

Webinar Opportunity!

Post Like a Pro

Social Media for Property Professionals

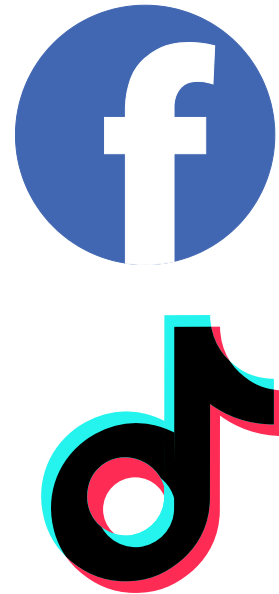
In today's digital-first world, your property's social media presence is just as important as its curb appeal. Post Like a Pro is a practical, engaging one-hour webinar designed specifically for residential property managers looking to boost visibility, connect with renters, and fill vacancies using the power of social media.

You'll learn how to craft content that resonates with prospects and residents, choose the right platforms, and build a strategy that fits into your already-busy schedule. We'll also cover must-know legal guidelines, visual best practices, and simple tools to help you post with confidence and professionalism.

Whether you manage a single building or a large portfolio, this class will equip you with the knowledge and inspiration to turn likes into leases — without spending all day online.

When: May 6, 2025, 9:30 AM

Cost: \$30/member, \$60/non-member



Sign Up



About Your Instructor, Charlotte Pisciotto

Charlotte Pisciotto's 20+ year career has spanned from a National Director of Sales and Marketing to Vice President of Full House Marketing, to starting her own business to support the residential property management industry. She brings this expertise and knowledge to every marketing project and training that creates a unique experience for clients and audiences. Charlotte loves volunteering with apartment associations at local, state, and national levels. She is a Past President of two Michigan NAA affiliates and is a 2024 NAA Leadership Lyceum Graduate. Charlotte presents programs for associations, has her CALP, CAM, and CAS, is faculty of NAA's Education Institute, and holds a certification in Creative Training Techniques.

