

During this time of uncertainty, it's more important than ever to make sure that your digital footprint is solid. While the majority of these items apply to the multifamily industry, here is a checklist of social sites you might want to add to your toolkit.

- LinkedIn (especially for your preferred employer programs)
- Yelp
- Local publishers' websites (and email lists)
- Nextdoor
- Uber
- Pinterest (You're selling a hope, an aspiration of a new home)
- Digital out-of-home networks

