

YPN presents

Social Media Educational Series

Join YPN for part one of a four-part series designed to give you the tools needed to maximize your time and efforts by using the latest and most effective social media tools.

Speaker Damien Steiner Smith is the owner and founder of Guerrilla Social Media. He has an in-depth knowledge of real estate specific social networks, and believes in bringing the power of social media to all businesses in a simple, efficient and affordable way. Go to www.guerrillasocialmedia.com for more information.

March 1, 2010 - Part 2: Effective Strategies of Social Media



You have your social media profiles set up—now what? This session will guide you in implementing social media into your business and learning proper strategies to make it successful. You will learn tools to provide you with the right words and messages with Facebook, Twitter, blogs, LinkedIn audiences and more. We will discuss Facebook fan pages versus profile pages, how to categorize your friends and maximize the use of privacy settings. We will make sense of Twitter by breaking down language and etiquette, discussing tools to simplify its use, and how to use Twitter as a listening tool. You will learn how to make a complete and reader-friendly blog. We will also teach you how to create a profile on LinkedIn, and change a dormant profile into an optimized business asset.

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



REGISTRATION FORM - "Social Media Educational Series - Part 2" - March 1

Name: _____ Charge VISA MasterCard DISC

Firm: _____ amt \$ _____

Address: _____ Card# _____

City/State/Zip: _____ Expiration Date: ____/____/____

Phone: _____ Signature: _____

E-mail*: _____ or Check enclosed (payable to HRRR)

*It's HRRR's policy not to share or sell e-mail addresses. Check amt \$ _____ # _____



HAMPTON ROADS REALTORS® ASSOCIATION
638 Independence Parkway, Suite 100, Chesapeake, VA 23320
Phone: 757-473-9700 Fax: 757-473-9897 www.CenterForRealEstate.com

Copyright © 2010
Hampton Roads
REALTORS®
Association.
All Rights Reserved.