

# **Instructional Dream - CEP 816**

## **Social Networking for Realtors**

### **Tamara Lindemann**

The objective of my instructional dream is to develop a structured curriculum program that integrates technology, online social networking resources, engages students with a hands-on approach and utilizes the latest software and hardware available. The focus of my instructional dream will be geared toward social networking using Facebook.

Currently, I am a Realtor so my educational setting will be from that perspective. It will incorporate a plan to teach Realtors how to utilize social networking sites, personal web pages to send client property information and additional systems available to them to develop e-newsletters for their clients.

It is vital for new and seasoned agents to be up to speed and ready to use the latest technology available to assist their clients more efficiently and effectively in the fast-paced world of real estate. My goal is to develop a program that our new hire agents can go through as they come on board with Century 21 Looking Glass that will provide them with the knowledge and tools they need to get started in their new career.

#### **Technology Lesson Plan Agenda:**

- Explain social networking and its benefits
- Demonstrate social networking sites (i.e. Facebook, LinkedIn, Twitter)
- Assist agent in setting up social networking site (i.e. Facebook) and add their sphere of influence people as friends
- Show and teach agents how to set up their own personal website through MLX Change system and add it to their Facebook profile.

### Learning Goals and Objectives for Students:

- To integrate new technology and online resources into their everyday environment
- Learn how to use online resources to increase their marketing exposure and sales potential for real estate
- Create a personalized professional website that will be used for their clients on a daily basis

### What is Social Networking?

Social Networking is a social utility that connects people with friends and others who work, study and live around them to develop relationships and stay in touch. People use social networking to keep up with friends, upload photos and videos, share links and keep in touch with people they know via the internet.



Benefits of Utilizing Social Networking Sites		
<ul style="list-style-type: none"><li>▶ Keep in touch with people</li><li>▶ Meet new people</li><li>▶ Use as a marketing tool</li><li>▶ Increase Referrals</li><li>▶ Mobile uploads</li></ul>	<ul style="list-style-type: none"><li>▶ Increase Sphere of Influence</li><li>▶ Let others know you are showing houses</li><li>▶ Use as a marketing tool</li></ul>	<ul style="list-style-type: none"><li>▶ Let others know you are showing houses</li><li>▶ Advertise new listings</li><li>▶ Tell people have a closing on a house</li></ul>

Using Social Networking will increase a Realtors Sphere of Influence and marketing exposure with friends, family and professional acquaintances that will lead to referrals.

Lesson Plan for Setting up Facebook	
<b>Objective</b>	Understand the benefits of social networking and how it can help market you
<b>Lesson Overview</b>	<ul style="list-style-type: none"> <li>• Demonstrate Facebook to students</li> <li>• Identify and review benefits of Facebook</li> <li>• Discuss relationship marketing vs. push marketing <ul style="list-style-type: none"> <li>○ Talk about what you do, but talk about it in a social, friendly way, not in language that sounds like a sales pitch.</li> </ul> </li> <li>• Set up Facebook account</li> </ul>
<b>Duration</b>	2 hours
<b>Application</b>	<ul style="list-style-type: none"> <li>• Determine and create a Marketing Strategy <ul style="list-style-type: none"> <li>○ It's essential to carefully choose key influencers in the industry and choose activities strategically</li> </ul> </li> <li>• Set up personal profile by accessing <a href="http://www.facebook.com/">http://www.facebook.com/</a> <ul style="list-style-type: none"> <li>○ Add Profile information and photo</li> <li>○ Add Company URL and Webpage</li> <li>○ Invite Friends (i.e. Sphere of Influence)</li> <li>○ Post an introduction to Wall</li> <li>○ Set security and privacy levels</li> </ul> </li> <li>• Add Facebook Applications that can help businesses grow <ul style="list-style-type: none"> <li>○ With the <a href="#">Real Estate Listing Application</a>, you can easily add all your Real Estate listings to your Facebook profile. In addition to promote your real estate, the application also allows members to post reviews about different realtors and properties.</li> <li>○ <a href="#">Lasso</a> is a Facebook application that allows business owners to reach out to new customers by creating and promoting deals on Facebook.</li> <li>○ <a href="#">Branded Promotions</a> is a complete marketing solution for businesses on Facebook. It allows companies to create their own branded interactive promotions, including contests, coupons, sweepstakes, instant wins, gifting, quizzes, voting and giveaways.</li> <li>○ <a href="#">Polls</a> are easy to create and analyze, with attractive graphs showing user responses across demographics.</li> <li>○ <a href="#">My LinkedIn Profile</a> lets you promote your LinkedIn account with a badge on your Facebook profile. It gives you a great opportunity to combine the power of social and professional networking to enhance your career or business.</li> </ul> </li> <li>• Post real estate related comments daily regarding recent activities</li> <li>• Reply to other people's posts</li> <li>• Comment on listings or showing you have</li> </ul>
<b>Other Considerations:</b>	<ul style="list-style-type: none"> <li>• Buying an ad on Facebook is another way to spread the word regarding your business. The ads work similar to Google Adwords, they appear in the margins of other people's profiles.</li> <li>• Set up a Fan Page. This allows the user to keep personal and business separate. A fan page can be set up for others to view. Here is an example... <a href="http://tinyurl.com/98zyue">http://tinyurl.com/98zyue</a> <ul style="list-style-type: none"> <li>○ This link will provide directions on how to set up a fan page... <a href="http://whyfacebook.com/2008/09/25/how-to-create-and-promote-your-facebook-fan-page/">http://whyfacebook.com/2008/09/25/how-to-create-and-promote-your-facebook-fan-page/</a></li> </ul> </li> </ul>

## Online Article Resources

### Using Facebook for Business Networking

By [Kevin Gault](#) <http://www.whitepapersource.com/marketing/facebook-for-business/>

“According to [a recent study](#) by Aberdeen Group, top companies are using social-networking sites like Facebook to achieve improved interaction with customers. The study revealed that companies that use social-networking websites are 17 times more likely to improve customer satisfaction than companies that don’t use the sites.”

### Best-in-Class Companies Provide Online Outlets for Collaboration and Individuality

By Copyright 2008, Market Wire, All rights reserved. <http://www.reuters.com/article/idUS165033+10-Jul-2008+MW20080710>

### Using Facebook Pages and Profiles to Reach Customers

By [Natalie Cooper](#). [http://marketingpr.suite101.com/article.cfm/facebook\\_for\\_business\\_use](http://marketingpr.suite101.com/article.cfm/facebook_for_business_use)

**9 Facebook Applications To Help Grow Your Business** <http://www.easytweaks.com/2009/11/10/9-facebook-applications-to-help-grow-your-business/>

## Educational Methods and Theories applied from Bonk Readings

### Creative Commons (P 157):

Utilize Creative Commons, which is a sharing or participatory learning culture with an extensive and seamless exchange of ideas with a mechanism for clearing the use of material that are exchanged between educators. Using Creative Commons will help other real estate educators to access social networking procedures update or re-mix and add ideas and document success stories to share with students.

### Fingertip Knowledge (p 57):

“As the Web swells with content and resources, there is more choice in where and how to learn.” And we must teach students how to become “Web savvy” in order to use this strategy to “help learners cope with increasing information demands and opportunities.” Fingertip Knowledge is the simple act of clicking and experience the internet.