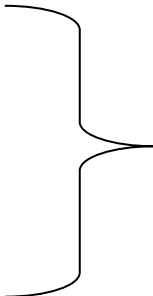


- Establish a Twitter Account***
- Establish a Facebook Fan Page***
- Establish a LinkedIn Account***
- Establish a LinkedIn Group***
- Establish a Branded YouTube Channel***
- Establish a Slideshare account***
- Establish a Posterous account***



Refer to Set Up Guide

- Link Icon Promote all classes as “Open To All” attorneys, loan officers and colleges (we are not a secret society and we offer the best real estate classes in the market)
- Link Icon Upload Class Flyer to Slideshare (provides widget, embed and link)
- Link Icon Have instructors to submit a video of 3 minutes or less describing their class(YouTube, Link, Video Email)
- Link Icon Upload Video to Tube Mogul
- Link Icon Write a short blog of 140 words or less on the benefits of the class and encourage students to provide feedback on the blog (Posterous, Facebook, LinkedIn)
- Link Icon Join 10 Groups on LinkedIn-Promote one class every three days-Value Proposition/benefits of the class
- Link Icon Join 10 Fan Pages on Facebook- Promote one every three days-Value Proposition/benefits of the class
- Link Icon Set up an event page for each class on Facebook and LinkedIn(Share Weekly)
- Link Icon Have staff to promote one event in their email signatures
- Link Icon Capture Video of students during class breaks(add to blog and tube mogul)
- Link Icon Load events to www.eventbrite.com
- Link Icon Load events to www.eventful.com
- Link Icon Conduct a weekly poll and add the widget to your website (ex. What do you need to enhance your business) and provide feedback (ex. Based on an overwhelming response we will have Jan Doe to teach the GRI in Chicago)
- Link Icon Provide free class give away for the 50th person to register
- Link Icon Announce the winner of the giveaway in the blog and get video testimonial or written testimony of the benefit to the winner and add to the appropriate account.
- Link Icon Have all affiliates to give a three minute of less testimony about a positive experience they have had at an event and what they provide to the members. Add to the appropriate account.
- Link Icon Volunteer outside of the association arena but, in real estate and write or video the event to maximize involvement.

- Link Have ongoing contest for content. FREE MLS dues for one year/quarter to the best Video Blog about Northbrook. Disclaimer all entries become property of the association to be used and load all of the video while giving the best FREE MLS dues.
- Link Offer a Free FLIP to the best blog on a REALTORS best lending experience. Then go back to each lender mentioned and ask them to become an affiliate and ask for a blog from them on their best product for buyers today.
- Link Have a technology give away of the top 5 devices to have (\$1000 total). Have Real Estate Offices to complete for the tools by having a minimum of 5 agents from their office to provide the benefit of each tool and how it will help enhance the buyer experience. Not only does the office win the tool but they can do a video spotlight on the associations' website. (Are there rules against this????)
- Link Develop an association hashtag and award a prize to the most relevant tweet of the hashtag. Prize would be a social media book.