



**Social Media
Presence
and Online
Reputation in the
age of COVID-19**
with Kynlon and
Brady at
RentPath[®]

THURSDAY NOVEMBER 12 2:00

- People are using social media more than ever, and nearly half of renters visit a community's social site during their search.
- Google says that businesses who respond to reviews are **1.7X more trustworthy** than those who don't.