



For **Rector Hayden REALTORS®**

## Setting up a LinkedIn Profile

1. **Go to LinkedIn at [www.linkedin.com](http://www.linkedin.com).** If you want to learn more, click on the “What is LinkedIn?” option on the menu across the top of the page. If not, go ahead and sign up by entering your name, email and a password in the “Join LinkedIn Today” box on the right of the screen.

2. **Confirm your account through your email address.** Once you’ve done this, sign in and get started.

3. **Edit your profile.** Editing and updating your profile is quick and easy, so there’s absolutely no need for advanced technical know-how. Enter your sub-heading, area and industry underneath your name, and add a profile picture of yourself.

4. **Edit your qualifications.** Add your current and past employment as well as your education. Be sure to include descriptions of your past jobs and degrees earned—this way, people will be able to more clearly see your experiences and know what to contact you for. LinkedIn can also tailor job suggestions to send you if you’ve provided adequate details.

*a. Keep your details short, sweet, and informative.*

5. **Add a Summary.** This is a chance to write a more in-depth paragraph to give people an idea of where you stand now in your career, what your strengths are, where you want to go and what you have to offer. Although it’s a summary, it can take some time to write a good one, so don’t be afraid to edit it ruthlessly until it reads well.

6. **Add Specialties.** This is located directly below. It acts as an extension of the Summary section but in short form. You can list specific skills and areas of expertise.

*a. Choose wisely—other members of LinkedIn can endorse you for these specialties, so avoid choosing something people don’t have any clue you’re capable of doing!*

7. **Add Connections.** You can have LinkedIn search through your email address book to find people you know. You can also search by a person’s name, job title or company.

8. **Add Websites.** Link in your company’s website, your own personal site, your blog, and/or your Twitter account. This will allow visitors to your page to see different aspects of your professional self.

*a. Be cautious of linking in your Facebook page if you have questionable photos of yourself, or to your Twitter account, depending on the language of your tweets.*

9. **Get Recommendations.** If you’re trying to find a job through LinkedIn, it is suggested that you have at least three professional recommendations. Ask your former bosses or colleagues. Return the favor and recommend others as well.

10. **Join Groups.** There are many groups for local topic discussion. They could be a group for finding vendors, a group for picky buyers, a group for agent open houses and more!



# 6 Tips for Successful Social Media Marketing

Excerpt from Suzanne Roy at Realtor.com

*If you stop thinking like a marketer and start thinking like a customer, you'll understand the secret to social media is in the "social" more than in the "media". It's in being human, and being the sort of person at a cocktail party who listens attentively, tells great stories, shows interest in others and is authentic and honest. To put it simply, the secret is to be likeable.*

*Dave Kerpen, CEO of Likeable Local*

## 1. Listen first and never stop listening

Before your first tweet, search Twitter for people talking about your company and your competitors. Search using words that your prospective customers would say as well. For example, realtors should use Twitter and Facebook to search for people using the words "looking for a realtor" or "need to find a good house" in your town. You'll be surprised how many people are already looking for you.

## 2. Don't tell your customers to "Like" you and "Follow" you, tell them why and how they should

Everywhere you turn, you see "Like us on Facebook" and "Follow us on Twitter". Huh? Why? How? Give your customers a reason to connect with you on social networks, answering the question "What's in it for me?" and then make it incredibly easy to do so. Note the difference between these two calls to action: "Like our page on Facebook" vs. "Get answers to your real estate questions on our Facebook page."

## 3. Be authentic

Your customers don't want to read impersonal posts about the importance of keeping in touch with their REALTOR®. Instead, be human and be yourself. Are you sponsoring a Little League team in your town? Share it with your fans! Know a few real estate jokes? Tell them! Imagine how much positive feedback you would get if you asked: "Why didn't the hipster realtor show the oceanside mansion? – It was too current." Write posts that show your company's personality and watch your online community begin to engage and grow.

## 4. Why ask questions?

Wondering why nobody's responding to your posts on Facebook? It's probably because you're not asking questions. Social media is about engagement and having a conversation, not about self-promotion. If a realtor posts on Facebook, "Come in and see what's on the market today," nobody will comment and nobody will call to make an appointment. If that realtor posts a question as simple as "What's your favorite shutter style?" people will be more likely to comment online and engage with the company. Better yet, if the realtor asks "What's the best part about home shopping?" think of the number of people who will comment on the post and bring attention to the company.

## 5. Surprise and delight your customers

Want to bring more attention to your company's social media pages and become more likeable over all? Learn ways to surprise and delight your customers on a regular basis. Offer contests and raffles or encourage your community to join the conversation for a chance to win local gift cards that show off a town's personality. Remember, free is like magic and a delighted customer will share their experience with friends and family.

## 6. Share pictures and videos to tell stories

People love photos. The biggest reason Facebook went from zero to 1 billion users in nearly 10 years is photos. Photos and videos tell stories about you in ways that text alone cannot. You don't need a big production budget, either. Use your smartphone to take pictures and short videos of customers and cool things around town. Then upload them directly to Facebook, Twitter and LinkedIn. A picture of a young couple in front of their new home is Facebook gold. Try a video featuring testimonials from your happy customers! A picture really is worth a thousand words – and a video is worth a thousand pictures.