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Social Media Resources & Tools

What Everyone Should Know & Use

Social Media is simply people communicating through technology. In this day and age, social media is a must in order to stay ahead in business. Social media enables those in the real estate industry to get closer to clients, co-workers, & business contacts in order to provide better customer service and achieve higher satisfaction from everyone you work with day-to-day. Our top social media sites are the following:



Facebook connects you easily to friends, family, co-workers, and clients. Capabilities such as status updates, messages, and events allows you to keep your company updated on what's happening as well as keeping your clients up-to-date as well.

Similar Sites: Bebo, LiveJournal, OpenDiary, Xanga, Friendster



Twitter is one of the fastest growing sites today, with over 300,000 users being added every day! Here you can connect with your audience in real time, allowing you to stay current on what your clients are wanting and respond to them as well as quickly as pressing "tweet".

Similar Sites: Chatter, Pingfm, Globme, Utterli



LinkedIn exists to help you make better use of your professional network and help the people you trust in return. It is an electronic business card in which you can exchange with millions easily, helps highlight what your company is about and where it is going in the future, and helps your business be more productive and successful overall.

Similar Sites: Plaxo, Jobster, JobFox, VisualCV



YouTube allows a company or business to be able to post videos and broadcasts to millions instantly. One can create their own "Channel" in which others can subscribe to. It is a great outlet in order to see what is going on within a company and a way customers can see what comes out of it.

Similar Sites: 5min, Atom, Blip.tv, Collegehumor, Crackle



Flickr is an online warehouse and online community used to create and organize all your photos under one roof. Just upload them, tag them, and organize them into different albums, then share them on your blog, webpage, etc. Pictures can also be easily browsed by going to your unique Flickr site.

Similar Sites: Photobucket, Smugmug, Picasa, Webshots

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