

Simple Steps to Smart Social Media: Systemize and Automate to Attract and Connect with Actual Buyers + Sellers

Step 1: _____

Step 2: _____

Step 3: _____

Step 4: _____

Step 5: _____

Step 6: _____

Step 7: _____

Step 8: _____

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Understanding

WRELDA Understand women real estate consumers and how to become a resource for the content they crave

2009 NAR® Profile of Home Buyers and Sellers

Trulia Q&A See what local buyers want to know

OnlineDominance Coaching/mentoring to translate your understanding into online dominance of your niche

Content

Articles/statistics:

- **InmanNews.com**
- **New York Times Real Estate**
- **Bankrate.com**, • **Kiplingers.com**

Fodder for Re-Tweeting {RT} & Re-Blogging:

- Search Twitter for mentions of your town or neighborhood
- Follow people on:
 - Inman's Real Estate's 50 Most Influential Online
 - Stefan Swanepoel's 100 Influential & Interesting Real Estate People
 - 50 Most Influential Real Estate People on Twitter

Blogging

WordPress A blog/site you can host on your own domain

Trulia Make sure you blog **& answer** questions

RealEstateTomato: Blog setup, customization and tutorials

ProBlogger Free tutorials on getting traffic and creating headlines and e-books

WiseStamp Custom email signatures w/ social media links

Twitter

HootSuite Web-based platform for managing your Tweets & scheduling Tweets in advance

TweetDeck Desktop software for Twitter management

Facebook

www.facebook.com/twitter/

Twitter exporter automatically posts your Facebook status updates

<http://apps.facebook.com/twitter/>

Twitter app automatically posts your Twitter updates straight to Facebook