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The Top 10 Property Management Companies on Social Media for 2018 is presented by Salvatore Friscia, property management social media pioneer, creator of the Property Management Social Media Bootcamp Course, and founder of San Diego Premier Property Management and TenantFinder.

The Top 10 Property Management Companies on Social Media is not a popularity contest, but a way to spotlight residential property management companies that are using social media platforms to provide value within their local communities and the residential property management industry.

The article was compiled to recognize the growing importance of using social media and social media marketing as an invaluable tool within the property management industry to engage, cultivate, and promote brand recognition and relationships with potential and existing clientele.

After weeks of research, sifting through hundreds of posts by dozens of property management companies across the nation, our honorees were chosen due to their ability to provide quality content, bring value to their social communities, and positively enhance the industry.

Companies were vetted not only by their amount of followers, but by quality of content, platform activeness, and overall engagement from their social communities.

The social platforms Facebook and Instagram were evaluated to determine rankings. The site socialblade.com was used in conjunction with a matrix that weighed the following analytics: number of followers, average likes, average comments, business page rankings, Facebook

business page grade, and number of people talking about.

Seeing an opportunity to recognize the success of others, the following list has been compiled of the Top 10 Property Management Companies on Social Media for 2018, as well as 3 runners-up.

Congratulations to the Top 10 and 3 Runners-Up! We look forward to seeing the great content you produce this year!

8) Atrium Management Company



Score: Facebook 31 | Instagram 15 | Overall 46

Atrium Management Company is Florida's lone representative. They have a strong Facebook business page with over 2.4K likes and use a great mix of live video and prerecorded video to garner solid engagement from their social community. They're building a strong Instagram page as well, using a variety of solid visually appealing content.