



The Importance of Social Media

Twitter, LinkedIn, Facebook, flickr and YouTube are the new buzzwords in the online marketing world of social media. Regardless of your role in the real estate industry, social media allows any professional to create a consistent, fresh image for themselves that helps develop strong industry relationships and further business development. Social media allows those in real estate to be in constant communication with clients and prospective clients about a variety of real estate topics and trends, enabling better customer service and satisfaction with their respective experience in the real estate industry.



Twitter is a social network used by millions of people, and thousands more are signing up every day to send short messages to groups of friends and “followers.” Twitter allows you to connect with your audience in real time, keeping you current on your clients’ needs and responding to them quickly through a “tweet”.



LinkedIn is a social networking website geared towards companies and industry professionals looking to make new business contacts or keep in touch with previous co-workers, affiliates, and clients. With LinkedIn, members can create customizable profiles that detail employment history, business accomplishments, and other professional accolades.



Facebook connects you easily to friends, family, co-workers, and clients. Capabilities such as status updates, messages, and events allows you to keep your company updated on what is happening as well as keeping your clients up-to-date, as well.



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Flickr is an image hosting and video hosting website, web services suite, and online community. In addition to being a popular website for users to share and embed personal photographs, the service is widely used by bloggers to host images that they embed in blogs and social media.



YouTube is a video-sharing website on which users can upload, view and share videos. YouTube allows a business to post videos and broadcasts to millions of viewers instantly, enabling the viewers to see what is going on within a company.

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