**Monthly Student Social Themes for Smarta**

**Global Themes:**

**Smarta Purples**

**Squares>Circles in designs**

January - Introducing the best way to rent off-campus

February - Fall in Love with Smarta, coming to SU and U Buffalo this fall. Referral opens (example prize: Smarta t-shirt)

March - Smarta: Built by students, for students. Coming this August

April - Sign up for Smarta now and refer friends to earn rewards. Press, outreach and more

May - Have a Smarta Summer (subleasing for internships, renting homes for vacation, finishing finals)

June - Power to the students: take control of your off campus housing with Smarta tools

July - Freedom: escape the chains of on-campus housing

August - Hello SU and U Buffalo!!

* Insta: Follow Smarta and share this post to your story to enter to win a PS5
* Snapchat: 2 sets of short graphic video ads with focus on searching, applying and signing all online
* Smarta Ambassadors Intros

September - It’s never too early to lock in your home for next year

* Insta: Showcase properties available on Smarta, stats about how many homes will be rented by the end of the month, push students to search on Smarta with Smarta Rewards giveaways on random listings
  + Revenue potential: create stories templates to showcase homes, properties can pay $50-200 to be featured for 24 hours, $750 to be featured for an entire week
* Snapchat: 1 set of graphic video ads same as August, optimized based on analytics

October - Don’t Get Left Out in the Dark Next Halloween

* Insta: posts about not having a home to go back to after partying all night on halloween, spooky-esque posts about being left alone in the dark, and Ambassador halloween costumes
  + Off-campus housing decorating contest
    - Students send us pictures of their homes decorated, we post 3 winners. The winners get a Smarta swag bag
  + Continue with sponsored story posts
* Snapchat ads: Don’t Get Left Out in the Dark campaign. Short, spooky videos about not finding housing in time and being left alone outside
  + Sponsored ads: Properties can pay us to advertise their properties with spooky frames and animations for 1 week for $500
    - October is a top month for renting homes

November - Friendsgiving is better off-campus

* Insta: highlight the fun benefits of living off-campus, the things friends do when they live together like eating dinner and cooking together, and more feel-good content for a month about thankfulness
  + Continue with sponsored story posts
  + Ask students to send us pictures of their Friendsgiving in an off-campus home and we’ll make a post or story posts highlighting them with cute Smarta Friendsgiving frames
* Snapchat ads: Student cooking microwave turkey dinner in microwave of dorm room versus friends all taking a turkey out of the oven

December - 25 Days of Renting

* Insta:
  + “All I want for Christmas is:” campaign
    - A heater that doesn’t break
      * Image of student hitting pipes with a wrench
    - An easier way to pay rent
      * Student walking through blizzard with check
    - A gym that isn’t as weak as me
      * Skinny student in basement with basic gym equipment
    - A better view from my bed in the morning
      * Student waking up to view of a wall out their window
  + Stories
    - Each day leading to Christmas, we will highlight a random student renter each day and send them a Smarta t-shirt. Students must submit a selfie and what they want for Christmas at any point between November 28th - December 23rd to enter

**January:**

\*Setting\*

Students struggling with meeting landlords and filling application. Maybe a students chilling on a couch and opening a smarta app. this can be a carousel with multiple pages.

“Every day in college is an adventure and you need a place to call home. Smarta makes it fun and easy to find your perfect off-campus housing.”

“Quicker than Craigslist or Roommates.com. More accurate and less expensive than a realtor. 25% to 40% cheaper than the local student housing average. 🏡”

**February:**

\*Setting\*

a couple sitting on a couch watching a movie, another couple having dinner, another couple maybe cooking dinner? stuff like that inside an apartment or house.

“Happy Valentine’s Day! 💋🎁 Whether you want to live in, date in or just make the most of your college town — we can help. Our students use Smarta to find their ideal off-campus housing every year, and they’re usually wowed by how great it is. You might as well give it a try -- it’s free to use and we don't spam. Apply now”

I am also thinking about “reversing Valentine’s” for the single students. Trying something witty like “Single? find another single students to live with off-Campus with Smarta”

**March:**

\*Setting\*

College students working on the Smarta App on a college campus or a coffee shop

\*Can be a carousel as well with the copy!\*

“Smarta—we help freshman find off-campus housing. 4 in 5 college freshmen move off campus by sophomore year but finding the right place can be stressful. If you haven’t heard of us, we’re on a mission to reinvent the housing search. Our mobile app lists every open slot at every apartment complex near your university. When you sign up it takes 5 minutes for us to find your credit score, and in 90 seconds we show you listings that square perfectly with your income”

“🚗🚖🏫🏡 It’s easy to find a place to live.”

**April:**

\*Setting\*

This month can be typography based since we don’t have a \*screaming\* topic. Also we can have one person showing the phone to another friend as in “referring”

“Smarta is the easiest way to find, rent & pay for off-campus housing near your college. Now with special rewards and gift cards from all of your favorite brands if you refer a friend!🎁 🍾”

**May:**

\*Setting\*

Some students in an apartment pool or a cookout party

“Smarta is New York’s best off-campus housing marketplace for college students. Find your dream place today! 🏠”

“Summer housing is limited; let Smarta help you find a room for rent. Chat, book, pay, move in!”

**June:**

\*Setting\*

“College can be really stressful. So we built Smarta so you don't have to stress about finding off-campus housing for next semester. Let us do the work for you. Take control of your off-campus housing with Smarta Tools”

**July:**

\*Setting\*

4th of July celebration/ fireworks

“Sick of living in a dorm and ready to move into something more your style? We know… we were tired of dorms, too. Smarta helps university students find off-campus apartments that match their lifestyle and escape on-campus housing. Find yours! 🏘”

**August:**

\*Setting\*

For the \*giveaway\* we can have the PS5 set up in an apartment and have the caption “Follow and share for a chance to win”

For SC short videos of how easy it is to sign up and search, taking footage from the actual app.

The Smarta Ambassadors Intros can be on Stories/ Tiktok/ Reels

We also could promote our IG page on other platform allowing them to win a PS5 as well.

Smarta—the newest way to find off-campus housing in your college town is NOW AVAILABLE. It’s built for college students, by college students. To find it, just swipe ➡️ We’ve teamed up with top universities across the US to make Smarta a smoother way to house hunt. ✅ New places are added every day. 👌”

**September:**

\*Setting\*

A student “locking” the apartment door or something along those lines.

**October:**

\*Setting\*

Halloween theme (of course). 1- A student in the dark while the apartment is lit up and a party is inside for example.

**November:**

\*setting\*

“Friendsgiving” indoors/outdoor area.

**December:**

\*Setting\*

Christmas theme; doing all the (all I want for Christmas is)