2026

From Clicks To Keys

How Content Drives Apartment Discovery, Decision, and Retention



J TURNER RESEARCH

About J Turner Research

J Turner Research is a multifamily operational intelligence partner that helps owners and operators turn research, renter experience, and reputation signals into clearer decisions. Its industry research examines leadership, staffing, onsite team experiences, renter needs, and reputation, giving multifamily leaders evidence to make better decisions across their organizations.

Built exclusively for multifamily, J Turner combines research, benchmarking, AI-powered feedback analysis, implementation support, training, and expert guidance to turn insight into practical improvement priorities. J Turner also pioneered the **Online Reputation Assessment (ORA®) Score**, the multifamily industry standard for measuring and benchmarking online reputation across apartment communities and portfolios.

About This Study

From Clicks to Keys 2026 is the second annual social media research report from J Turner Research. While the 2025 edition established the foundational role of social media in apartment discovery, this year's study goes deeper by examining which specific types of content drive renters from passive scrolling to active contact, and how social media influences the full resident lifecycle including renewal decisions.

The survey was conducted via online delivery in August 2026. A total of 1,033 complete responses were collected from currently renting or actively searching adults nationwide. **The sample spans all four major generational cohorts: Gen Z, Millennials, Gen X, and Boomers.**

J Turner Research studies the people, practices, and market shifts shaping multifamily performance. Its research explores topics ranging from leadership and onsite team alignment to staffing, renter behavior, reputation, and emerging opportunities, helping industry leaders make more informed decisions about how they operate and where they focus next. **https://jturnerresearch.com/research.**

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Executive Summary

The apartment renter of 2026 arrives at your door with more context, more skepticism, and more visual evidence than ever before. Social media is no longer a supplemental channel; it is an active part of the discovery funnel and a retention lever that is materially influencing renewal decisions. The data below traces that journey from first feed impression to lease renewal.

FINDING 1

Social Search Has Crossed the Majority Threshold

50.8% of renters have used social media to search for an apartment, which is up from a minority behavior in prior years. Among Gen Z and Millennials, adoption reaches 69% and 65% respectively.



FINDING 2

83% Who Browse Convert to Contact

83.0% of renters who used social media in their search ultimately contacted a property or scheduled a tour based on what they saw — a remarkably high conversion rate from passive audience to active prospect.

FINDING 3

Absent Pricing is the #1 Red Flag

45.9% of social searchers say they are less likely to consider a property whose social media never mentions pricing or availability. This is the single most common content red flag in the study.



FINDING 4

The Trust Hierarchy Favors the Real

50.5% of respondents said seeing actual available units (not model apartments) made a property's social media content feel trustworthy. Renters are sophisticated enough to recognize staged perfection and 43.8% cite over-filtered photos as a red flag.

FINDING 5

Social Media is Now a Retention Tool

23.7% of current residents say their property's social media made them more likely to renew. Among Gen Z, this rises to 37.7%, making content strategy a measurable component of retention for younger cohorts.



The 2025 study documented which social media platforms matter for an apartment search. **This year's data answers the harder question: what specifically makes it work and breaks new ground, including the first-ever look at how a property's social presence influences a resident's decision to renew.**

01

The Social Renter



THE SCOPE OF SOCIAL SEARCH

Social media has crossed a critical threshold. **It is now used by a majority of renters at some point in their apartment search,** and its reach is no longer exclusively a Gen Z phenomenon.

50.8%

of all renters surveyed have used social media to help them find a new place to live

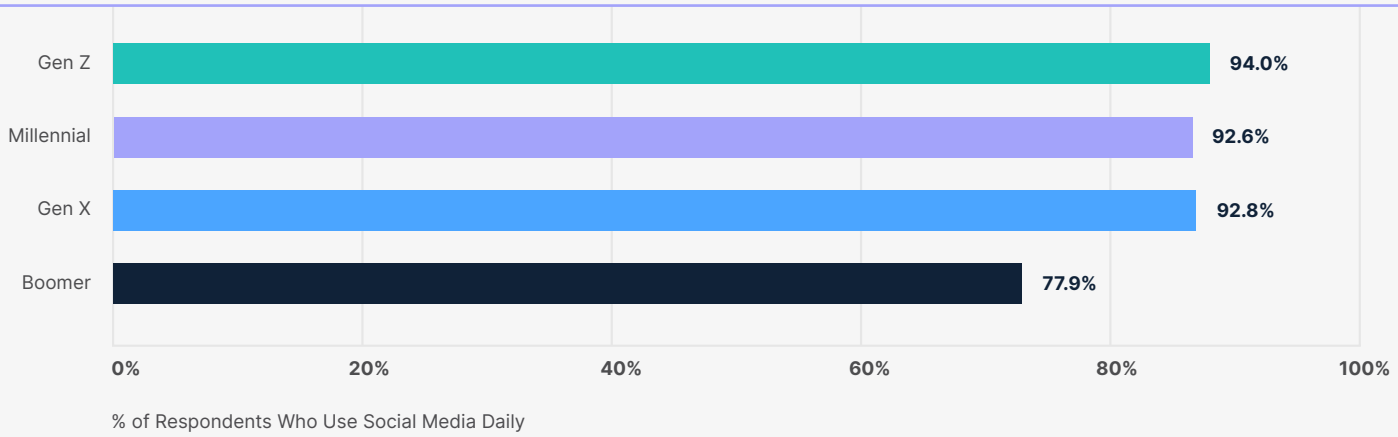


That number, drawn from 1,033 respondents, including all four generational cohorts, marks a majority adoption milestone for social search. The 2025 Clicks to Keys study first established social media's emergence as a search tool; **2026's data confirms it has arrived.**

A CHANNEL BUILT ON DAILY HABIT

The foundation of social search is social habit. 89.0% of all respondents use social media at least daily, with 66.2% accessing it multiple times per day. When apartment discovery happens within a channel people visit every day, the distinction between "browsing" and "searching" dissolves.

Daily Social Media Use by Generation

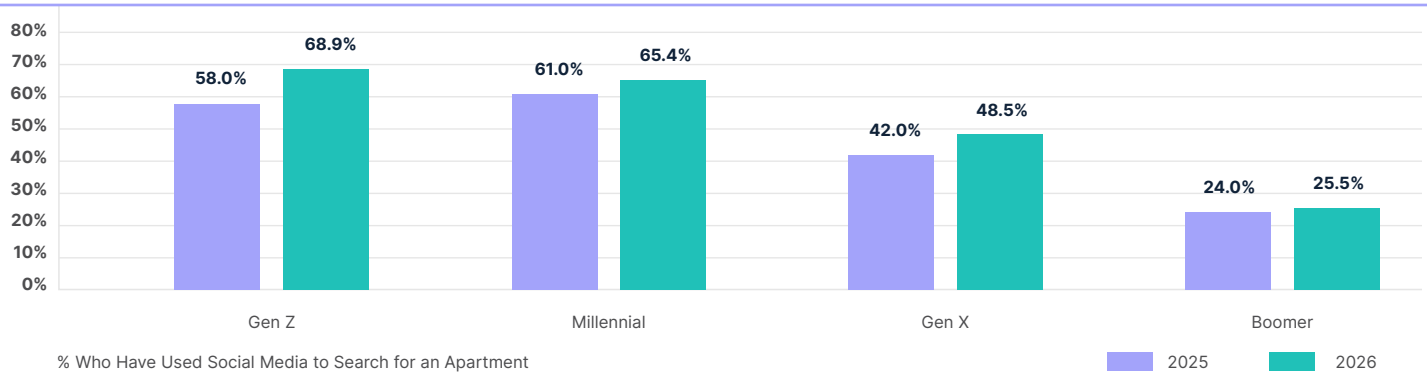


WHO USES SOCIAL TO SEARCH — AND WHO DOESN'T (YET)

Adoption rates for social apartment search vary significantly by generation, but the pattern reveals opportunity rather than limitation. Among the youngest two cohorts, social search is nearly normalized. Among Gen X, adoption has climbed to 48.5%, moving social apartment search from a niche behavior into a near-majority one for a cohort that skewed heavily toward traditional search methods just a year ago. Even among Boomers, one in four has used social media to search for housing, a non-trivial number given the cohort's reputation for traditional search behavior.

Notably, from the 2025 Clicks to Keys study, Boomers were using social media for apartment hunting at a rate of 24% and Gen X at 42%. This year's numbers of 25.5% and 48.5%, respectively, show steady adoption growth across older cohorts.

Social Media Used for Apartment Search: Year-over-Year by Generation



Cross-reference: Internet Adventure VI (2026) found that social media actively shapes the research process for 54% of prospects, slightly higher than our social search adoption figure of 50.8%, reflecting the distinction between passive influence and active use. Together, these two studies confirm that social media has become a non-optional channel for prospective renter engagement.

02

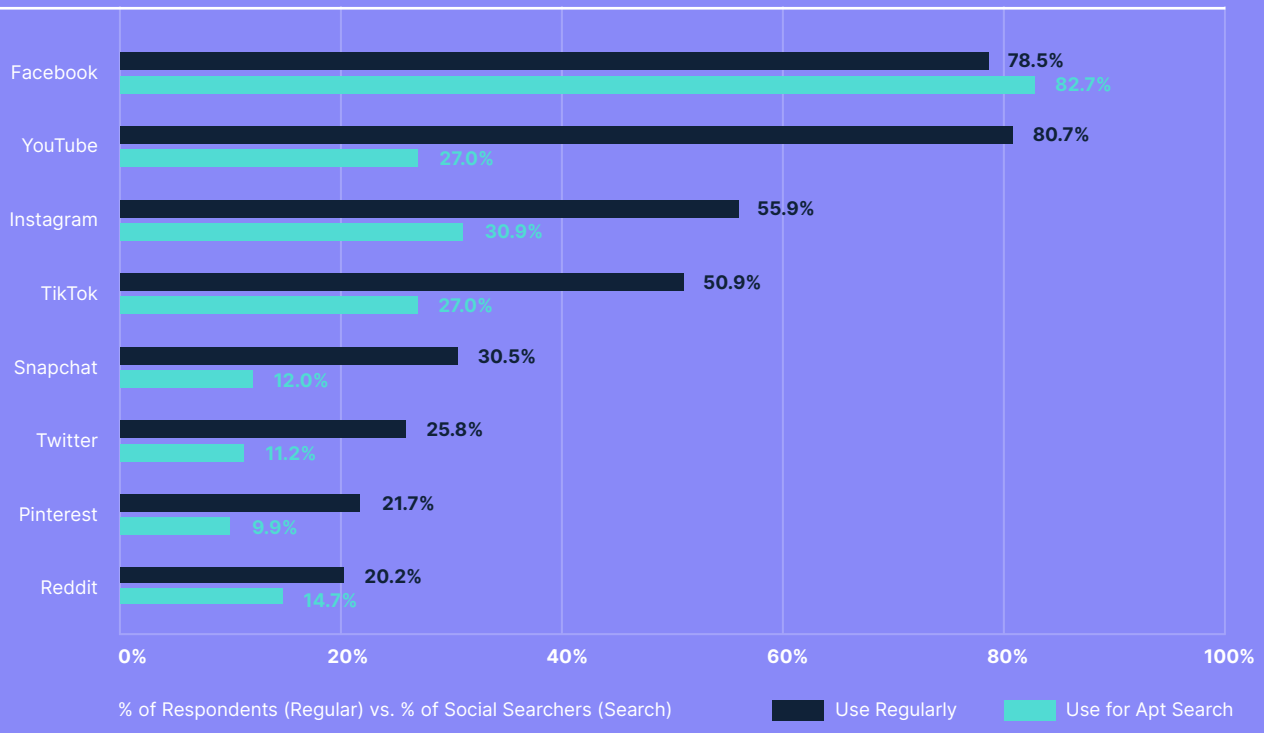
The Platform of Choice

When renters turn to social media for their apartment search, where they go (and who joins them there) varies more than most property teams realize.

REGULAR USE VS. SEARCH USE: THE CONVERSION GAP

Two separate behaviors matter here: platforms used regularly and platforms used specifically for apartment search. The gap between the two tells a story about where renters are comfortable and where they're actively looking.

Platform Use: Regular vs. Apartment Search



FACEBOOK'S COMMANDING LEAD

Facebook's dominance in apartment search is striking. While YouTube leads in regular use (80.7%), Facebook surges to the front when the task is finding housing — **82.7% of social searchers used Facebook in their apartment search,** compared to just 30.9% for Instagram and 27.0% for TikTok. Facebook's combination of community groups, marketplace listings, paid ads, and property pages makes it uniquely effective as a search environment.

82.7%

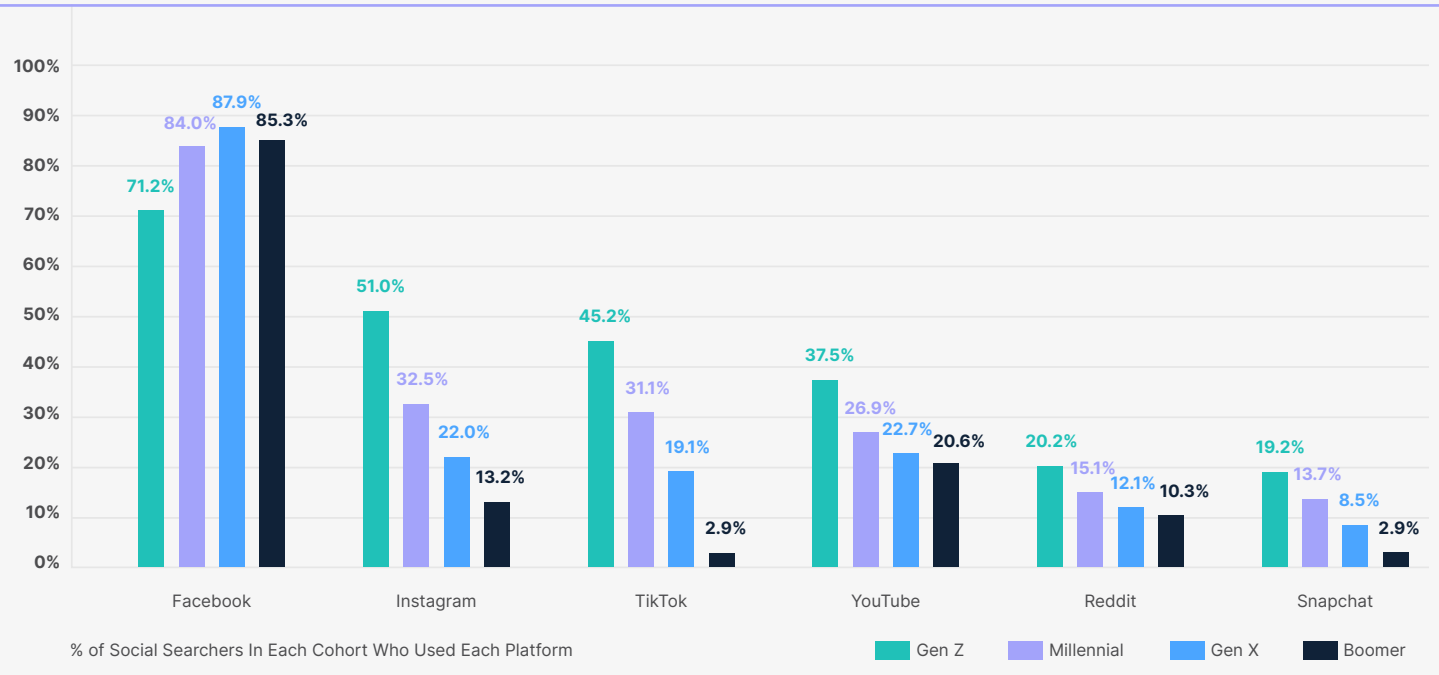
of social searchers used Facebook to find an apartment

Facebook is not losing ground in apartment discovery as it remains the dominant search platform by a wide margin, even as TikTok and Instagram capture attention for regular browsing. **If a property isn't active on Facebook, it's invisible to most social searchers.**

PLATFORM BY GENERATION: WHERE THE SPLITS ARE REAL

Facebook's lead holds across all generations, but the secondary platforms diverge dramatically. Gen Z searchers turn to Instagram (51.0%) and TikTok (45.2%) at rates four and fifteen times higher, respectively, than Boomers. These differences represent categorically different content expectations.

Apartment Search Platforms by Generation



In the Internet Adventure VI study, Instagram was used by 11.8% of all apartment searchers and TikTok by 10.0% — overall smaller figures than our study's 30.9% and 27.0% — however that study measured active use across all searchers, rather than just social media searchers. **Two separate behaviors matter here: which platforms are used regularly, versus which platforms are used specifically to search for an apartment.**

03 The Discovery Journey

HOW RENTERS FIND PROPERTIES ON SOCIAL

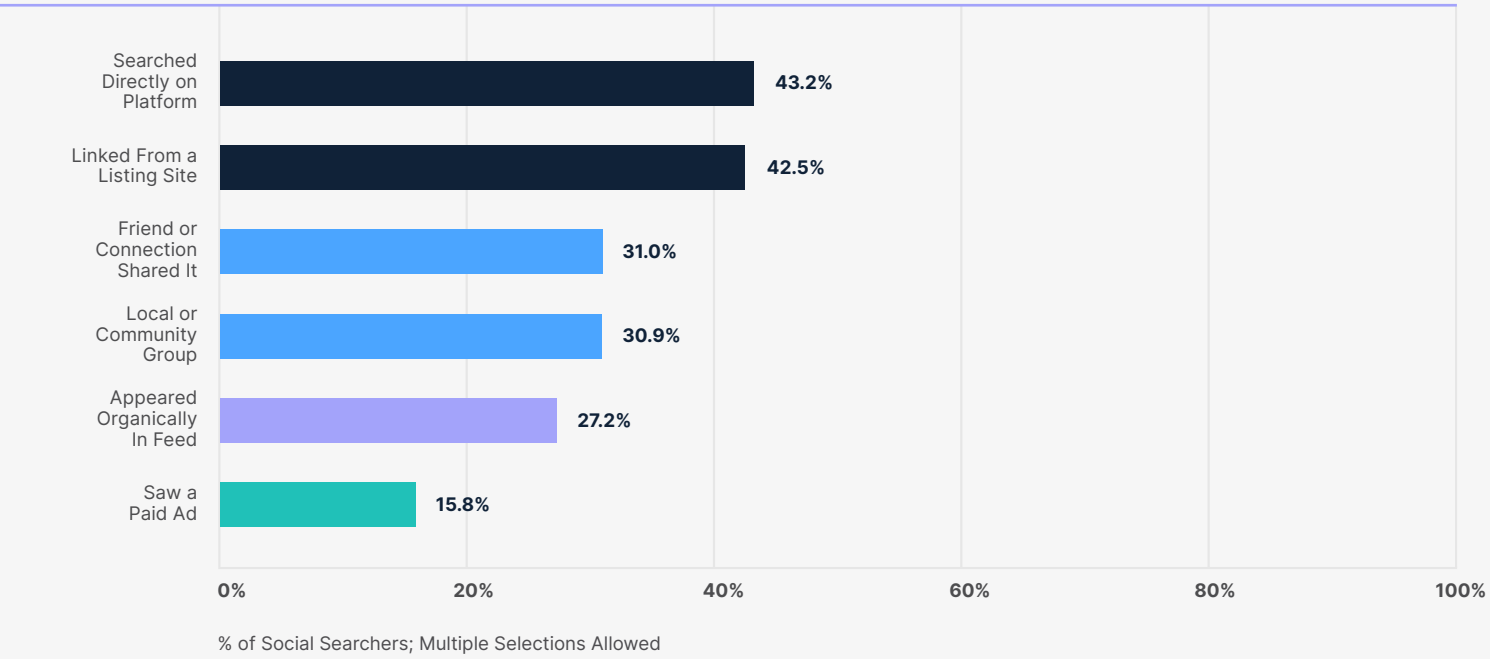
The moment of discovery, how a renter first encounters a property through social media, matters because it shapes what they're expecting when they arrive.





Two discovery pathways dominate: **active search (43.2% searched for properties directly on the platform) and cross-platform referral (42.5% were linked from a listing site like Apartments.com or Zillow).** A significant share also arrived through social networks (30.9%) via community or local groups, and 31.0% via a shared post from a friend or connection. Organic discovery (27.2%) and paid ads (15.8%) trailed behind. Our Great Online Apartment Adventure VI report studies in depth the journey from prospect to renter.

How Renters First Found a Property Through Social Media



% of Social Searchers; Multiple Selections Allowed

The high share of listing site cross-referrals (42.5%) signals an opportunity operators may be under-utilizing: **a renter who finds a property on Apartments.com and then clicks through to its social media has already expressed high intent.** The social content they find there functions as a final verification step and needs to be as strong as any other content in the funnel.

WHAT THIS MEANS FOR CONTENT STRATEGY

Knowing how renters find you changes what you should optimize. The data suggests many properties may be investing in the wrong place first. High-production content is worthless if the property is unfindable. **Before a renter can be impressed by a video tour, they have to locate the page. This means a profile name that surfaces in search, a posting history consistent enough that the algorithm treats the account as active, and a presence in the Facebook groups and local community pages where 30.9% of social searchers say they discovered properties.** Organic discovery, a renter simply stumbling across a post in their feed, accounted for only 27.2% of social finds. The majority of social searchers arrived through active search or a deliberate referral. That's a different behavior than passive scrolling, and it rewards properties that have made themselves easy to find just as much as properties that have made themselves look good. This also supports the Internet Adventure research's finding that the shortlist of apartments does not necessarily start on social media, but it is a platform prospects use to make informed decisions.

04

The Content That Converts

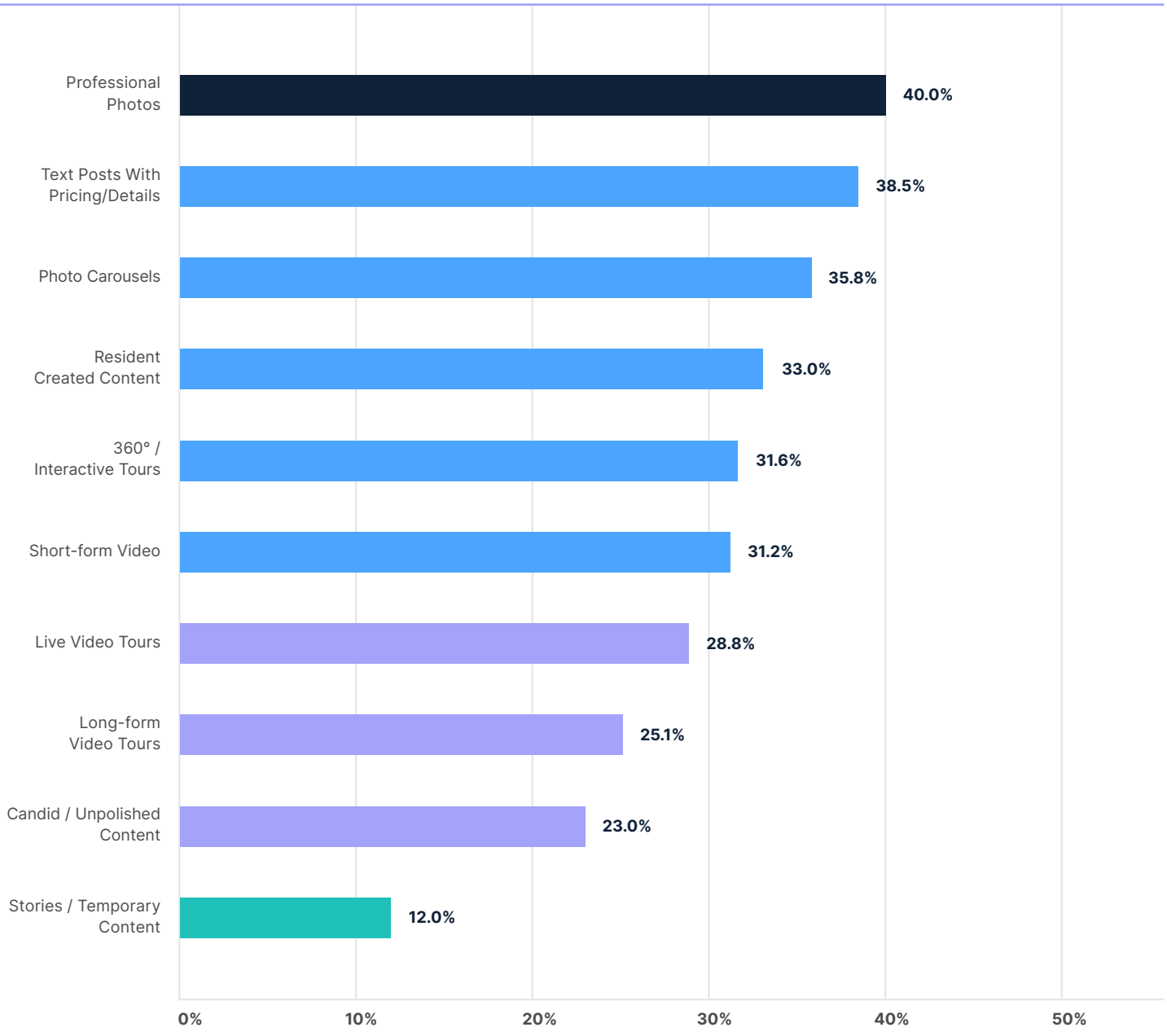
Not all content formats are equal. The types that renters find most useful in their search differ meaningfully by who the viewers are and by what they need.



FORMAT PREFERENCE AMONG SOCIAL SEARCHERS

Professional photos remain the most broadly useful format (40.0%), narrowly ahead of text-based posts with pricing and availability details (38.5%), and photo carousels (35.8%). These three formats share the common thread of information density. **Renters searching for housing are not looking for entertainment; they're evaluating options, and the content that helps them do that most efficiently wins.**

Most Useful Content Formats During Apartment Search

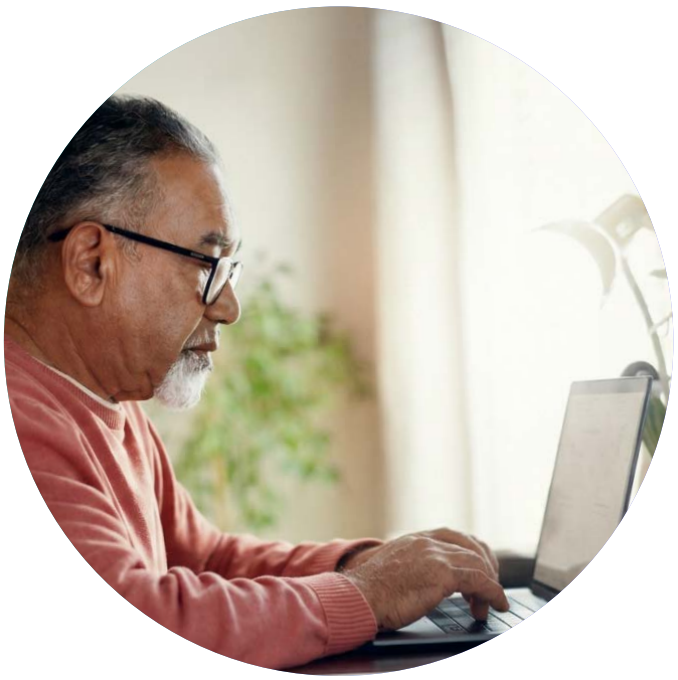


% of Social Searchers Selecting Each Format; Multiple Allowed

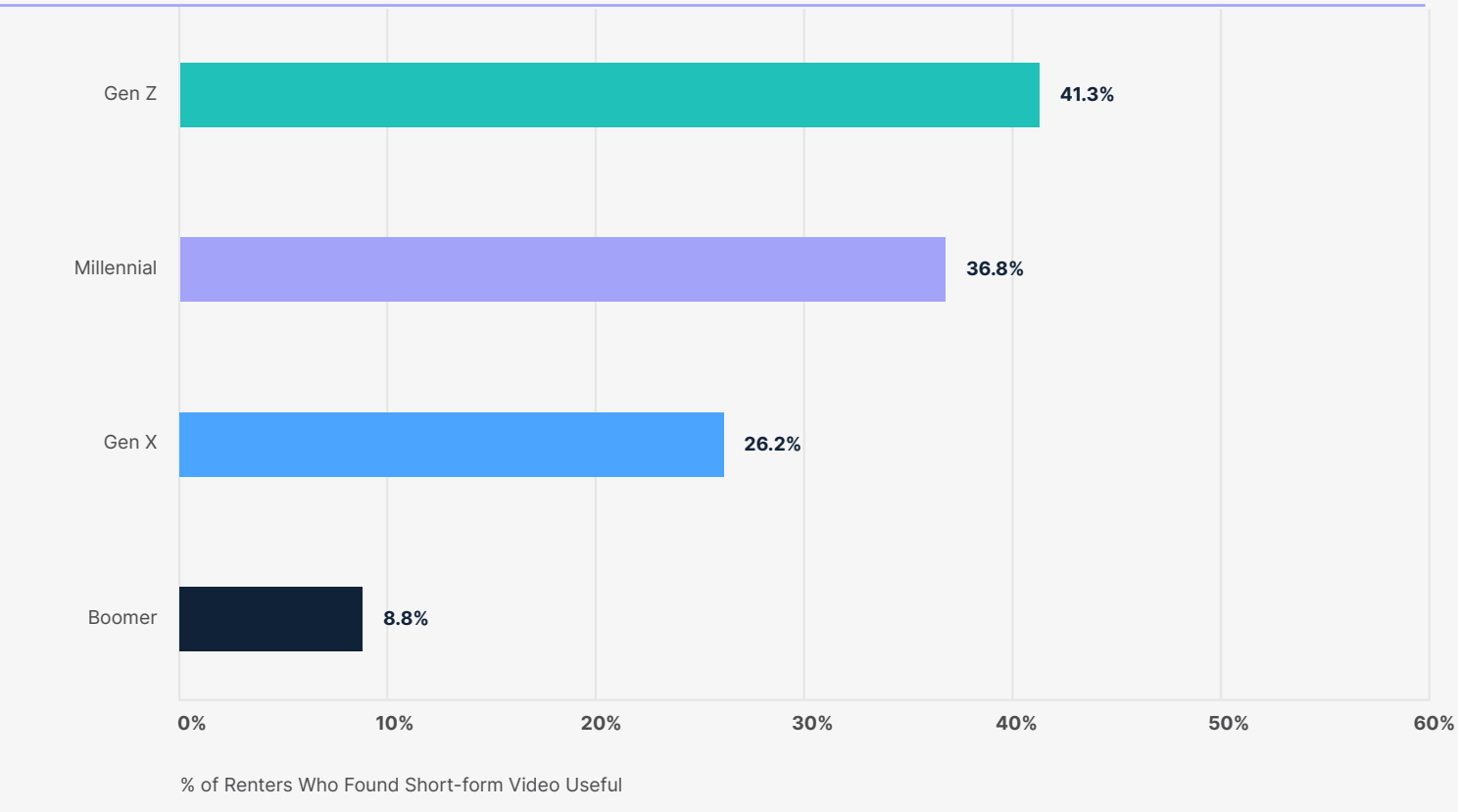
FORMAT PREFERENCE FRACTURES BY GENERATION

While professional photos and text-with-details resonate across all generations, short-form video preference drops from 41.3% among Gen Z to just 8.8% among Boomers (nearly a fivefold gap!).

The inverse is true for text-only formats, which 32.6% of Boomers prefer compared to just 22.5% of Gen Z. For management companies running the same content playbook across every property, this is a warning: **a one-size-fits-all strategy doesn't fit anyone particularly well.** Older renters, for example, who do use social media for their apartment search, are looking for specific, factual information above all else. **Knowing your resident mix and tailoring content to match is the difference between social media that drives engagement and social media that fills a calendar.**



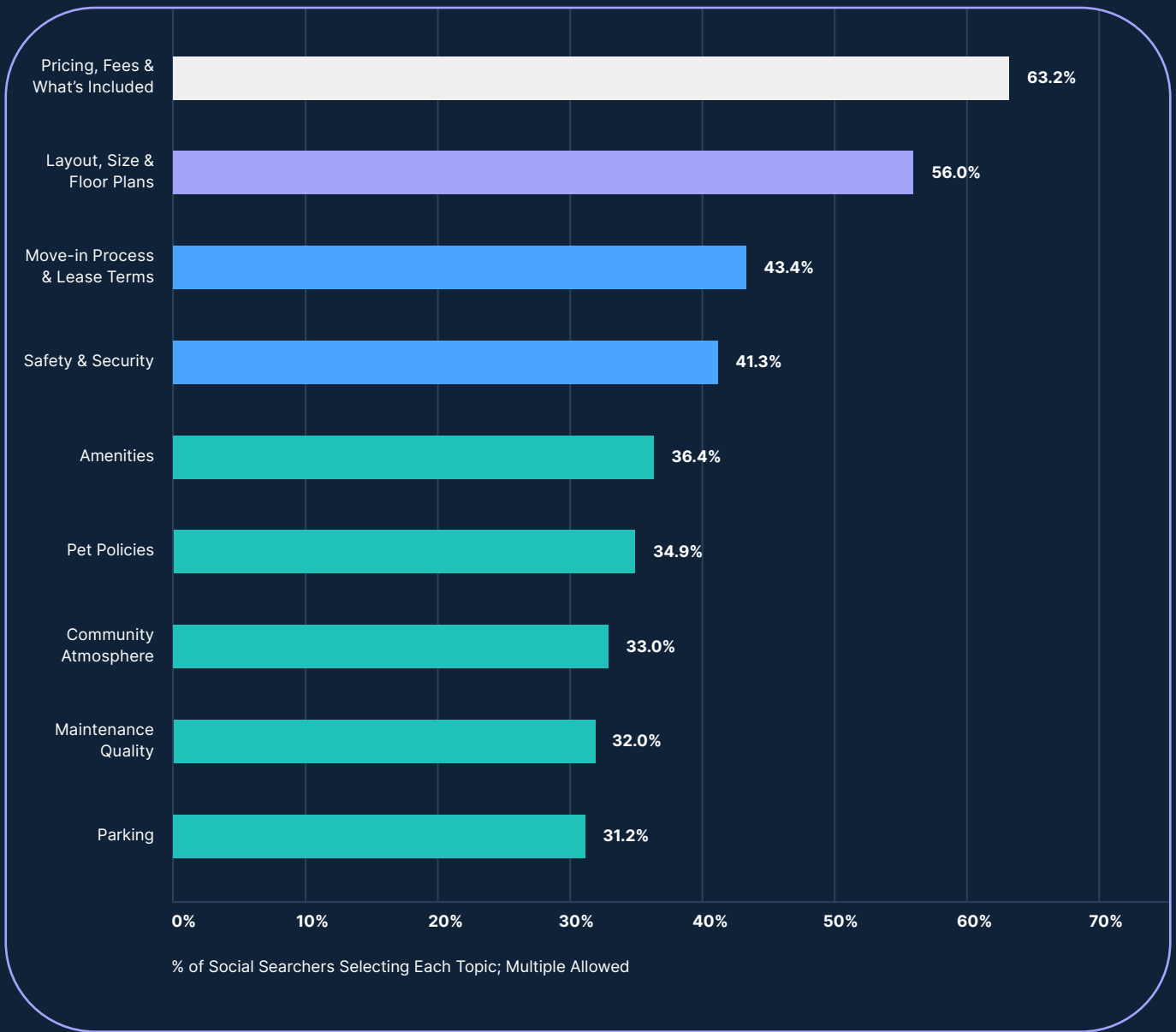
Short-Form Video: Usefulness by Generation



THE TOPICS THAT MATTER MOST

When asked which content topics most influenced their decision to reach out or learn more, renters are clear: pricing leads (63.2%), followed by apartment layout and floor plans (56.0%), and move-in process and lease terms (43.4%). The top three are all transactional — prospects want to know if a property fits their situation before investing more time. But the 2026 data adds an important layer: renters also want to feel what it's like to live there. **The most effective content delivers both emotion and information.** A leasing agent walking a prospective resident through a unit, narrating the floor plan and current pricing as they go, creates the same authentic, onsite feeling as an unscripted resident tour, while also answering the questions that actually drive a decision. The caption, the voiceover, the detail in the video — that's where purposeful content earns its keep.

Content Topics Most Influential in Decision to Contact



05

The Trust Formula

Trust is earned through specificity and evidence — not just polish. The signals renters use to assess credibility correlate almost perfectly with the inverse of what typical property marketing produces.

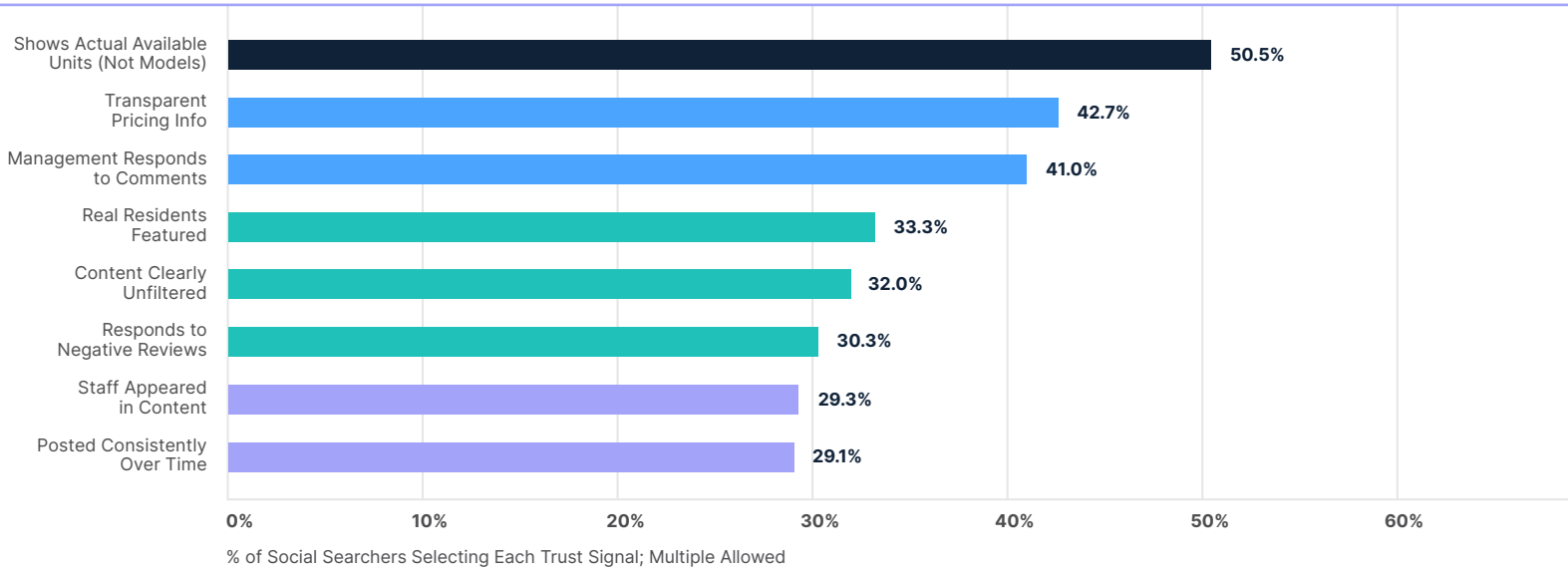
50.5%

said showing actual available units — not models or staged apartments — was the #1 trust signal

This figure sits at the top of the trust hierarchy by a meaningful margin. Renters have become sophisticated enough to recognize when they're looking at a model, and the gap between what's shown and what they'll actually get is a liability, not an asset.



What Makes Social Media Content Feel Trustworthy



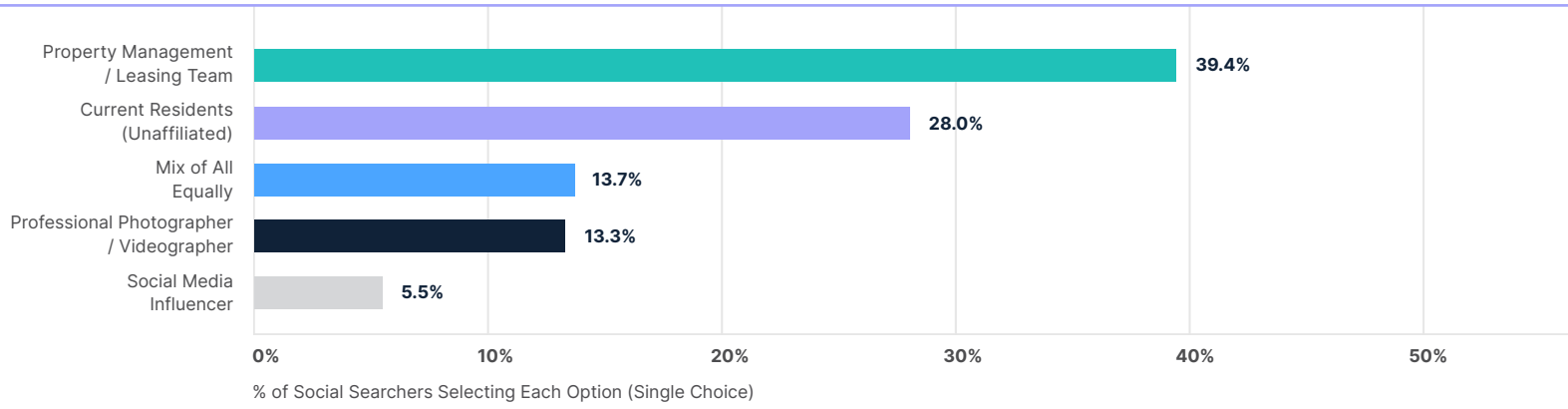
THE CREDIBILITY HIERARCHY

When asked which type of content creator they found most credible in evaluating a property, renters rank the property's own management or leasing team first (39.4%), a finding that may surprise those who assume third-party voices carry more weight.

Current residents in a non-affiliated role come second (28.0%), followed by professionally produced content (13.3%).

Social media influencers touring the property rank last at 5.5%, which should be a clear signal that renter **credibility is earned through proximity to the real experience, not follower counts.**

Most Credible Content Creator Type



The finding that content curated by management and leasing teams ranked as the most credible is also the most actionable one. It's important, however, to distinguish between having your staff showing available units, versus simply featuring them in a commonly used "meet our team" video — the latter of which is scored lowly (only 23.2% of residents said they wanted to see staff introductions as part of their property's ongoing content strategy). Renters aren't asking for influencer partnerships or expensive productions — they want to see the actual people who will manage their home showing them the actual unit they might live in. That content is free to make and uniquely powerful to publish.

06

The Content Red Flags

Every property's social media content either builds or destroys consideration. What makes renters less likely to pursue a property is as strategically important as what attracts them.



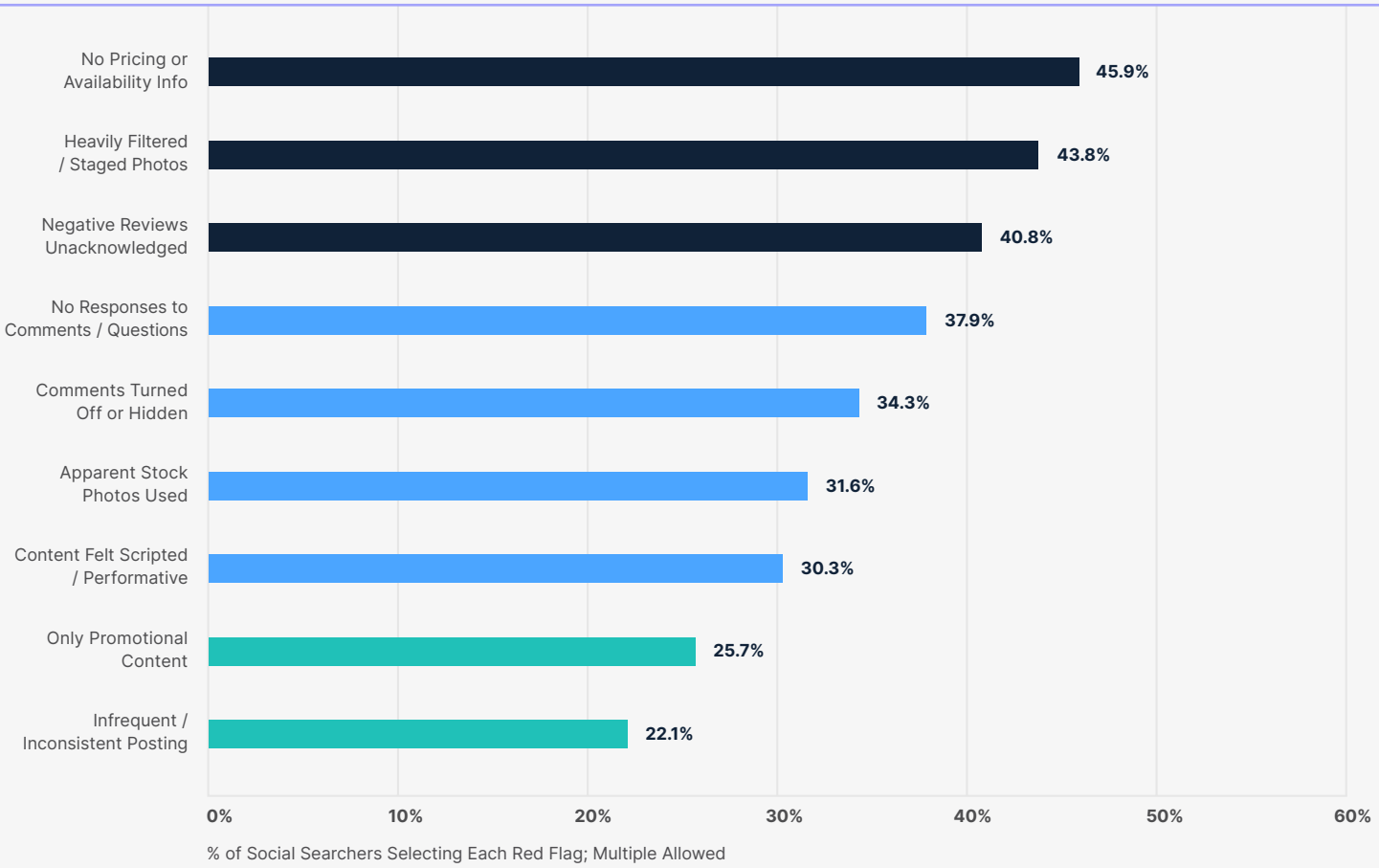
45.9%

said pricing or availability was never mentioned — the number-one red flag in the study.



Absent pricing leaves renters uninformed and actively reduces their likelihood of pursuing a property. **In a category where every renter's primary filter is affordability, withholding pricing signals either evasiveness or a mismatch** — neither interpretation helps leasing.

Content That Made Renters LESS Likely to Consider a Property



% of Social Searchers Selecting Each Red Flag; Multiple Allowed

THE AUTHENTICITY TAX

Four of the top nine red flags relate to authenticity failures. **Filtered photos, stock images, scripted content, and performative marketing all signal that a property is trying to manage perception rather than communicate truthfully. Renters respond to this pattern the same way they respond to evasive salespeople — by walking away.**

The other red flag, leaving negative reviews or comments unacknowledged (40.8%), connects to a separate but equally damaging behavior. **Silence on social media platforms reads as indifference.** The Internet Adventure VI found that only 5.1% of renters said responses to negative reviews do not matter. Conversely, a well-executed management response acts as a powerful conversion tool, actively increasing property confidence for 66.4% of renters.

Cross-reference: The Internet Adventure VI (2026) study found that 59% of renters avoid applying to communities they've previously considered because of negative reviews. Our red flag data tells the complementary story from inside social media: it's both the reviews and the way a property responds to them that trigger avoidance. Unacknowledged complaints on social media and unanswered negative reviews are the same failure displayed in different channels.

07

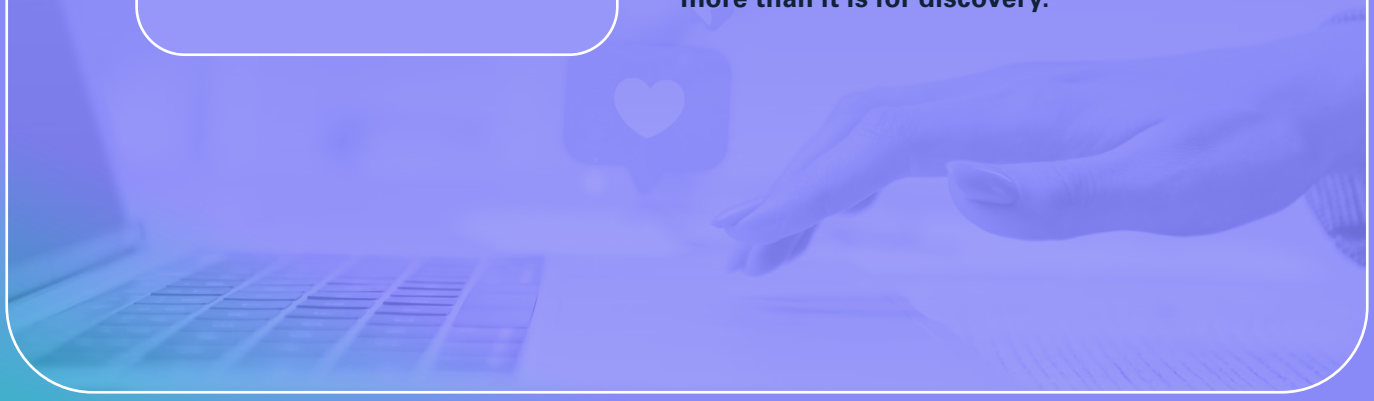
The Decision Moment

The moment a renter contacts a property or schedules a tour based on social media content is the highest-value moment in the social funnel. The 83% conversion rate among social searchers is remarkable, and its uniformity across generations is the real story.

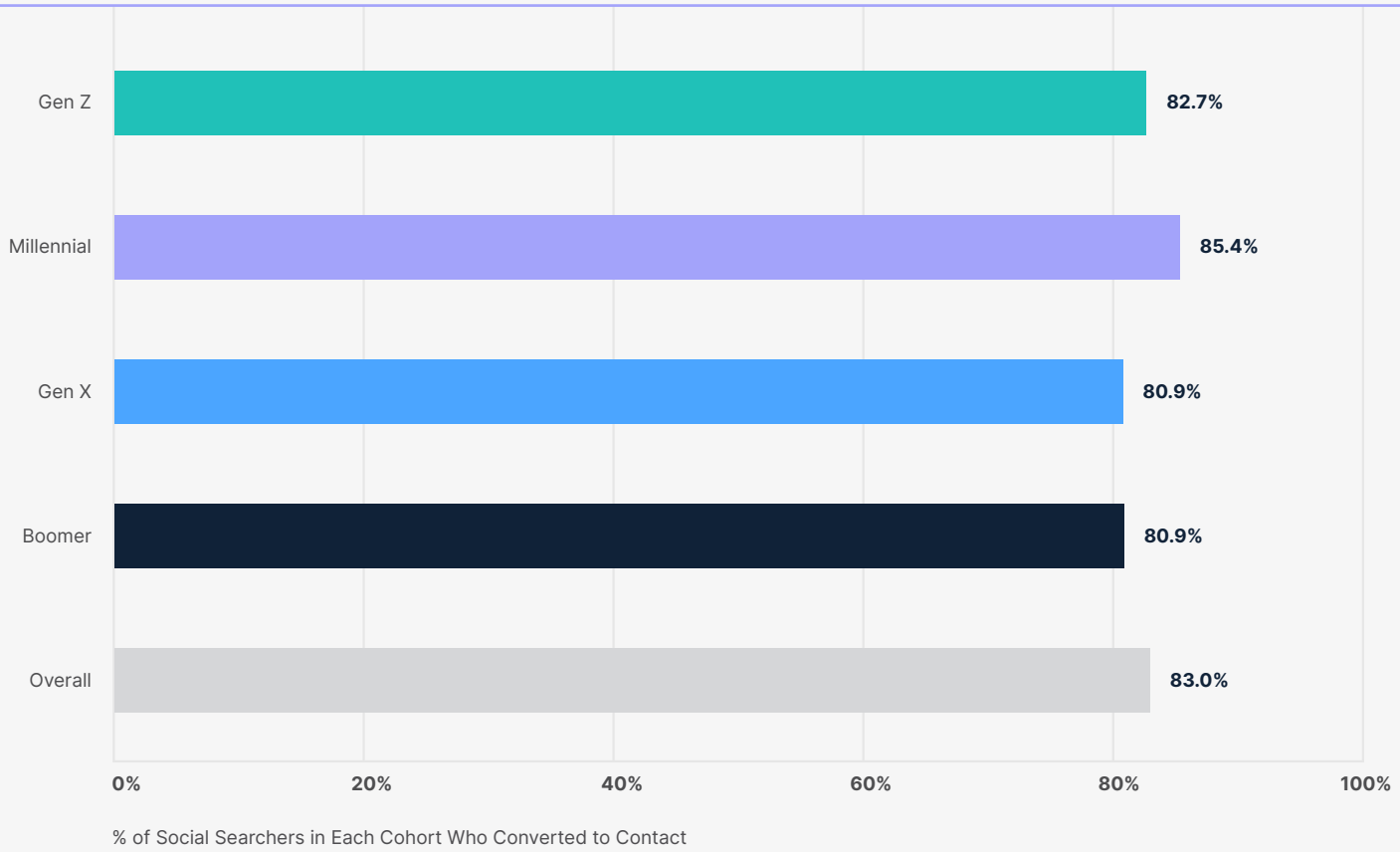
83.0%

of social searchers contacted a property or scheduled a tour based on what they saw

This number makes more sense when you understand where social fits in the journey. Per the Internet Adventure VI, only 10.1% of renters start their search on social media. Most begin on a listing site, use AI to summarize and compare, then turn to social for a feel check. By the time someone lands on your page, they've already shortlisted you. **Social media is a channel for verification more than it is for discovery.**



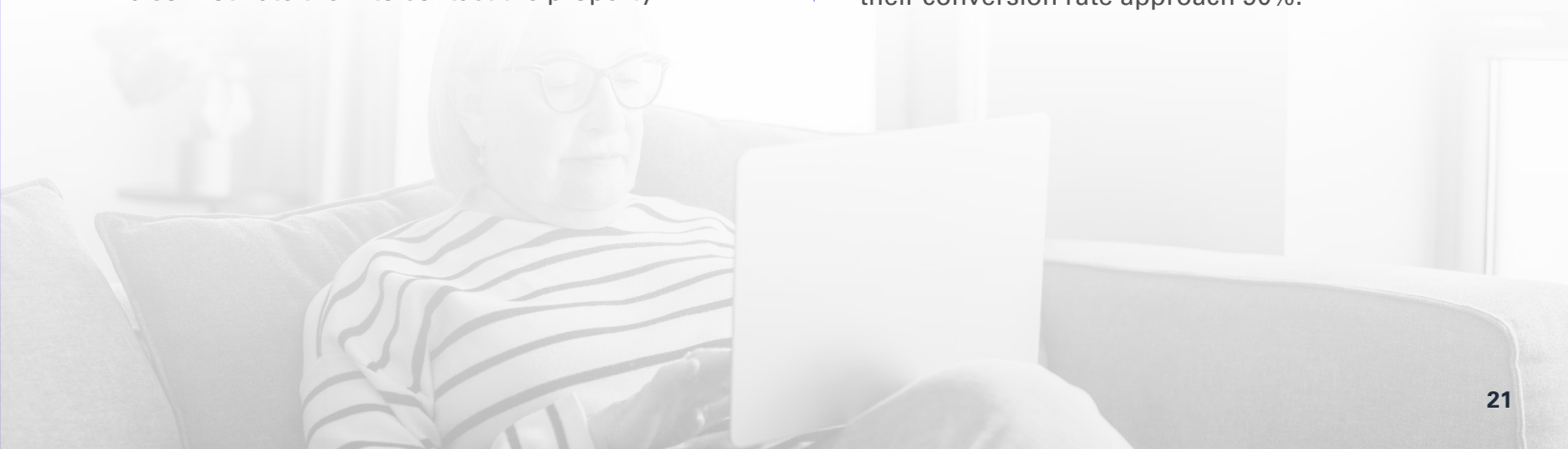
Contacted Property or Scheduled a Tour Based on Social Media



% of Social Searchers in Each Cohort Who Converted to Contact

The consistency across generations deserves emphasis. Whether a 24-year-old found your property through a TikTok video or a 67-year-old found it through a Facebook post, both convert to contact at essentially the same rate. The implication is that the content barrier to conversion is lower than commonly assumed. When social content is compelling enough to stop a renter's scroll, it can also motivate them to contact the property.

The 83% conversion figure also means that the 17% who don't act are worth understanding. They represent either self-selection (the property wasn't right for them regardless) or friction in the content experience. The high overall conversion suggests most of that 17% is self-selection. Properties that address the red flags in Section 6, The Content Red Flags may see their conversion rate approach 90%.



08 When They Don't Act

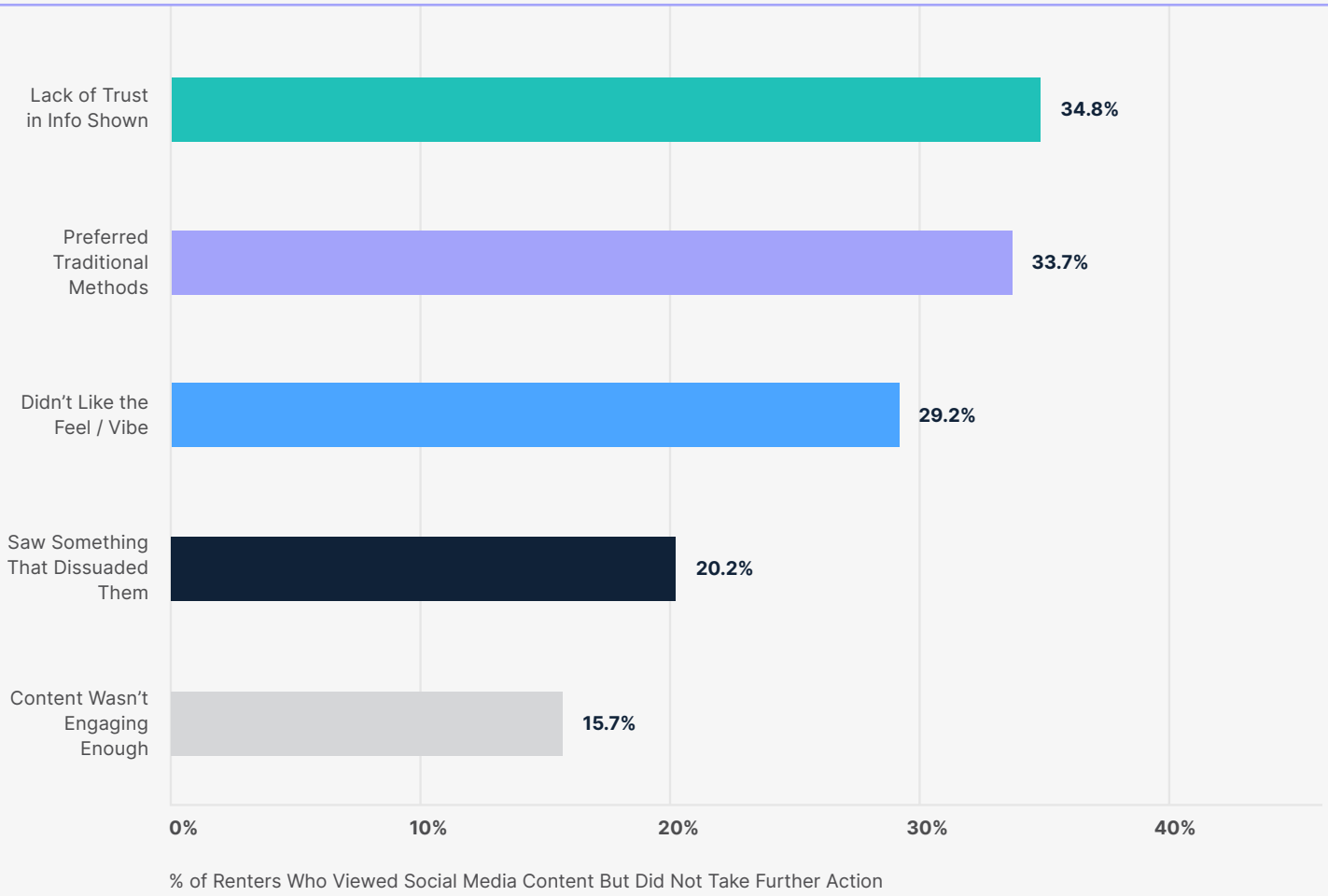
Understanding why 17% of prospects who discovered a property but stopped short of contacting it reveals the gap between social media presence versus performance.



Among the 17% of social searchers who did not contact a property or schedule a tour, the most common reasons split almost equally between trust-based hesitation and preference-based self-selection. 34.8% cited lack of trust in the information shown, while 33.7% cited preference for traditional search methods, meaning they defaulted back to listing sites or Google rather than continuing through social.



What Prevented Social Searchers from Taking Further Action



% of Renters Who Viewed Social Media Content But Did Not Take Further Action

THE COST OF THE TRUST GAP

That trust-based hesitation (34.8%) is a cost paid primarily by properties that haven't solved the authenticity problem. **Internet Adventure VI found that only 18.2% of renters felt a property's social media accurately reflected reality, while 28.2% said the real experience was significantly better, and 27.5% said it was significantly worse.** In other words, roughly 56% walked in with the wrong expectation. The channel isn't failing renters; the content is. What they're looking for is a keyhole view, a genuine sense of what it feels like to live there. Until social media delivers that, trust will remain the barrier between a renter who considered contacting a property and one who actually did.

The 29.2% who "didn't like the feel or vibe" represent something different — the social content worked as designed. It communicated the community's character clearly enough that this renter correctly self-selected out. **That is social media doing its job. Not every renter is the right renter, and clear, honest content helps both sides make that determination efficiently.**

09

Life After the Lease

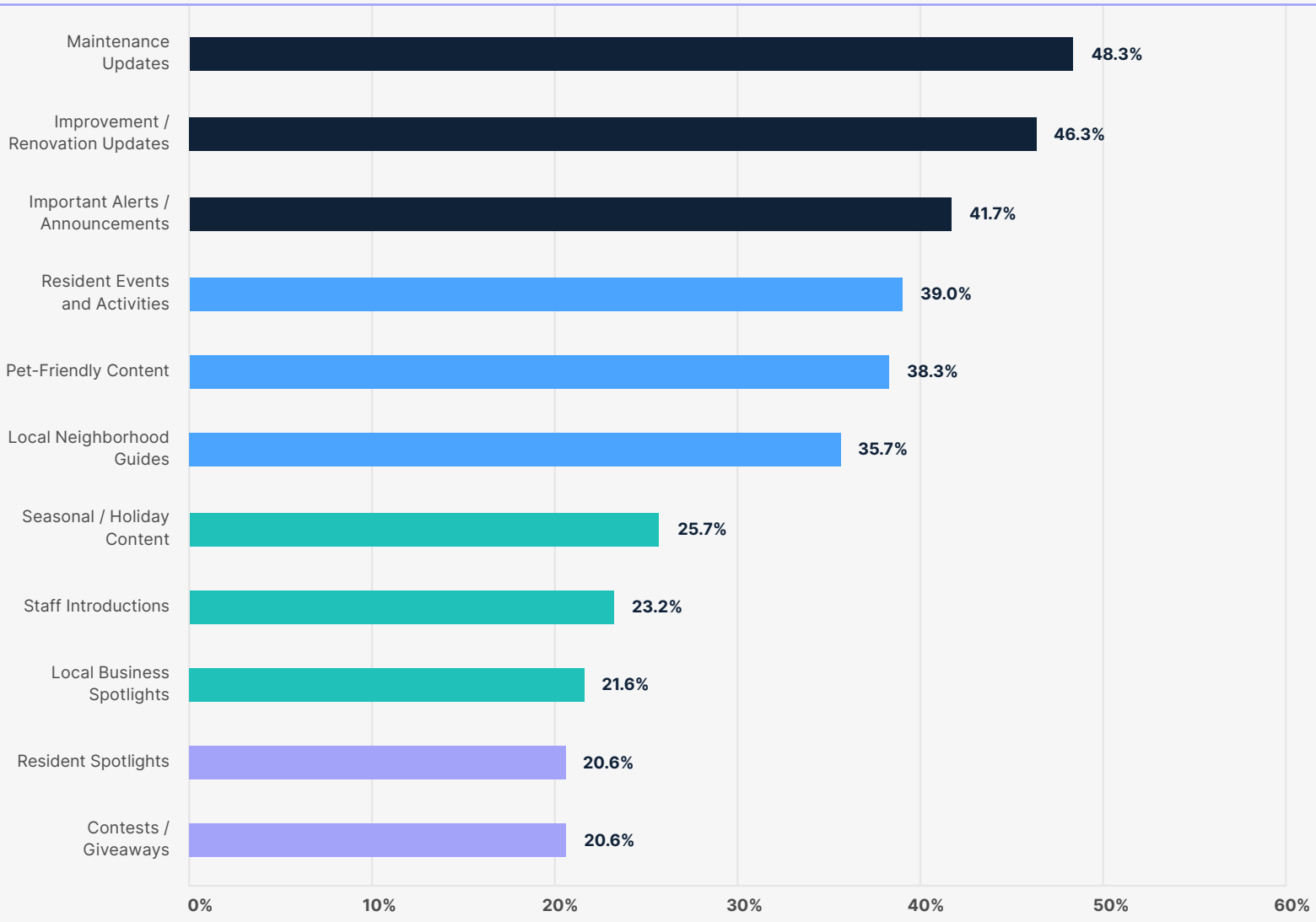


THE RESIDENT CONTENT APPETITE

Once signed, what do residents actually want from their property on social media? The answer is more utilitarian (and more urgent) than most content calendars reflect.

Residents' top content requests are dominated by practical, property-specific information: maintenance updates (48.3%) and renovation and improvement updates (46.3%) lead the list, followed by important property alerts (41.7%) and resident events (39.0%). Pet content rounds out the top five at 38.3%, reflecting the high percentage of renters with pets and the outsized role that pet policies play in apartment selection.

Content Residents Want to See From Their Property



% of All Respondents Selecting Each Topic; Multiple Allowed

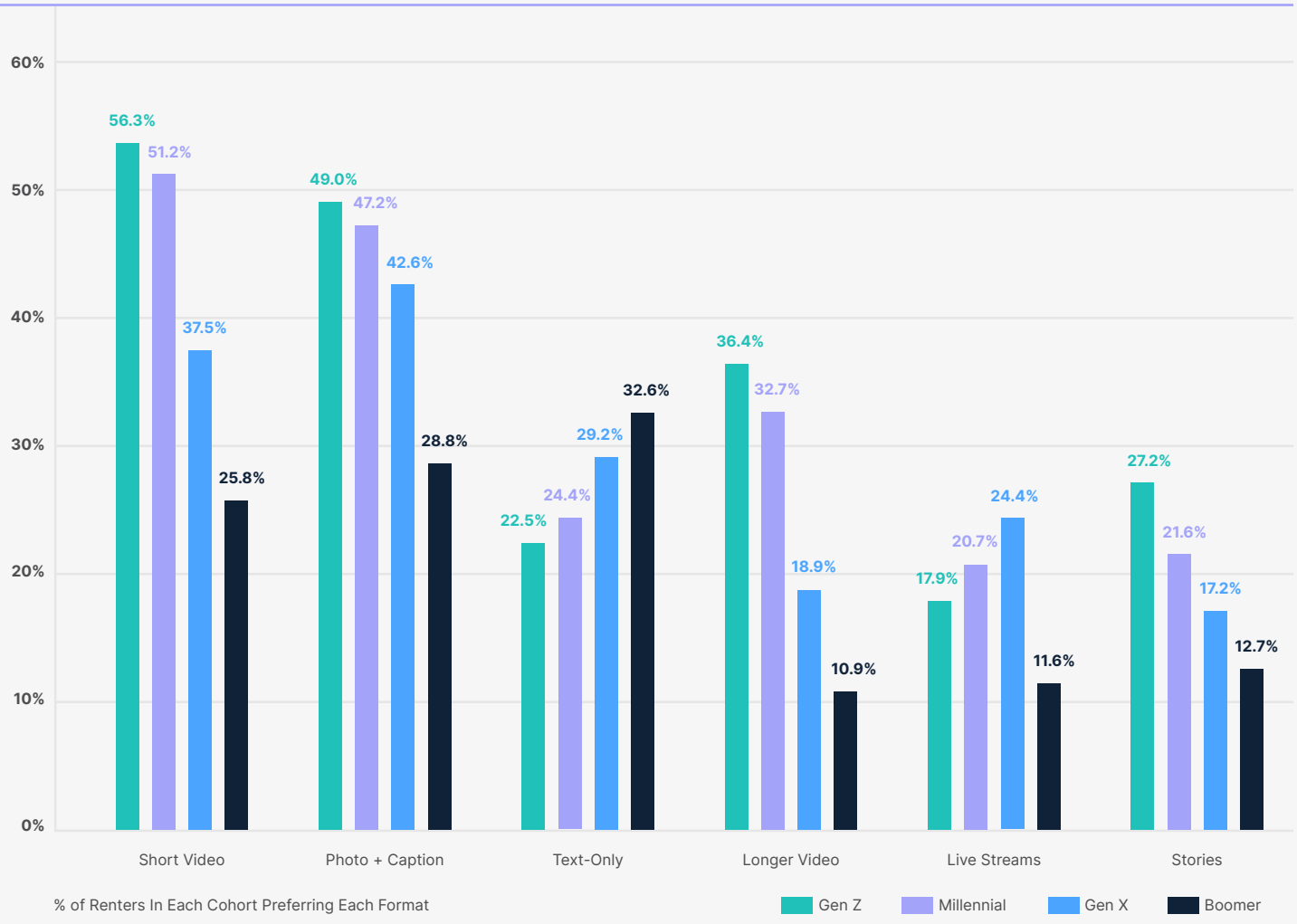
The dominance of maintenance and improvement content in resident preferences mirrors a finding from the 2025 From Clicks to Keys study, where maintenance updates ranked as the top content preference across all generations. The consistency across both years reinforces the mandate: residents follow their property's social media primarily to stay informed about their home — not to be entertained.

WHAT FORMAT WORKS FOR RESIDENTS

When it comes to how residents prefer their property to communicate, short-form video (41.1%) and photos with captions (41.4%) are nearly tied at the top and both significantly outpace longer video formats. Text-only posts (27.6%) have a meaningful audience, particularly among Gen X and Boomer residents. Stories and live streams both register around 19%, indicating a minority-but-significant appetite for more ephemeral and live content.



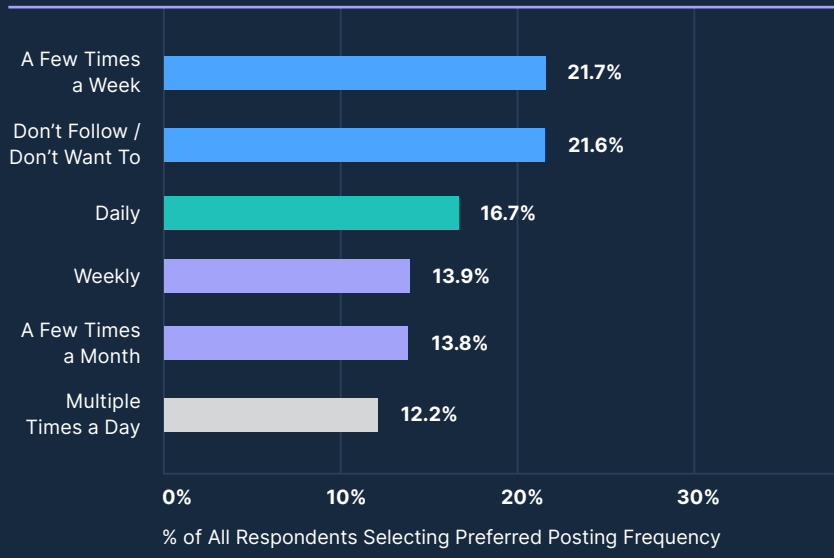
Preferred Content Format for Property Social (Residents)



POSTING FREQUENCY: HOW OFTEN IS RIGHT

21.7% of residents want posts a few times a week (the single most-requested frequency) while 16.7% want daily content. **Together, that's roughly four in ten residents asking for a consistent, high-frequency presence.** The data points to two to three posts per week as the sweet spot: frequent enough to stay visible, without crossing into the multiple-daily posting only 12.2% actually want. Notably, 21.6% say they don't follow and don't want to, which is a reminder that social media shouldn't be the only communication channel.

Ideal Posting Frequency for Property Social Media



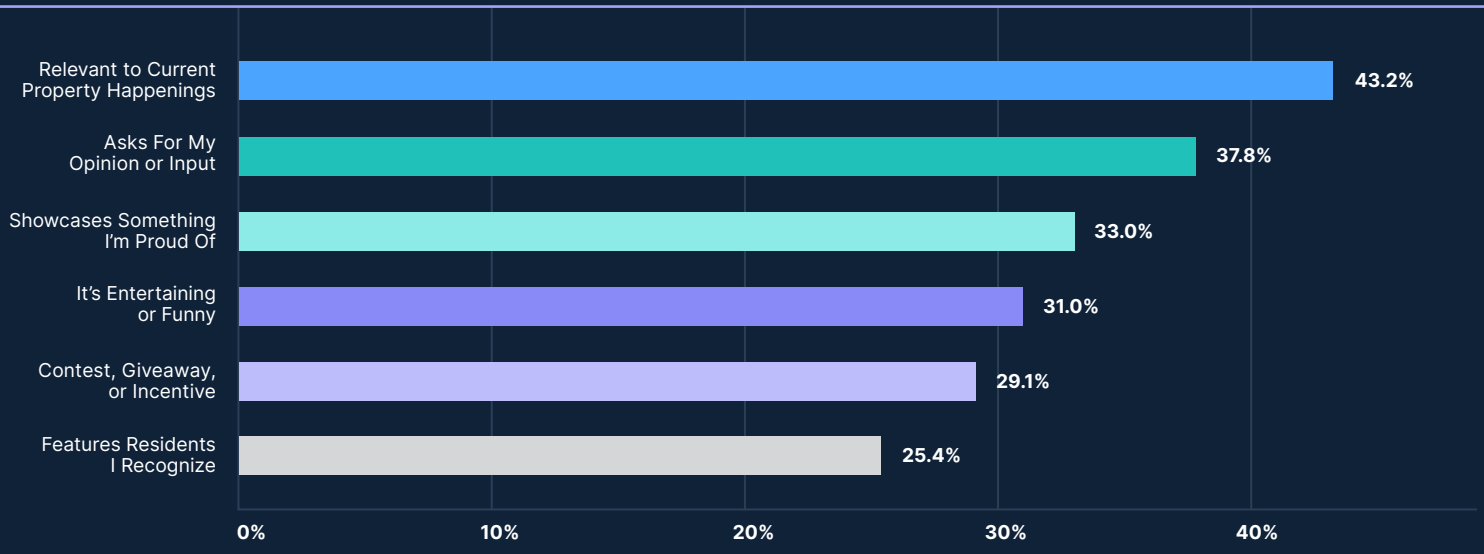
% of All Respondents Selecting Preferred Posting Frequency

WHAT KEEPS RESIDENTS ENGAGED

Liking, commenting on, or sharing a property's post creates social proof. These interactions are visible to followers and can signal a healthy community. Understanding what triggers it matters.

Residents are most likely to engage when a post is relevant to something happening at their property (43.2%), reinforcing the primacy of timely, local content over templated lifestyle posts. The next-highest driver is asking for their opinion or input (37.8%), a finding that points to the value of interactive formats like polls, questions, and feedback requests.

What Would Make Residents More Likely to Engage with Property Posts



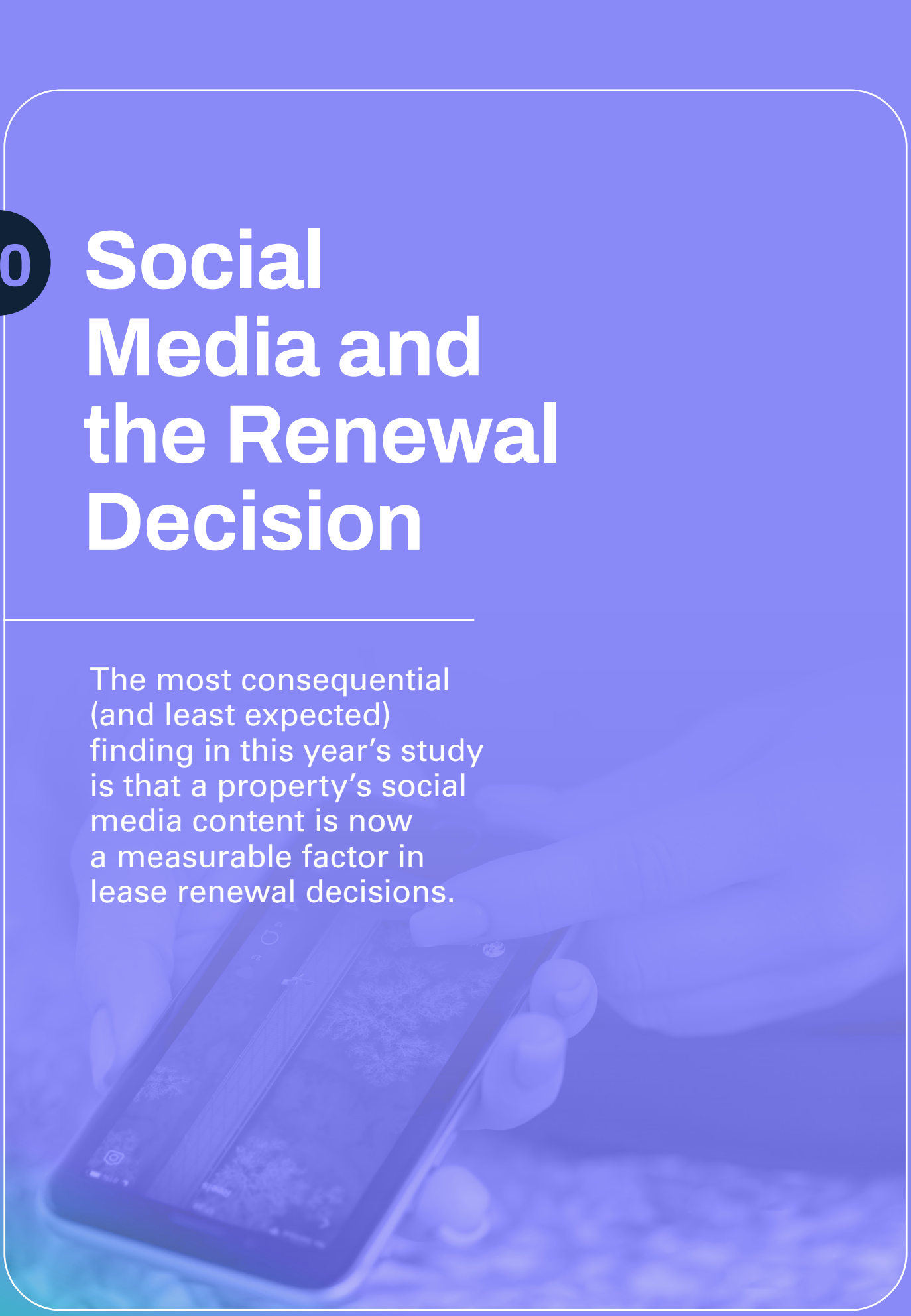
% of All Respondents; 19.4% Said They Wouldn't Engage

The 33.0% who say they'd engage with a post that showcases something they're proud of reveals an underutilized lever: community pride. Highlighting a property upgrade, a community achievement, or a unique amenity in a way that lets residents feel proud to be associated with it is likely to outperform generic lifestyle content by a significant margin.

10

Social Media and the Renewal Decision

The most consequential (and least expected) finding in this year's study is that a property's social media content is now a measurable factor in lease renewal decisions.



23.7% of current residents say their property's social media content made them more likely to renew, while 9.3% say it made them less likely to renew. **Together, that means one in three residents have had their renewal trajectory influenced in either direction by their property's social media presence.**

The directional split matters: **positive influence outnumbers negative by more than 2.5 to 1,** but the 9.3% negative shouldn't be dismissed. **Internet Adventure VI found that 75.9% of residents say proactive, year-round communication makes them significantly more likely to renew.** Social media is one of the most scalable ways to deliver that, which means a property posting inconsistently or inauthentically isn't just missing a marketing opportunity — it's failing a communication expectation residents have already told us drives renewal.

23.7%
more likely to renew due to property social media (overall)

9.3%
less likely to renew due to property social media

44.9%
not influenced by property social media

22.1%
don't follow their property on social media

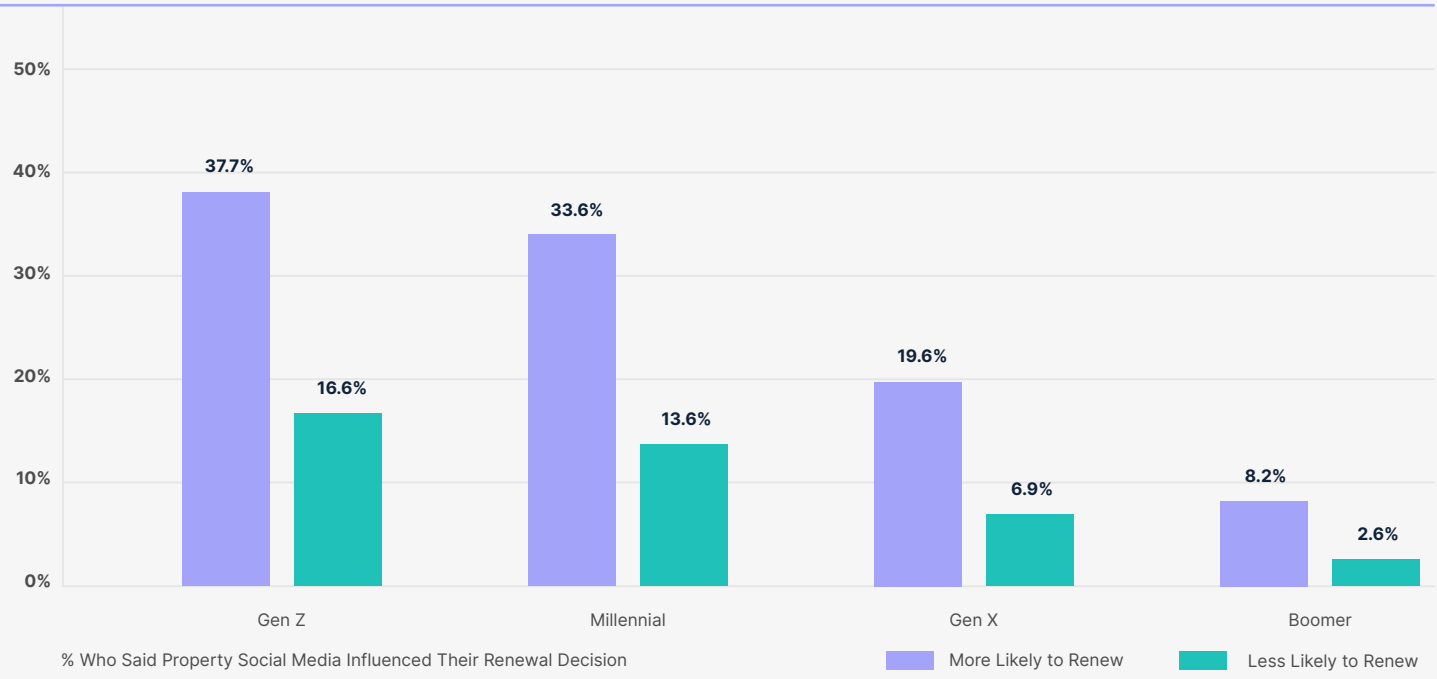
37.7%

of Gen Z residents say their property's social media made them MORE likely to renew

This is the highest renewal influence figure in the study and represents an entirely new data point in multifamily research. Social media's role in renewal, which was previously unmeasured, is most pronounced among the cohort that will increasingly dominate the renter pool over the next decade.



Social Media Influence on Renewal Decision by Generation



WHAT THIS MEANS FOR RETENTION STRATEGY

The renewal conversation, the annual moment when a resident decides whether to stay, is shaped by twelve months of interactions, impressions, and experiences. The Internet Adventure VI study found that 73.9% of renters say a single serious unresolved issue will jeopardize their renewal. **Social media is now one of the channels where those issues surface, accumulate, and resolve (or don't).**

Properties that understand this shift will treat their social media content as a resident experience function. Maintenance communication, event promotion, acknowledgment of resident feedback, and transparent property updates are retention investments with a measurable return among the cohorts most likely to respond to them.

The renewal influence data is brand new to the multifamily industry — no prior study has measured this connection with primary survey data. The finding that 37.7% of Gen Z residents are more likely to renew due to their property's social media at a moment when Gen Z is entering peak renting years deserves to be treated as a strategic signal.

THE BROADER PROPERTY IMPORTANCE QUESTION

When asked whether their property being active on social media matters to them, the largest group (28.6%) says "might or might not," a noncommittal middle that likely shifts toward "yes" as exposure to a property's social media increases. 30.6% actively endorse importance (Definitely yes + Probably yes).

Among Gen Z, 45.7% rate a property's social media presence as extremely or very important when deciding where to live, compared to just 9.7% of Boomers.

11 Conclusion

The 2026 edition of From Clicks to Keys establishes a new reality for multifamily marketing: social media is no longer just a top-of-funnel discovery engine. It is a full-lifecycle tool that actively drives prospect discovery, influences the final leasing decision, and measurably boosts resident retention.

The content that wins across all three of these stages shares a common DNA: it is real, specific, and earned. To capitalize on this shift, properties must abandon polished, generic marketing and implement a transparency-first strategy.

Stop treating social media as a billboard and start treating it as your most transparent leasing agent. **You don't need a massive production budget to dominate your market, but you do need authenticity. Grab a smartphone, walk into an available unit, and have your team film a genuine, price-inclusive tour today.** The properties that stop performing and start proving will capture the next generation of renters.

12 Recommendations

The findings from Clicks to Keys 2026 make one thing clear: an effective social media strategy requires more than consistent posting and engaging content.

Renters are using these platforms to find properties, evaluate their options, and validate what they see elsewhere in their apartment search. **For multifamily operators, the opportunity lies in creating content that is easy to find, answers meaningful questions, and builds the confidence renters need to take the next step.**



01 Make Your Property Easy to Find

Optimize searchable property profiles, link social accounts to apartment listings, and maintain a presence in relevant community groups. Direct searches (43.2%) and listing-site referrals (42.5%) are the leading discovery pathways, making visibility essential.

02 Show the Reality, Not the Model

Film walkthroughs of actual, available apartments. Real spaces serve as the ultimate trust signal (50.5%).

03 Let Your Onsite Team Build Credibility

Management and leasing teams ranked as the most credible content creators (39.4%), while influencers ranked last (5.5%). Feature real employees sharing firsthand knowledge, answering questions, and showing the community as renters will actually experience it.

04 Give Renters the Information That Drives Decisions

Prioritize practical content over promotional posts. Pricing and fees (63.2%), floor plans (56.0%), and lease terms (43.4%) are the topics most likely to drive action. Share current availability, clear property details, and walkthroughs that help renters make informed decisions.

05 Be Transparent With Pricing

Include a price range, starting rate, or clear Call-to-Action in every discovery post to eliminate the #1 prospect red flag (45.9%).

06 Close the Trust Gap With Authentic Content

Lack of trust prevented 34.8% of social searchers from taking further action. Avoid filtered photos, stock imagery, and scripted content that create unrealistic expectations. Prioritize accurate property information and authentic experiences that build confidence before a visit.

07 Align With Resident Interests

Build your retention content calendar around what current renters actually want to see: maintenance (48.3%) and property improvement updates (46.3%).

08 Balance Your Posting Strategy

Aim for 2-3 posts per week, mixing leasing-focused content for prospects with community updates and useful information for current residents. This balance helps attract new renters while keeping existing residents engaged.

09 Track The Full Lifecycle

Stop measuring only lead generation. Begin asking renewing prospects if social media influenced their decision, capturing the 37.7% of Gen Z renters whose renewals are driven by your digital presence.

10 Prove Your Responsiveness

Reply to all comments and negative reviews publicly. Visible silence actively drives prospects away.

From Clicks to Keys

The Research-Informed Content Calendar

A Sample Month

Leasing & Availability Lifestyle / Community Experience Useful Information / Renter Support

WEEK 1

MON	WED	FRI
Pricing + Availability FB | IG Real apartment photo + starting rent State fees and current availability.	[blurred]	[blurred]

WEEK 3

MON	WED	FRI
[blurred]	[blurred]	[blurred]

Post Regularly
The sweet spot for prospects and residents is 2-3 posts per week.

Facebook First
82.7% of social searchers used Facebook based on the study.

Real + Useful
Lead with price, actual apartments, and resident information.

Research Basis: J Turner Research, From Clicks to Keys 2026.
*TikTok is a great add-on for younger target audiences. Example schedule is editorial guidance, not a measured optimal frequency.

The Non-Negotiables

1. Show actual apartments
2. Include price/availability
3. Respond to comments
4. Avoid stock or over-filtered imagery





WEEK 2

MON	WED	FRI
[illegible]	[illegible]	[illegible]

WEEK 4

MON	WED	FRI
[illegible]	**Life at the Community** FB | IG Authentic event / neighborhood photos Feature a genuine resident experience.	[illegible]

Turn renter insights into a smarter social strategy.

Discover the J Turner Social Tool and put the findings from From Clicks to Keys into action. J Turner Social clients receive an exclusive, research-informed content outline, crafted to help guide what to post, where to post, and how to connect with today's renters.

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2026

From Clicks To Keys



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