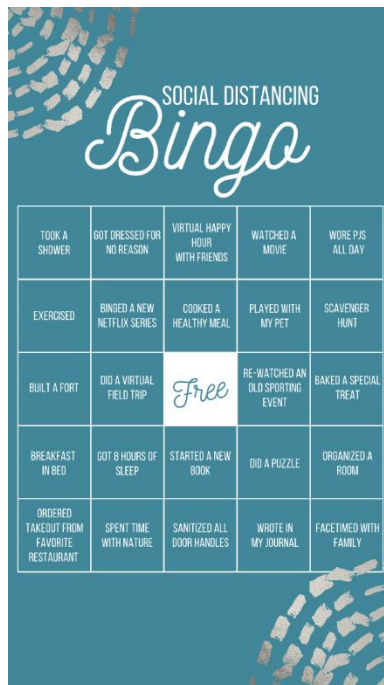


### 2nd Post: Games

\*Posted to both Employee & Property Facebook Page

Caption:

"It's time to get out and about in your community while staying at a safe social distance. We have Social Distancing Bingo and a Scavenger Hunt for you and your family to complete. Make sure to take pictures and tag us in your adventures. #BEALLIN"



Find things around your neighborhood while remaining socially distant. Take a pic and share it on social media. Make sure to tag your community's Facebook page.

- |                                           |                                    |
|-------------------------------------------|------------------------------------|
| <input type="checkbox"/> Mailbox          | <input type="checkbox"/> Stop Sign |
| <input type="checkbox"/> Flag             | <input type="checkbox"/> Flowers   |
| <input type="checkbox"/> Hearts in window | <input type="checkbox"/> Dog       |
| <input type="checkbox"/> Red Truck        | <input type="checkbox"/> Swing Set |
| <input type="checkbox"/> Bird             | <input type="checkbox"/> Bicycle   |

#### Share Your Adventures!

Remember to share your adventures on social media by using the hashtag #BEALLIN. Like and follow us on Facebook as we share all our adventures!



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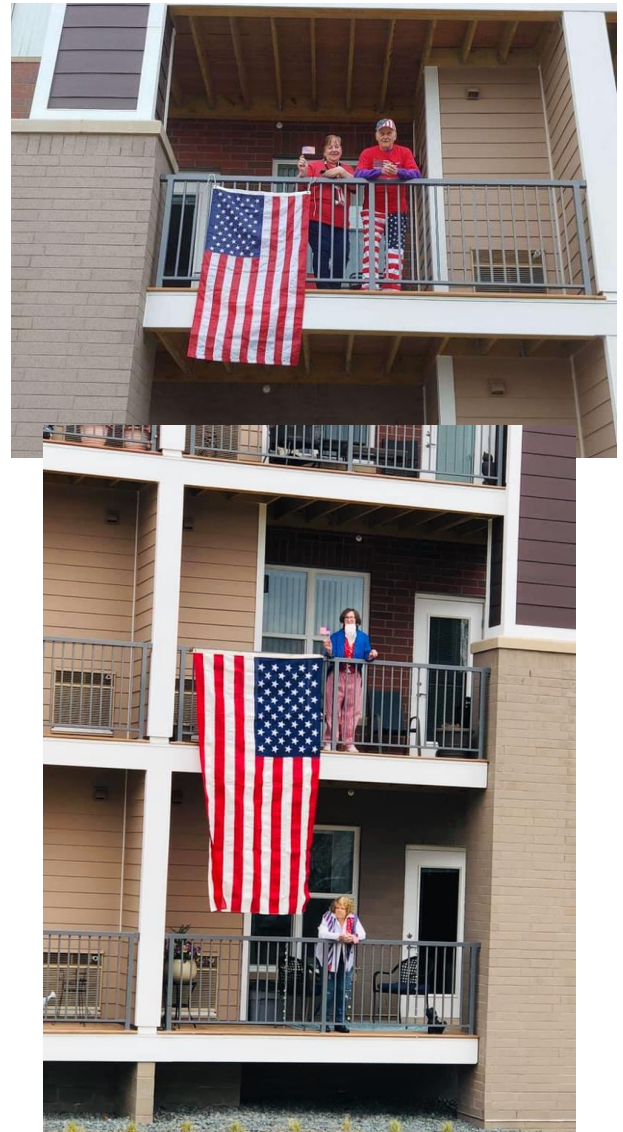
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## **3<sup>rd</sup> Post: Celebrations**

\*Posted to both Employee & Property Facebook Page

Caption:

"Now more than ever it is so important to celebrate with your neighbors. Whether it is a virtual happy hour or a balcony & patio party, we want to know how you are staying connected. Share how you are celebrating and staying connected during this time of social distancing. #BEALLIN"



# SOCIAL MEDIA POSTS

Week of 04.13.2020

## Thursday, 04/16 – THEME: Support, Empathize & Be Patient

### 1<sup>st</sup> Post: Support, Empathize & Be Patient

Caption:

"This is a trying time for everyone and we know that we all can use an extra dose of support, empathy and patience. Every day, in each act that we do, we are committed to providing these things to you.

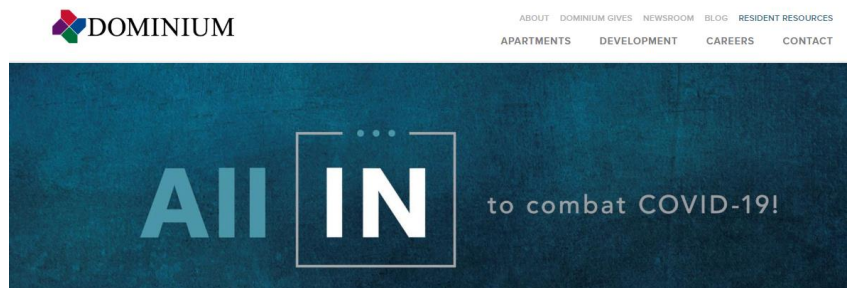
Share your stories on how you've either given or received support, empathy or patience over these last few weeks! #BeAllIn"



### 2<sup>nd</sup> Post: Resources

Caption:

"Visit our Resources page to see how we are ALL IN to combat COVID-19! If we are ALL IN together, we can beat this! #BeAllIn"



The outbreak of the Coronavirus has challenged each of us. At Dominion we are viewing this much the way previous generations viewed war—a solemn experience that requires a change in everyday behaviors, some level of sacrifice and, at its core, a fundamental belief that our collective actions are key to winning.

We are 100% "ALL IN" and are incredibly thankful and humbled that what we provide—homes—are so central to the ability to win this war. We've always had an appreciation of the value of "home" but never to the level we do today. We are committed to double down on our promise that

**What we do hits H O M E.**

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## 3rd Post: Stop the Spread

Caption:

"Here are simple actions we can all take to help stop the spread of COVID-19. Let's #BeAllIn together on flattening the curve!"

\*Jeannette is currently finalizing this graphic; this is the first draft just an FYI



## Friday, 04/17 – THEME: Cultivate Hope and Positivity

### 1st Post: Cultivate Hope & Positivity

Caption:

"Two things that we can hold onto during this uncertain time are hope and positivity. Some days we have to work at it more than others but that's okay! Let's #BeAllIn on creating a hopeful and positive community together!

What's a feel good story that you've heard or been a part of recently? Share in the comments!"



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## 2nd Post: Dominion #FlashbackFriday Video

Caption:

"Happy #FeelGoodFriday everyone!  
How are you ALL IN? Show us how  
you're cultivating hope and positivity in  
your community by sharing your story  
on our Facebook page! #BeALLIN"



## 3rd Post: How to cultivate Hope & Positivity

Caption:

"Below are a few ways we can all  
cultivate hope and positivity from a safe,  
social distance. We want to hear how  
YOU are cultivating these things in your  
life!

Share how you have either given or  
received hope and positivity throughout  
this time, we could all use an extra dose  
#BeAllIn"

