

What You Need To Know About Social Media

Instructor: Jeffrey Raskin

Introduction:

We will be learning about the absolute essentials of exactly what we need to be out there in front of the public, as well as communicating with our fellow REALTORS® - online, with social media.

Goal:

This will be a hands on class where we will actually go over the essentials of five important websites to inform the consumer as well as other REALTORS® what is happening in our market.

[Facebook.com](https://www.facebook.com) – Most of us have a personal Face Book page for friends and family, but do you have a professional page for your business. Learn how to get free apps to create an amazing page to promote what you do to the world.

[Youtube.com](https://www.youtube.com) – The most visited website in the world. Instead of just watching videos of your nieces piano recital, learn to market yourself and your listings to the world- with video!

[Twitter.com](https://twitter.com) - A free social networking and micro-blogging platform that allows short updates of text, links, and pictures. Anyone who chooses to follow you will be alerted when you post. Post the latest and greatest of what is happening with your listings, buyers, and real estate happenings.

[LinkedIn.com](https://www.linkedin.com) - LinkedIn is a professional network rather than a "social" network. It is oriented toward business networking, adding and finding business contacts as well as being a place to find employees or employment. As a professional, this network is one you'll probably want to be a part of.

What is Social Media & Web 2.0?

A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Businesses also refer to social media as user-generated content (UGC) or consumer-generated media (CGM). Social media utilization is believed to be a driving force in defining the current period as the Attention Age. A common thread running through all definitions of social media is a blending of technology and social interaction for the co-creation of value

How is this different from Web 1.0 based websites?

Web 1.0 was about reading, Web 2.0 is about writing
Web 1.0 was about companies, Web 2.0 is about communities
Web 1.0 was about client-server, Web 2.0 is about peer to peer
Web 1.0 was about home pages, Web 2.0 is about blogs
Web 1.0 was about lectures, Web 2.0 is about conversation
Web 1.0 was about advertising, Web 2.0 is about word of mouth
Web 1.0 is static, Web 2.0 is interactive!

Most of these sites can be "linked" together directly in the social networking sites. There are also websites that will allow you to post in one area, where it will publish to multiple social networking sites at once.

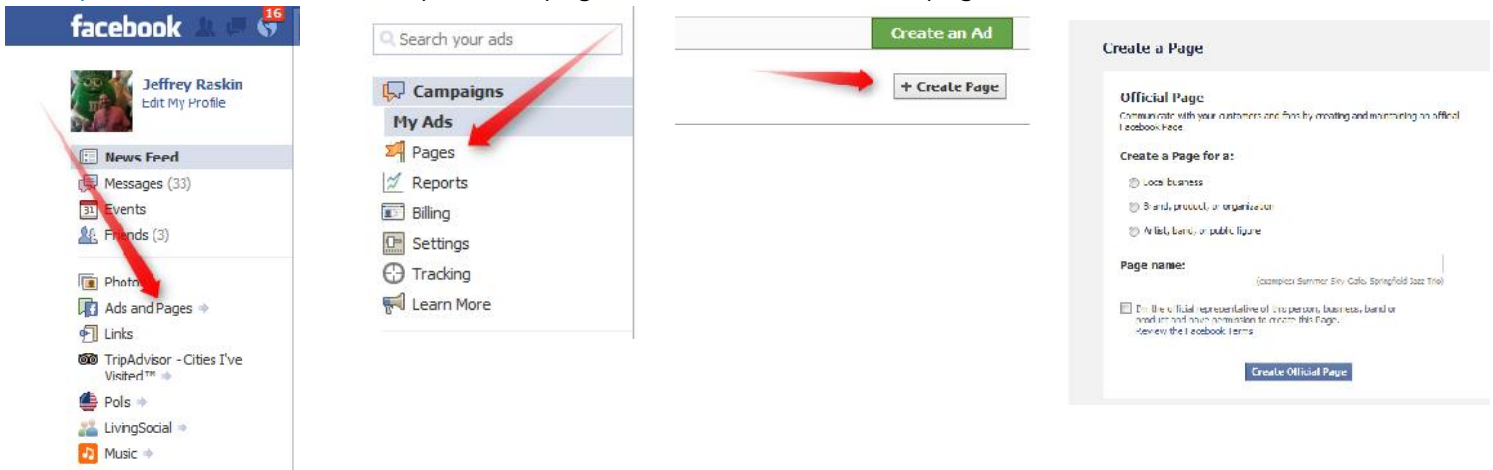
www.hootsuite.com
www.ping.fm
www.foursquare.com



History: This was founded by a former Harvard student, Mark Zuckerberg who ran it as one of his hobby projects. It was meant for other Harvard students, and soon expanded to Stanford & Yale students. Two other students joined him to help take the site to the next level, which from February of 2004, now has more than 500 million users.

How are we going to use in our real estate business: We can use the fan pages to promote our self along with our listings, subdivisions and anything else we have to offer. We can then promote ADS to other Face Book users.

Steps: We must first have a personal page, and then create a fan page from there.



Secrets: Add & change the "apps," Some apps can only be used fan pages. Some are free and some cost.



History: This was developed by three former PayPal employees, Chad Hurley, Steve Chen & Jawed Karim. They started this in the early months of 2005 after they had experienced difficulty sharing videos that had been shot at a dinner party at Chen's apartment in San Francisco. Google acquired for \$1.65 billion.

How are we going to use in our real estate business: By creating a "Channel," we can broadcast videos of homes, subdivisions, testimonials and our own commercials.

Steps: Simply sign up for free and go!

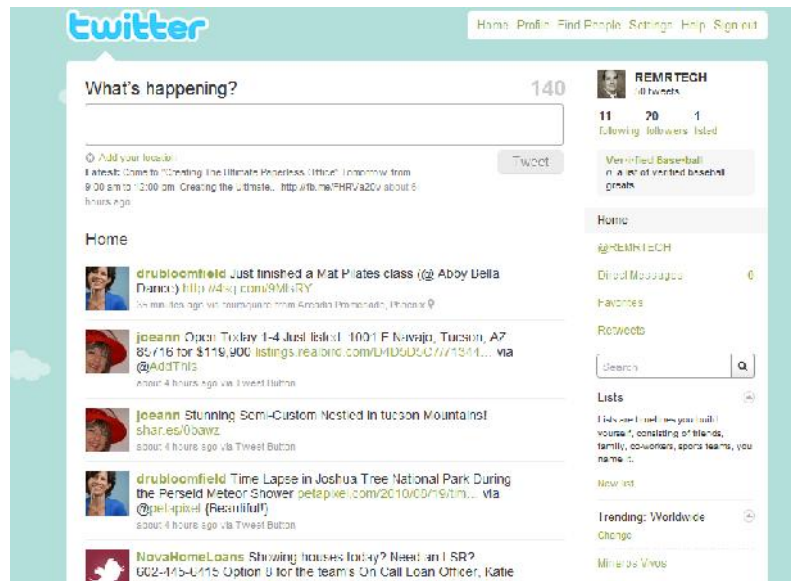
The image shows the YouTube account creation interface. At the top, there is a navigation bar with the YouTube logo, a search bar, and links for "Search", "Browse", "Upload", "Create Account", and "Sign in". Below the navigation bar, there is a section titled "Get started with your account". A red arrow points from the "Create Account" link in the navigation bar to the "Create Account" link in the "Get started with your account" section. The "Create Account" form is displayed, featuring fields for "Username", "Location" (set to "United States"), "Email Code", and "Date of Birth". There are also checkboxes for "I at least 18 or have my own address" and "I would like to receive occasional product and email content about YouTube". At the bottom of the form, there is a link to "Terms of Use".



History: This was created by Jack Dorsey in 2006, who was a board member of podcasting company Odeo. He introduced the idea of using an SMS service to communicate with a small group- now used by 190 million people. Two other people at Odeo, with Jack, purchased the assets and formally spun off to start Twitter in 2007.

How are we going to use in our real estate business: Let people and followers know what you're up to, including listing homes.

Steps: Easy & free sign up- and then tweet away!





History: This was founded in December of 2002 by Reid Hoffman and other former Paypal & Socialnet.com team members & launched in 2003. Mainly used for professional networking with around 75 million users.

How are we going to use in our real estate business: Network online with clients, colleagues & other business professionals from around the globe. Show clients how what other clients have experienced with your services.

Steps: Sign In for free, add information about yourself and start connecting!

LinkedIn

Home What is LinkedIn? Join Today Sign In

Sign In to LinkedIn

Email address:

Password: [Forgot password?](#)

or [Join LinkedIn](#)