

# Social Media: What You Need to Know



<http://www.linkedin.com>

LinkedIn is a professional Social Media site. The service is free, but users can pay for additional features. Users can include a professional bio and ask for recommendations from past colleagues. LinkedIn is set up to make it difficult to contact people you don't know; networking site, not spam site. The only photo on a profile is the main profile picture and it is typically a professionally shot photo. LinkedIn is a good resource for business to business marketing.

## *Ideas for using LinkedIn:*

- Build your Contacts by reaching out to employees at business you've worked with in the past.
- Ask for recommendations from past clients or past employers.
- Take time to enter a professional bio, past experience, and website links.
- Review your LinkedIn profile regularly to review posting by your contacts, any new requests/messages, and to post your own update.
- Ideas for postings:
  - Reminders of Community Events in which you participate.
  - Open Houses or New Listings.
  - Status of your professional goals.
  - Links to articles or information you found.
  - Keep it interesting – make sure it adds value to the people you are reaching.
  - Give your contacts recommendations and comment on their postings.
- The free version of LinkedIn will provide you the majority of features; use the free version for a few months before considering paying for additional features.



<http://www.facebook.com>

Facebook started on college campuses and tends to be a more playful feel. A free service, Facebook started as a way to socialize with friends and family, but has become a place where businesses can communicate with their consumers and build their customer base. Users create their own personal profile page and can include endless amounts of photos and postings. Facebook is convenient for sending quick messages to friends, posting information on your wall, and reviewing what your friends are doing. Separate from a personal profile, businesses can create business pages, for free.

*Ideas for using Facebook:*

- Keep comments/postings/photos professional as clients could view the information.
- Review your security settings to ensure you are sharing what you want to share.
- Decide how you want to use Facebook :
  - 1-Only have a Personal Profile where users are ‘friends’ and must be added to view your profile.
  - 2-Create a separate Business Page where users can ‘like’ your business and view the full profile. (A Personal Profile is required to create a Business Page.)
- Include your bio information to explain your experience, background, and additional information to allow users to get to know more about you.
- Ideas for postings:
  - New Listings and Open Houses.
  - Links to your listings, website pages, Reece & Nichols Blog, and/or other Real Estate information.
  - Pictures from community events, volunteering events, family/friends (keep professional).
  - Write your own ‘Notes’ and share with friends/followers.
  - Comment on your friends postings and review their profiles to build the relationship.
  - Keep it interesting – make sure it adds value to the people you are reaching.



<http://twitter.com/>

Twitter is another free Social Media site. The site allows for postings of 140 characters or less (can be links). Users can follow other users and respond and tag other users in their postings. Many celebrities and well known business leaders have Twitter accounts and use as a way of reaching their fan base. The look of your personal Twitter page can have a unique look and feel and does allow a link back to your own website.

#### *Ideas for using Twitter*

- Connect your Twitter account to Facebook – all Facebook postings will automatically go to Twitter.
- Keep postings short, sweet, and valuable.
- Follow businesses that you send/receive referrals from.
- Follow businesses you hope to gain referral business from!
- Build a following of your target market – if focused on first time buyers, focus on posting information they would find interesting.
- Ideas for postings:
  - Share Market Statistics or local economic news.
  - Upcoming Open Houses or Realtor Opens.
  - Meaningful or even funny quotes that your followers would enjoy.
  - Keep it interesting – make sure it adds value to the people you are reaching.



Ultimately, don't spend a lot of time agonizing over where to start. Pick one, spend some time learning the ins and outs of using the site and be a regular. Once you've mastered using one social media site, you can consider adding another one to your marketing mix.

The following article offers additional tips to help you fully utilize Social Media.

### **The biggest secret for using social media**

**By: Andrea J. Stenberg**

Many small business owners view social media sites like Facebook, LinkedIn, and Twitter as an exciting new shortcut for marketing their business. They think social media magical solution; if they sign up customers will flock to their website or store front. It's as if marketing no longer has to be work.

Well I hate to be the bearer of bad news, but I'm here to tell you that it's just not true. Whether you are using Facebook, LinkedIn, Twitter, or some other social media site, the truth of the matter is the people who get true value out of social media are those who put in the hard work. If it were truly easy, everyone would be getting rich.

#### **What hard work?**

The truth of the matter is the best marketing – the most effective marketing – involves building relationships with real, live people. It's about giving people the chance to get to know, like and trust you. And it doesn't matter how fabulous your website is, how funky your Facebook fan page is, or how witty you are when you Tweet, if you aren't building relationships you're spinning your wheels.

Ultimately building relationships using social media means you can't hide behind your computer to promote your business. At some point you have to get away from the keyboard and either pick up the phone or meet face-to-face with the people you're connecting with. Yes, you can use social media to virtually meet people, and get on their radar, but that is only the beginning. The real power of social media comes from taking these initial connections and getting off line.

This is not a quick fix. There are no shortcuts. You need to find the time and the reason to follow up and connect with your social media contacts.

It's exactly the same principles as networking in real life. Just showing up at a networking meeting isn't going to get you business. You need to have a plan, meet new people, provide value, and follow up.

The people who go to networking meetings, sit with their friends and then go back to the office and behave as if nothing has happened get no results. However, people who go to networking meetings, get to know the people they meet, and find ways to help those people (whether by connecting them with

other people, sending them resources, sending them appropriate websites) and only after they've taken the time to build a relationship do they sell, these are the people who get lasting results with networking.

So how do you get from following someone on Twitter to getting them on the phone? First, you need to take the time to get to know them. Visit their website, read their tweets, look at their profile, connect on other social media sites. Next, you need to start a conversation. Reply to comments they make, reTweet their messages, send them @replies with helpful links. Once you have proven yourself as a valuable resource, then you can approach them about having a conversation off line.

If you skip any steps along the way, you may be perceived as pushy or creepy.

Consider dating. If somebody were to ask you out, take you out to dinner, and you have a good time, you might consider it okay for them to kiss you at the end of the date. However, if a complete stranger came up to you on the street and planted a big juicy one in your lips you probably hit them.

So when you're out in the virtual world networking on Facebook, LinkedIn or Twitter, don't be a virtual masher. And don't be a virtual hermit either. Take the time to get to know people, give them a chance to get to know, like and trust you, and then take the relationship off line. If you can do this, you'll be ahead of 90% of the social media marketers online today.