Here's our SWOT analysis.
       Strength- Amenities
       Weaknesses- Reputation
       Opportunities- Convenience
       Threats- Other off campus living options

The Strength in our amenities is that we have some of the same amenities as other on-campus residences such as fully furnished bedrooms and on-site Laundromats.

The Gardens also has a community center where you have access to computer labs, meeting rooms where you can study or hang out in the lounge area.

What's great and sets us apart from the on-campus dorms & residences is that we don't require the mandatory meal plan, which we all know is super expensive and doesn't get used often.

Also, if a resident wants to leave for the summer but knows they are coming back, they can leave their belongings behind for a small cost. That way you don't have to pack up everything to take home, unpack and then repack in 2 months just to bring it back to unpack again.

These apartments do allow you to stay for the winter break, unlike the dorms which close and kind of makes everyone leave.

Another thing they allow when you need to leave like for students who didn't plan on studying abroad but do get accepted and no longer need their apartment, they sometimes can forgive rent which basically gets you out of your contract early so that you don't have to pay for both living in college station and in another country cause we all know us poor college students can't afford that.

THE weaknesses in our reputation is that everyone sees The Gardens as a living option for married and international students only. This isn't true because they basically accept any student with 30 or more credit hours and is in good academic standing which includes student with families, are in the military, and even grad students.

Picture
Here we have The Gardens facebook page, as you can see they currently have 250 likes and as Callie had said, we want to get 250 more which means doubling their numbers that they have now.

As for our tactics on creating automated facebook posts in advanced is because The Gardens currently does not have the man power to update their page every day or even every week so we have come up with the solution that takes advantage of the new feature that allows you to come up with posts for the future.

I don't know if many of you have used this feature yet but it's mainly for facebook pages, not really our personal facebooks but you can use the activity log to either schedule or backdate a post and even come back and update or add more if you need to.

Here we have facebook posts for the month of January already planned out and ready to go. On the handouts that Caroline and Dr. Deb have, they can see the future dates we have selected and the content for that post already planned out. The posts we have chosen sort of interacts with their viewers so it's more engaging, we mention things that the apartment could be hosting and mention school activities like supporting our men's basketball team.