



TikTok content checklist

Pick your video topic

Here are a few ideas to consider:

- Apartment tours
 - A quick floor plan tour (highlight unique features when you can!)
 - How current residents have decorated their space (to help prospective residents visualize what it will be like to live there)
- Community culture
 - Community events
 - Outdoor decor or decorations
- Amenities
 - Individual amenity tours (especially if they're unique)
 - Detail upcoming upgrades
- Neighborhood
 - Tours of popular local attractions
 - The best walking paths or outdoor activities around your community

Outline your video

- Beginning: include a hook that will grab people's attention in the first few seconds
- Middle: deliver the value that was promised in the hook
- Ending: include a call to action

Record or create your video

Record your video or create it in a design platform like Canva.

Schedule your post

You can schedule TikTok videos to post on any of your properties directly from the Respage social app. Scheduling videos in advance allows you to create and schedule content in batches to maintain a consistent posting schedule.

If you're just getting started with TikTok, [check out our time-saving tips](#) to introduce TikTok to your social strategy.