



THE NEXT LEVEL
IN STUDENT HOUSING



Make Your Community Thrive with Facebook Live

Broadcast on Facebook Live!



#NAASHC17

Meet the Panel!



Jodi Mott

Digital Marketing Strategist
Pinnacle



Beth Doty

National Sales Director
Capture the Market



Maria Filippone

Director of Marketing
Peak Campus



Kelly Quattlebaum

Director of International Marketing
MRI Software
Moderator



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Best Practices



Getting Started: Strong Connection



Getting Started: Device & Accessories



Getting Started: Practice!



Staging



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Staging: Lighting



Staging: Lighting



Staging: Background & Surroundings



Staging: Sound/Noise Level



Legal



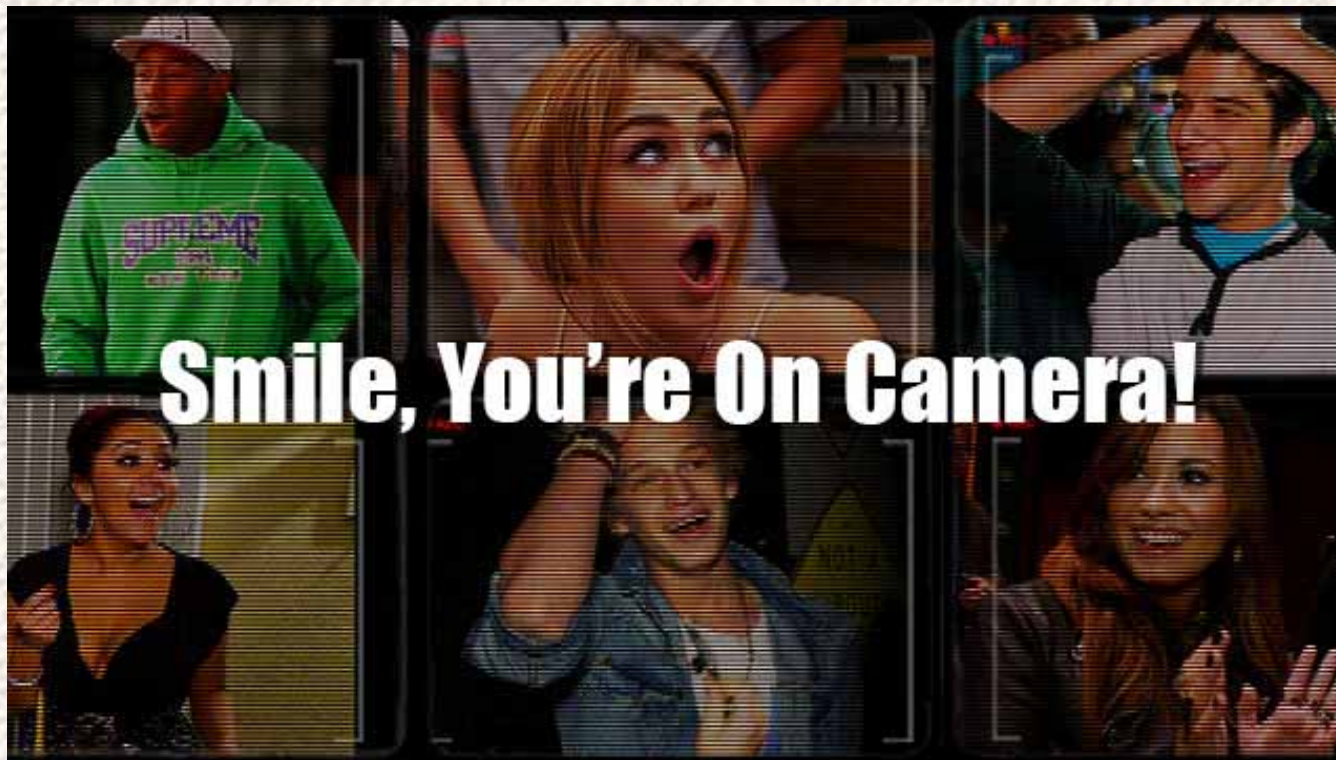
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Legal: To Release or Not to Release ...



Legal: Advise



Engagement



Engagement



Engagement: Pre



Everything is About to Change!

Tune in to find out about the big changes coming to Community Rewards at our

FACEBOOK LIVE REVEAL

12.7.16 @ 3:30 PM CST

Public · Hosted by Modern Message

Going

The graphic features a woman in a yellow sweater looking at her phone. A blue banner on the right contains the event details. A date box on the left shows 'DEC 7'. The bottom of the graphic includes a public status, host name, and a 'Going' button.



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Engagement: Pre

DEC 7 Everything is About to Change!

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NAA
NATIONAL APARTMENT ASSOCIATION
STUDENT HOUSING
CONFERENCE & EXPOSITION

Facebook Post:
Mario Batali
March 5, 2016 at 7:39AM · 🌐
Going #live take 2!!! Taking request around 10am this morning. Wheeee!!!! Get your lists ready!
172 60 Comments
Like Comment Share

Facebook Post:
Ben Alpert
March 6 at 8:00 PM · 🌐
Explored the desert with some of my college buddies this weekend!


Engagement: Pre



Engagement: During



Engagement: Post

Red Bull  Like

Wall Info Athletes Web TV Games Red Bull >>



Live Concepts



Live Concepts



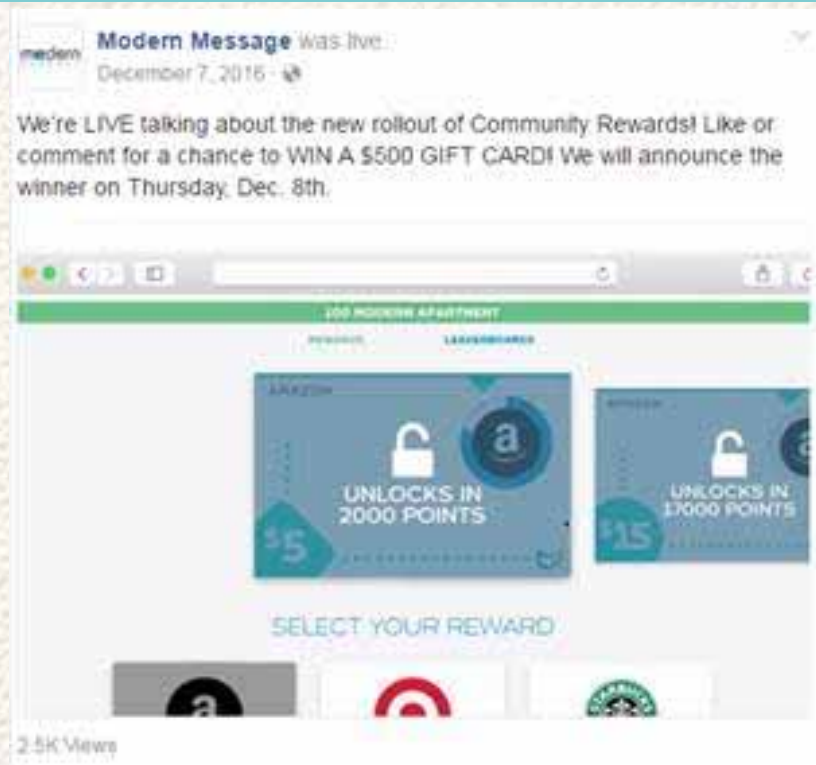
Live Style Broadcasts



Consider a Promotion



Consider a Promotion



Tours



Events



What About You???



#NAASHC17LIVE



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That's A Wrap!



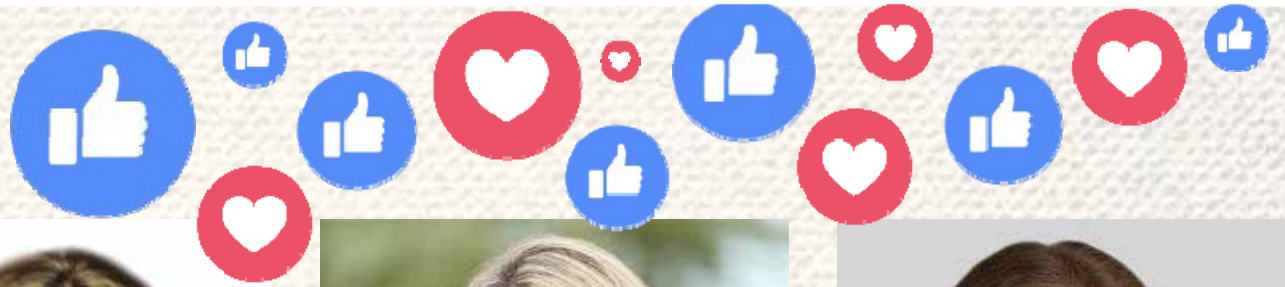
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Questions



Contact Us!



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Thank You!

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