

YPN presents

# Social Media Educational Series

## A guide to social media and how it can grow your business

Join YPN for a four part educational series on Social Media. These courses will give you the tools needed to maximize your time and efforts by using the latest and most effective social media tools.



Damien Steiner Smith is the owner and founder of Guerrilla Social Media. It was founded under one principal: Bring the power of social media to all businesses in a simple, efficient and affordable way. As soon as he began blogging, he generated about 1000 hits per month as a company-generated website. After helping many professionals generate even greater results, he built a team of social media managers to assist in developing a simplified social media marketing strategy, that is now known as Guerrilla Social Media.

Because Real Estate is on the forefront of social media, Damien has partnered with some of the most experienced Real Estate professionals in social media on a local and national level. He has in-depth knowledge of the tools necessary for social media success, specifically those pertaining to the Real Estate industry. He can be found on [www.guerrillasocialmedia.com](http://www.guerrillasocialmedia.com).

### February 15, 2010

#### Social Media Revisited

Covering the basics of all the major social media networks and blogging, while providing new, fresh information to the 'seasoned' individual.

### March 1, 2010

#### Effective Strategies of Social Media

Understand how to implement social media into your business and learn the proper strategies to make it successful.

### March 15, 2010

#### Advanced Social Media Strategies

Learn to share information over social media sites and blogs to engage online conversations that lead to warm referrals.

### March 29, 2010

#### Discover Untapped Wealth through Online Classifieds, Messageboards and Multimedia

Generate leads and referrals! Create free, professional online ads, and learn to send ads to dozens of sites at once.

All sessions are from 10 a.m. to Noon and will be held at HRRR Headquarters.

#### Prices

HRRR Members:  
\$10 per session

Non-Members:  
\$15 per session

\$30 for all 4 sessions  
if you register  
by Feb. 12

\$50 for all 4 sessions  
if you register  
by Feb.12

Educational Series Sponsor



HAMPTON ROADS REALTORS® ASSOCIATION

638 Independence Parkway, Suite 100, Chesapeake, VA 23320

Phone: 757-473-9700 Fax: 757-473-9897 [www.CenterForRealEstate.com](http://www.CenterForRealEstate.com)

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## REGISTRATION FORM

Name: \_\_\_\_\_

Firm: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

E-mail\*: \_\_\_\_\_

\*It's HRRR's policy not to share or sell e-mail addresses.

Classes:

February 15, 2010  
Social Media-Revisited

March 15, 2010  
Advanced Social Media Strategies

or  All 4 Sessions

March 1, 2010  
Effective Strategies of  
Social Media

March 29, 2010  
Discover Untapped Wealth through Online  
Classifieds, Messageboards and Multimedia

Charge:  VISA  MC  DISC amt \$ \_\_\_\_\_

Card# \_\_\_\_\_

Expiration Date: \_\_\_\_/\_\_\_\_/\_\_\_\_

Signature: \_\_\_\_\_

or

Check enclosed (payable to HRRR)

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