

Social Media

for the real estate world

Become part of the conversation

Why does it matter?

Traditional news media
is shrinking

Social media is growing

500 million active
Facebook users
and 90 million
LinkedIn users
worldwide



The screenshot shows a news website interface. At the top, there are navigation links: "TODAY'S PAPER", "VIDEO", "MOST POPULAR", "TIMES TOPICS", "Subscribe: Home Delivery / Digital", "Log In", and "Register". The main headline is "Lightning closes in on playoffs" with a sub-headline "St. Petersburg Times" and a large image of a person. Below this is another headline "Talib wanted in Texas" with a sub-headline "The New York Times" and a date "Friday, April 1, 2011". The interface includes a search bar, a "Shop" button, and a "Market" button. There are also social media links for Facebook and Twitter. The main content area features a large article titled "U.S. Economy Added 216,000 Jobs in March; Rate at 8.8%" by Michael Powell, with a sub-headline "The report, slightly exceeding economists' expectations, added to hope that hiring was finally on a steadier track." Below this is another article titled "Many Low-Wage Jobs Seen as Failing to Meet Basic Needs" by Matthew Rich. The right sidebar contains a section for "DIGITAL SUBSCRIPTIONS" and "OPINION" with a sub-headline "Op-Ed: The Myth of Syrian Stability".



News Feed

Top News • Most Recent

Share: Status Photo Link Video

FACEBOOK IS a social utility that helps people communicate more efficiently with their friends, family, coworkers and even clients.



Share

900 million pages, groups and events that people interact with.



200 million active users currently access Facebook through their mobile devices.

The screenshot shows a Facebook page for 'Flagler (Florida's Leading Commercial Real Estate Firm)'. The page header includes the company logo and name. Below the header, there are navigation tabs for 'Wall', 'Info', 'Photos', 'Links', and 'Notes'. The 'About' section states that Flagler is one of Florida's oldest and largest full-service commercial real estate firms. It shows 127 likes and lists several partners: ULI Southeast Florida/Caribbean, ULI Urban Land Institute, and Miami Downtown Development Authority. The main content area features a post from March 18 at 4:09pm, shared by Jose Gonzalez, which celebrates two employees, Jack Lowell and George I. Pino, as NAIOP's Office and Industrial Brokers of the Year for 2010. Another post below it announces the relocation of the Jacksonville office to Deerwood North Office Park.

Commercial real estate page



What's happening?

TWITTER IS a real-time information network that connects you to the latest information about what YOU find interesting through tweets. Tweets are small bursts of information limited to 140 characters.

Add your location

-60

Tweet


Twitter for businesses
Quickly **share information**
with people interested in
products and services, **gather**
real-time market
intelligence and feedback, and
build relationships with
customers, partners and
influential people.





Florida Realtors®
@floridarealtors Orlando, FL
Florida Realtors®, formerly known as the Florida Association of Realtors®, serves as The Voice for Real Estate® in Florida.
<http://www.floridarealtors.org>

Follow

Timeline Favorites Following Followers Lists

 **floridarealtors** Florida Realtors®
Mark your calendars to get a "ticket to ride" to Florida Realtors Annual Convention to see the "Best Beatles...
<http://fb.me/TWcuT2yM>
22 hours ago

 **floridarealtors** Florida Realtors®
We'll Make You a Star at the 2011 Florida Realtors Convention & Trade Expo Really! Your name will be in lights at...
<http://fb.me/WFj414jn>
30 Mar

 **floridarealtors** Florida Realtors®
If you've completed your continuing education requirements for the upcoming March 31 license renewal, be sure to...
<http://fb.me/S7jN07Db>
24 Mar



LINKEDIN IS the world's largest professional network. Users benefit from recommendations, make business connections and stay in touch with colleagues.

Attach a link

visible to: anyone



Share

Online
resume that
everyone
can see

**Reasons to
keep your
professional
profile up-
to-date**

LinkedIn
appears
high on
Google
searches

Get high-
quality
recommen-
dations

Great way
to follow-up
after
networking

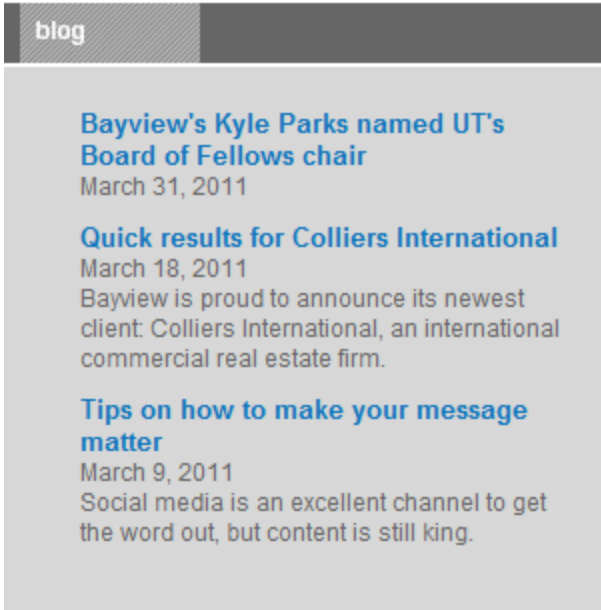
Blogs and e-newsletters

 4 Comments

Don't worry! You have the choice whether you want to allow comments.

 0 Comments

BayviewPR.com/blog



blog

Bayview's Kyle Parks named UT's Board of Fellows chair
March 31, 2011

Quick results for Colliers International
March 18, 2011
Bayview is proud to announce its newest client: Colliers International, an international commercial real estate firm.

Tips on how to make your message matter
March 9, 2011
Social media is an excellent channel to get the word out, but content is still king.

Blogging can increase your **SEO**

Great way to **share** your expertise



Now what?

When implementing any of the social media channels for your business, having meaningful content is key.

Dos and don'ts of content:

Do

- Short posts
- Relevant to readers
- Links to news stories
- Company announcements
- External links
- Blog posts

Don't

- Personal posts
- Irrelevant material
- Post press releases
- Leave stagnant for days
- Delete anyone's posts on wall

How to get started:

Ask yourself 3 questions:

1

Do I have the resources or ability to create a page that will be attractive to my audience/client base?

2

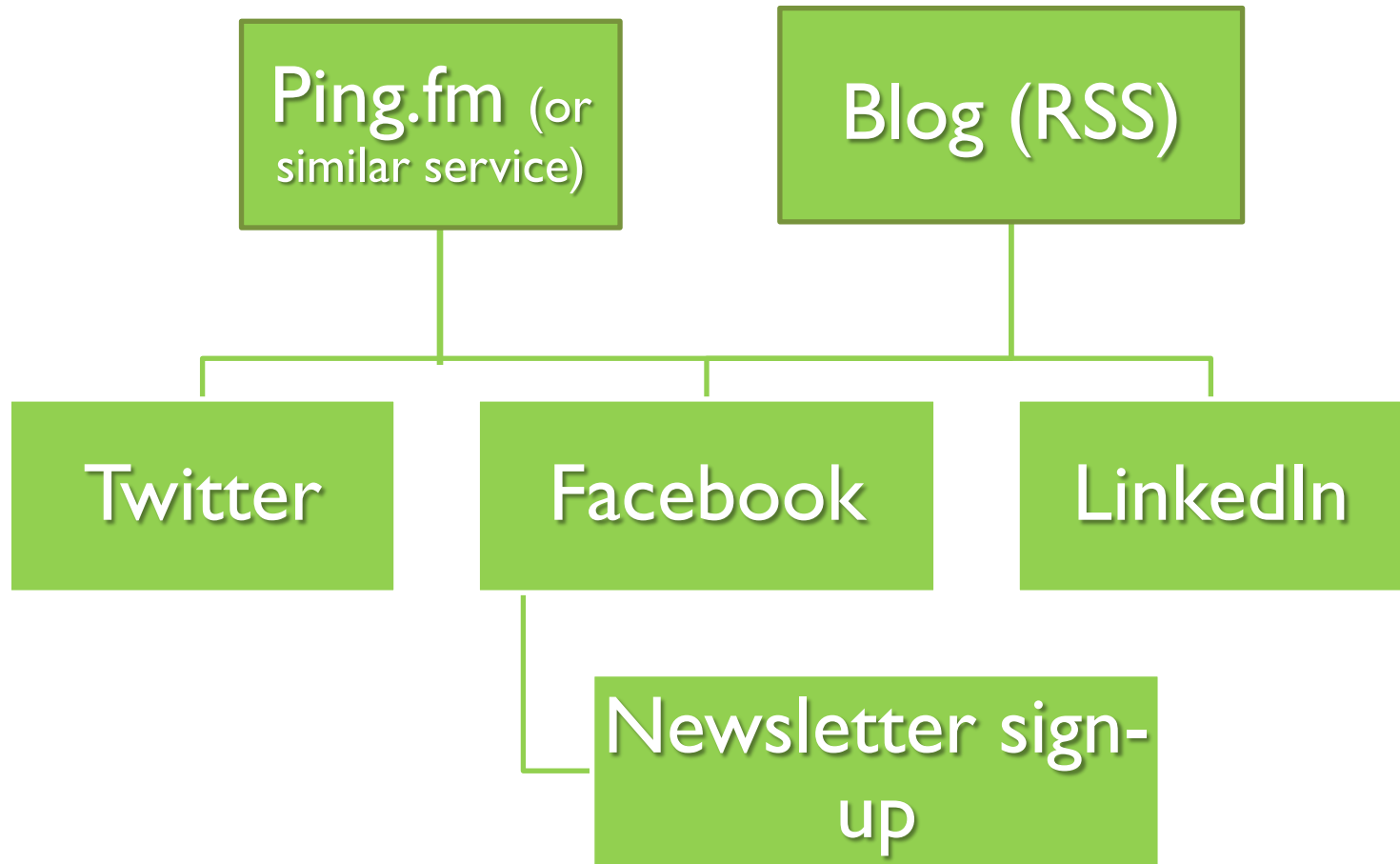
Do I have regular, meaningful content to post and send updates to my clients/fans?

3

Am I able to commit myself to managing the social media channels that I choose, or have internal or external help?

Now create a social media strategy, deciding on channels, outlining content for posts, frequency of posts, and ways to sync all the channels together.

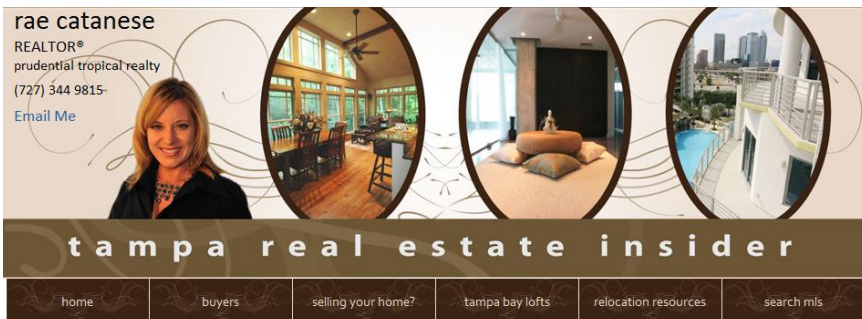
How to create consistency:



Commercial Real Estate content:

How can I create good content relating to commercial real estate?

Good example of a real estate blog:
Tampa Realtor's blog recently profiled in the *St. Pete Times*



rae catanesse
REALTOR®
prudential tropical realty
(727) 344 9815
[Email Me](#)

tampa real estate insider

home buyers selling your home? tampa bay lofts relocation resources search mls

Use your company's news and summarize it in blog posts.

- **Deals that have closed**
- **Unique new properties**
- **Industry news**
- **News media stories**
- **Awards, staff news, company growth**

Repurpose the same content for your newsletter

Now...

How to create your own

witter, acebook,

Linked , and a few

log tips too.



1

Join the Conversation Already on Twitter? Sign in

Already use Twitter on your phone? Finish signup now.

Full Name enter your first and last name
Your full name will appear on your public profile

Username
Your public profile: http://twitter.com/ USERNAME

Password

Email

Let others find me by my email address
Note: Email will not be publicly displayed

[Terms of Service](#) [Printable version](#)
These Terms of Service ("Terms") govern your access to and use of the services and Twitter's websites (the "Services")... and any information... text... graphics... or...

sign up

2

pic and bio

twitter Search Home Profile

Bayview PR
 @BayviewPR Tampa Bay
 Help clients communicate with those that affect their organizations, via media relations, grassroots outreach, content development, message coaching & more.
www.bayviewpr.com

Timeline Favorites Following Followers Lists

BayviewPR Bayview PR
 Bayview's Kyle Parks named UT's Board of Fellows chair: We would like to congratulate Kyle Parks, Principal and ...
<http://bit.ly/hz111X>
 31 Mar

BayviewPR Bayview PR
 Do you agree with the future of PR? <http://bit.ly/dPP10H>
 28 Mar

BayviewPR Bayview PR
 Quick results for Colliers International: Bayview is proud to



3

+ Follow people in your industry



4 mobile app, blog feed, ping

facebook

1 sign up

Month: [v] Day: [v] Year: [v]

Why do I need to provide this?

Sign Up

Create a Page for a celebrity, band or business.

3 mobile app, "like" box



4 Build fan base



2 pic, info, choose tabs

The screenshot shows the Facebook profile for Paula Clair Smith Real Estate. It includes a profile picture of Paula Clair Smith, a cover photo with logos for Gulfcoast Commercial Association of Realtors, Inc. (GCAR) and CCIM. The page has several tabs: Get Started, Wall, Info, Featured listings, Photos, Sign up for Paula Clair Smith's E-News, and Events. The 'Info' tab is selected, showing 'Basic Information' such as 'Founded' (1998), 'About', and 'Company Overview'. The 'About' section describes her as a Commercial Broker and Associate in Pinellas County, located in St. Petersburg. It lists several awards: FGCAR's 2009 Industrial Deal of the Year, FGCAR's 2009 #2 Top Producer Regional Industrial, FGCAR's 2008 #3 Top Producer Regional Industrial, and FGCAR's Pinnacle Award since 2001. It also provides website URLs: <http://www.PaulaClairSmith.com> and <http://www.linkedin.com/in/paulaclairsmith>. Below the 'Info' tab, there is a 'Sign up for Paula Clair Smith's E-News' form with fields for Email, First Name, Last Name, Company Name, and Work Phone.

Linked

1 create personal profile

[Join LinkedIn](#) *



INDUSTRY ACCESS

Top industries in your network:



2 pic, completely fill out profile

- Current
- Past
- Education
- Recommendations
- Connections
- Websites
- Twitter
- Public Profile

3 import contacts

4 join relevant groups

customize profile url, add to Facebook



Greater Tampa Chamber of Commerce is visible on your profile. [Change visibility.](#)



 The Real Estate Networking Group

log tips + tricks

- *Create blog with WordPress/Blogger
- *Repurpose blog content for newsletters
- *Link to potential customer blogs, bloggers in your niche, blogs on blogroll
- *Share blog with internal team



Add blog url to email signature, reach large audience



Social RSS tool directly feeds blog to Facebook



Shorten blog link with bitly, also track clicks

Any questions?

Presentation will be available on
Bayview's blog at
www.BayviewPR.com

