



## Knowing what I know about Social Media,

### If I were a realtor:

- I'd write a blog about the location where I was selling; we are in Paradise after all.
- I'd take tons of pictures and post them on the blog – see above.
- I'd shoot walking tour videos all the time with a Flip camera and post them.
- I'd shoot interview videos with people from my community.
- I'd find various niche communities (developers, stonemasons, parents) create a network that includes them.
- I'd empower as many local businesses to join my network as I could, and help them get successful.
- I'd encourage as many people in my community to join Twitter as possible, and I'd bundle them into a list.
- I probably wouldn't put pictures of me in a tie (or a dress) and write about the rates. I probably wouldn't pitch you dozens of times in a row. I probably wouldn't just rehash links to listings.

### ***But that's just me***

### How does this sound to you?

- Let me help you get this going.
- Twitter, Facebook, Facebook Fan Page, LinkedIn, Blog, YouTube, Viddler, Flickr, Picasa and more
- Are you already using some of these networks, I can help you pull them all together.

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