



Women's Council of REALTORS®
MEMBER NETWORK STRATEGIC FORUM AGENDA
San Diego, CA, Westin Gaslamp Quarter Hotel
8:45 -10:15 am, November 12, 2009

Chair: Jo Kenney, GA
Vice Chair: Bob Nachman, AZ
Past President Liaison: Brenda Ballard, NC
Staff Liaison: Martha Rusk
Steering Committee Members: Julie DeLorenzo, ID; Becky Ellis, AL; Linda Heinen, WA;
Line Officer Liaison: Margo Willis, WA
Ruby Ramsey, IL

8:45am Welcome / Introductions Jo Kenney

8:50am eConnect Newsletter – A Member Business Resource Linda Heinen

Action needed: Build awareness of business resources in eConnect

8:55am Entrepreneur of the Year Award Ruby Ramsey

Action needed: Understand how to use and leverage award winners as chapter resources

9:05am The Faces of Women's Council Update Bob Nachman

Action needed: Learn how to incorporate the Faces of Women's Council concept and Entrepreneur of the Year winners into the chapter's online presence

9:15am Chapter Facebook Book Fan Pages and More

Special Guest Speaker: Amy Chorew, TheTechByte

Action needed: Chapter leaders will be able to determine if Facebook is a good choice for their chapter, how to set up & manage a page and how to add video

9:50am Member Expertise Profile (MEP) Becky Ellis

Action needed: Generate ideas on how to use MEP to create added value on Chapter Facebook pages and programs

10:10am Review, Evaluations and Wrap-up Bob Nachman

Please Note:

Meeting Ground Rules

- avoid side conversations
state your position first, then explain your point
respect each other's time: be on time and stay for the entire meeting
help create a non-judgmental environment where all ideas have value and creativity is encouraged
the chair will manage the discussion in order to achieve the meeting goals
speak to the point
evaluate ideas, not people
work toward consensus



Utilize the Expertise of the Entrepreneur of the Year Award (EYA) Winner at Local and State Chapters

The following ideas were generated from a discussion at the Member Network Strategic Forum May 2008.

Local Chapter

- Community spokesperson on business issues
- Ambassador to REALTOR® and Women's professional associations and the community
- Participate at REALTOR® board events to showcase WCR professionalism
- Promote WCR membership and benefits at real estate offices
- Speak at Chapter and other REALTOR® events
- Blog on local REALTOR® association web
- Ask her to promote WCR to non WCR REALTORS®
- Ask her to get other REALTORS® in her company involved
- Have a panel presentation of several EYA winners
- Auction her "expertise" to REALTORS® as a chapter fundraiser
- Source for finding EYA candidates for next year
- Highlight her entrepreneurial expertise in marketing flyers and web site testimonials and videos
- Contribute business articles to newsletters or Web site
- Send out press release to promote her and chapter
- Ask her to mentor chapter members

State Chapter

- Speaker at state meetings
- Panelist on business building program
- Be the interviewee for state newsletter or web site article
- Web site blog expert
- Advertise all local EYA winners at state REALTOR® board
- Use as webinar presenters
- Put photos and "knowledge she has to share with REALTORS®" on Web site
- Promote all EYA winners in a state press release
- Set up state wide mentoring/coaching program
- Recognize at the state awards program



FaceBook Chapter Fan Page

Chapter Fan Page VS Group

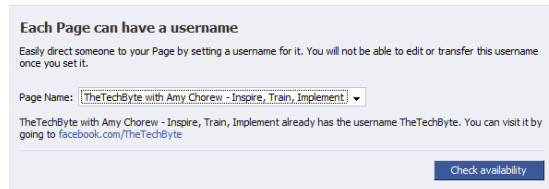
A new addition to the Facebook environment is the Fan Page.

To start one for your chapter click here:

<http://www.facebook.com/pages/create.php>

Benefits of a Fan Page

- Anything you post on the wall goes on the fans wall.
- Fan pages are indexed by Google for SEO Power
- Events and Videos added to enhance the member involvement



Getting Started

Develop a business plan:

Who is your audience? Fan pages open to all, Groups can be restricted to members

- 1.What is the purpose of the Fan page? Are you just promoting programs or building relationships? This is an opportunity to expand to reach younger and tech savvy members .
- 2.Who will administer?
 1. You need multiple Admins and an annual transition plan.
 2. Admins must commit to posting at least once a week.

Branding is Important

- 1.Brand your page with your chapter name
- 2.Lets aim for consistency. Some examples:
 1. Southeast Valley Regional Chapter Women’s Council of REALTORS
 2. Non profit
 3. Real Estate
- 3.Secure a Vanity URL for your Fan Page <http://www.facebook.com/username/>
 1. For help on this visit <http://www.facebook.com/help.php?page=896>

Begin Marketing

Here is a sample message you can send to your members. You can send it through your existing Facebook Group or page. Also send through your Email list.

SAMPLE INVITATION

The Southern Fairfield Women’s Council of REALTORS® is launching a new Member Fan Page. What's the difference between this and the group you already belong to? Fan pages allow you to receive updates from us in your daily news feeds. Group pages do not.

You will no longer need to visit the group page to see if there are new updates available. Articles, Press Releases and Events will automatically publish to your news feeds so you will be able to see and share our stories easier. The new fan page will ensure members never miss an update from us again.

Follow the link below to join!

<http://www.facebook.com/southfairfieldwcr>



Marketing your Chapter with Facebook

Getting started

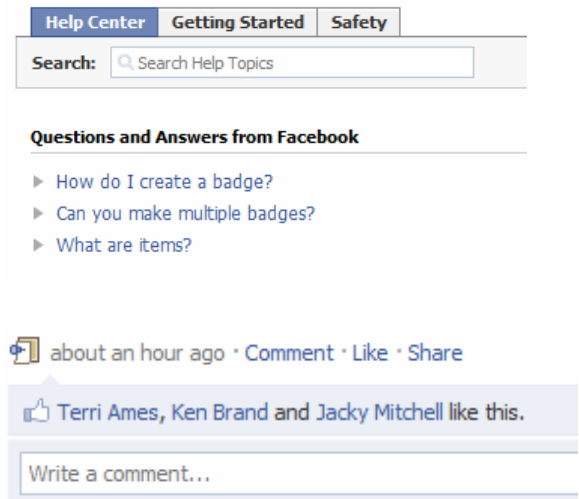
1. Invite all members to become fans.
2. Add all your events for the year
3. Add Photos and Videos
- 4. Create badges for your Facebook page and share on website**
 1. <http://www.facebook.com/help.php?page=4>
5. Demonstrate to members how they can share content on their own Facebook page.

Ideas for postings

- Awards that the chapter has earned – Chapter Excellence, Recruitment and Retention
- Awards from the chapter to members– Member of Year, Entrepreneur of Year, etc
- Ask members to post “testimonials” about the chapter
- Say hello/recognize new members
- Thank members and guests for attending a program or event
- Post notes from program for those that could not attend.
- Thank speakers
- Post member achievements and successes, i.e. designations earned, community or other appointments, service on boards, etc
- Post complete meeting schedule
- Post Programs and Events in Events section
- Link to National and State WCR web sites, resources, articles, etc
- If chapter is actively using other social networking tools, link or include info on them
- Post community events and other opportunities for networking
- List sponsors

Do not's

- ✓ Do not overload the WALL with property listings – perhaps they go in discussion area?
- ✓ Use as your personal page





Talking Points and Recruiting

One of Women's Council's strategic goals is to be a magnet for career-focused REALTORS® with diverse backgrounds and high levels of professionalism.

Use this list of ideas, which were developed by the Member Network Strategic Forum, to identify and recruit successful REALTOR® members.

Visit **Member Center » Chapter Tools » Marketing Action » Recruitment Venues**

Also available on turnkey tools to assist you in Recruiting and retention efforts in the **Member Center » Chapter Tools » Recruitment and Retention Tools**

- Brand Document (PDF)
- Calling Script (Word document)
- WCR Fact Sheet (Word document)
- Member Application (PDF)
- Membership Application (Word document)
- Testimonial Flyer (Word document)

Member Center » Chapter Tools » Marketing Action Kit » Recruitment Venues

Recruitment Venues & More

One of Women's Council's strategic goals is to be a magnet for career-focused REALTORS® with diverse backgrounds and high levels of professionalism. Use this list of ideas, which was created by the Member Network Strategic Forum, to identify and recruit successful REALTOR® members:

- Use testimonials from successful Women's Council members.
- Promote concept that involvement in WCR leads to business development opportunities.
- Join local board committees and "promote" Women's Council.
- Take the Board officers to lunch to discuss joint opportunities and to thank for their support.
- Highlight achievement of successful members in REALTOR® community.

The files created in Microsoft WORD can be customized for every presentation you make.

NEW! WCR Video

The video can be accessed by this URL:
<http://www.wcr.org/videos/09forum/video.html>

Using Video for Recruiting.

Using this video as an example of the diverse membership we attract through Women's Council, and think about creating your own video. We are a local organization building on referrals and reputation.

Use your Flip Camera and create a video with the software included or use software on your computer. Save video in a format that can be put online.

Or use a product like Animoto at www.Animoto.com. This free software allows you to use photos to create a fast moving video.

Either way, make sure your chapter has a Youtube account where you can post your videos from events. Then share the link or embed code on your Facebook page, your email or on your website.



Creating a Video

Consider using what you have, the video option on your Digital Camera. You may also consider purchasing one of TheFlip video cameras.

TheFlip has its own editing software or use:

WINDOWS – MovieMaker - *free with Windows*

MAC _ iMovie - *free with MacOS X*

www.apple.com/imovie

Use a Tripod

Publish your Video

You can upload any of your videos to a video sharing site like Youtube. Once done, share it on your Facebook Fan page, or copy the HTML code into your website or blog. Share your Video with everyone!

Why YouTube? Why not other sites?

YouTube will give your video the most exposure. What is referred to as “eyeballs”.

Putting a Video on YouTube

How do you post your video on YouTube?

1. Create a new account with YouTube at www.youtube.com (or any or all of the sites listed above.) These are free services to upload videos but be sure to read the terms of use to make sure that you follow their guidelines.
2. Have a generic login for transition purposes.
3. Using their easy to understand directions, upload your video to YouTube. Make sure you type in and make any notes, tags, etc. so that people can find your video easily when they search.
4. Once the video has been uploaded, at the bottom of the screen you will see a distinct URL of your video (<http://youtube.com/???>) an embed code. This code can be put on your blog or website and the video just appeared.



Video Upload (Step 1 of 2)

Title*

Description*

Video Category*

Tags* Tags are keywords used to help people find your video. (space separated)

(* Indicates required field)