



Get Connected on the Internet

The Art of Social Networking connecting
real estate agents and prospects

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A Washington State Approved Real Estate School for Clock Hour Education under R.C.W. 18.85.



Clockhours by Email

In this class you are REQUIRED to go to the social media sites and answer the questions in the quiz. You must have profiles or set them up to pass this class.

1. You will be provided with an ebook of with the class material here in a pdf format.
2. In WA a “clock hour” is 50 minutes. There are questions about each session. They can be answered while reading the material, at the end of the session, or at the end.
3. **Answer** the questions on the quiz sheet.
4. If you have any questions regarding the material or the questions, don’t hesitate to call or email Natalie Danielson.
5. **Mail** Quiz and Evaluation to Professional Direction.
6. The certificate will be emailed within 24 hours (if possible) from when we receive you quiz and evaluation.

Disclaimer.. the course materials and questions are not to be used for legal advice. Information can change over time. Real estate transactions are handled different ways in different regions in the State of Washington. If you have any comments or concerns about the material contact Professional Direction.

Thanks! *Natalie Danielson*
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Get Connected on the Internet

The Art of Social Networking connecting Real Estate Agents and Prospects Curriculum

Session Hours	Major Topics	Method of Presentation
1 1/2 hour	Turn on that Computer! How do people find properties online? How do people find you online?	Lecture Discussion Get online Google Agents
2 1 hour	Learn how to create profiles on the Internet.	Lecture Discussion Look at profiles
3 1 hour	Learn how Facebook.com, Instagram, LinkedIn and Twitter work. Answer questions about these sites.	Lecture Discussion See social media sites Look at sample blogs
4 1/2 hour	Don't be Boring Give people a reason to connect with you Connect to your database "Smile, you're on Candid Camera" Mobile Tablet Computing and Phone Apps	Lecture Discussion Show connections

Get Connected on the Internet

There is nothing more powerful today than technology and the internet. Everyone in business is making use of technology, but at different levels. In real estate, agents are using technology tools and the internet in a variety of ways. The most powerful internet resources are FREE!

There is no more powerful way to advertise yourself, your company and property listings than to use the tools available on the internet. Imagine the cost of newspaper advertising over the years. Soon, a piece of newsprint will be obsolete.

Can your friends, family, past clients and prospects FIND you online? We used to just pick up that heavy phonebook and flip through the white or yellow pages to find anyone and any company we wanted. Few people have those books any more. In fact, my own children and their friends in their 20's have never had a wired phone line and have never used a phone book.

Most real estate transactions will be completely paperless in the next three years. Virtually all communication for the sale of a property will be online from marketing to closing.

The real estate market has suffered a devastating loss of energy. As the market recovers and now takes off it is time to position yourself and learn how to use the internet effectively for your business and your clients. Don't be a dinosaur or you will find yourself with the same fate!

This three clockhour course will focus on how you can create a presence and get connected to your clients and prospects on the internet.

Course Objectives

As a result of taking this class the agent shall be able to:

1. Discover what identity real estate brokers currently have on the internet.
2. Learn what ways there are on the internet to create a presence and have profiles on Key Sites.
3. Learn to use social media sites including Facebook.com, Linked In, and Twitter
4. Understand the importance of blogging or having a website
5. Make sure that they are not "boring" online
6. Learn how to connect with past clients with social networking programs.
7. Understand mobile computing and the importance of smart phones

Turn on that Computer

The world is changing faster than our brains can comprehend. Do you know how fast your eye blinks? To find that answer you'd have to look it up in an encyclopedia at home or in the library. Today, a quick search on Google "how fast does your eye blink?" and the answer is .2 seconds which is less than the "blink of an eye" which is .33 seconds. There were 5.98 million results. In the next few years ALL content will be on the internet. To find out the answer to almost any question we will go to the computer first.

If you took all the people on Facebook and put them in a country, it would be the largest country in the world growing faster than almost any other country. There are more than 2.5 BILLION active users of Facebook! Over 500 million are mobile users. People upload about 200 million photos a day. Most people spend 20 minutes on Facebook each visit. Those statistics grow by the minute. They vary by the source, so this is just a general idea.

Twitter spread the news of the Jan 2009 US Airways plane crash in the Hudson river in New York in an instant to thousands of people complete with photos. If you called 911 on a land telephone line and had to explain an emergency like the 2009 plane crash in the Hudson River, it could take you months to describe what was happening. A person on a nearby ferry took a photo and put on Twitter... and it circled the globe in no time. Passengers in the December 2008 Denver crash were twittering that their plane crashed before they exited the plane.

Twitter connected people in Japan after the earthquake. There is a short video on my Clockhours YouTube video that shows graphically how fast and how far tweets were sent within seconds after the earthquake. No longer do we rely on network news sources for news. Twitter is used as a powerful communication tool around the world.

Over 1 billion people use Instagram. Over 95% are also YouTube users. Six in ten adults use Instagram. Facebook owns Instagram.

Twitter, Facebook, Instagram, TicTok, and LinkedIn are popular social media sites today. We don't know what is in store for us in the next 5-10 years.

Information on real estate transactions is now available from all different sources including photo shots of properties from satellites when we used to have to wait days for film to be developed. Paperwork is transmitted and even signed on computers... and even phones and mobile devices.

Now is the time to position yourself in the real estate industry with a presence on the internet and use the internet as a tool for marketing.

There are a handful of excuses from real estate agents for not getting up to speed with the latest internet and technology, but like dinosaurs, those agents will be extinct soon!

What major news story did you hear about online?

What are major news stories that you follow online?

How do people find properties online?

How would a prospect find out information on your listings? Try finding out by searching Google for properties for sale in your own town. Look at the maze of information that is online about listings. Who is behind some of those websites? Most of the websites don't really identify if they are a real estate company or just an agent.

What site has the "best" information on properties for sale?

Are they properties that are listed or for sale by owner? Do sites expect you to register or sign in?

What about sites that use words like MLS or Realtors, or real estate... are they "the" site for real estate information?

What does your search tell you about Zillow?

Would you register to see listings in the MLS?

Who posts the most listings in your town?

Check out the paid advertisements for real estate companies. Do consumers click on those first when searching real estate?

Some sites like Zillow.com and Trulia.com (which Zillow just bought) are quick to pop up with impressive information on neighborhoods.

There are brokers that post their listing on social media using another link other than the link from their own company website.

Consumers have the idea that buyers brokers don't work hard when matching a property to buyers. If it was that "easy" why don't all buyers find the properties online?

Do consumers find you first.... Or... a property and then call you.

Prospects need to find YOU and not try to wander through the maze of internet sites trying to find properties!

Discussion:

Act like a potential buyer. Google the name of the town and real estate for sale. Try different searches and see what shows up.

Will the agent whose name shows first get all the leads from across the country?

Go to YouTube (owned by Google) and see what you find when you google your towns homes for sale.

How do People “FIND” You?

How accessible are you to potential, current clients, family and friends? Do you want people to be able to find you? You may have changed companies or your office has moved to another location. What if one of your past clients has decided to sell their house? What if your current buyer client drives by a home that she likes and wants to email you from her PDA? Can she find you? Can Mom find you?

If a past client, friend or even a family member wanted to find your phone number, your address, the real estate company you work for, the company address or website... how would they do that? Most likely they would go to www.google.com. Almost 90% of all searches on the internet take place on Google.com.

Ok, then ...go to Google and “google yourself.” Do what is often referred to as an “ego search.” Search for your name, nick name and your maiden name. If you are John Abbernathy and you search your name there could be millions of people that show in the results. Do any of those links go to you?

Now you have to remember that YOUR computer knows it is you at the keyboard and where you are located. Your computer is not confused thinking you are in California or New York!

Search your real estate company and then search for yourself on that company website. It is amazing how many agents don't have photos or even email addresses and phone numbers on the corporate website! I think only about 20-30% of the real estate agents even have the corporate page current.

There is no phone directory for cell phone numbers. There is no complete directory of real estate agents. There is no directory for websites. So, it is important that YOU are able to be found on the internet.

And... Make that profile memorable. Here is a sample. Out of the over 40,000 real estate brokers in Washington, how many could use this bio?

“Corey has been in the real estate business for the past 15 years. Representing House Realty, they represent buyers and sellers in the Greater Seattle Area. Awards for top broker in the company for the past two years hang on the wall of their office... blah blah”

Create a profile that so that it is unmistakably YOU!

Create a profile

Open a folder on your desktop and add one or more photos of yourself that you can use in profiles.

Type a bio... Make it memorable... if I read it can I tell it is you and not the agent sitting next to you?

Make a list of the links to your blogs and websites and listings

Where do your Clients find you?

Look at the list of clients you have worked with in the last year. The majority of real estate agents work with only a handful of buyers and sellers a year. How did you connect with those clients.

- A referral from a friend
- A person that you used to work with
- A relative
- The grown son or daughter of a friend
- Someone you know from a group or sports club
- Your neighbor
- A past client

How do you keep in touch with your family, friends, golf partners? What is the most common way you have conversations with people? Phone? Email? Facebook? Linked? Texting? Handshaking? In groups?

In order to build your business, you need to have conversations with people. They can only say “yes” to you if there is a conversation. How many conversations do you need to have with prospects in order to make an appointment? You can’t build a real estate business in a bubble. You need to have as many conversations as possible every day. REAL conversations. Not just telling the bank teller that you sell real estate... but conversations where you actually know the other person... at least on some level above just a transaction.

Social media makes conversations with potential prospects easier, more interactive and in multiple ways.

Decide on a number of conversations you need to find a potential prospect that will set up an appointment. Do you need 5 a day? 10?

What level of the conversation?

How many people are on your database? How often do you have a conversation with each of them. Do you have a plan to reach them regularly?

Do you know what ways you can reach them effectively?

It is important to be connected with your prospects!

Brokers sit at their desk at home or the office just hoping the phone will ring or an email will come through with a referral. In order to generate leads, you have to be in touch with your prospects ALL the time. How are you going to do that?

Twenty percent of your sphere of influence has a real estate question RIGHT NOW! If you aren’t on the top of their mind, who will they ask? If you have 250 in your sphere (which is a minimum) 50 of them are going to consult a real estate agent to get an opinion or answer a question! Yikes... start calling them... writing them on Facebook to say hi... send out an email.... go to a chamber meeting... invite 5 people to coffee... etc!

Create Profiles on Key Sites

Start getting your profile up on key sites for FREE

Google	Start first by putting up a “profile” on Google. There you can include your photo, contact information and the links to websites and blogs. Google is probably the first place that prospective clients will go to find you. Go to Google.com and “sign in” with email and password.
Corporate site	Go to your corporate site and make sure that you have an updated photo and bio including contact information. If we read your bio, will we be able to tell it is you and not someone sitting next to you?
LinkedIn.com	This is like your resume online. You are walked through how to post your profile, links and photos. Then you can create links with others that you know. Then you can find more links by plugging in your email address and LinkedIn will walk you through sending invitations to connect.
Instagram	This site is primarily a site where people share photos and videos. Sign up on your mobile phone and get an account.
Realtor.com	Well, this is a no brainer... have a profile.
Zillow.com	Your company gives Zillow the feed of the listings. Set up a profile with picture and contact information. Then go to each of your listings and make sure that you are showing as the listing agent.
Facebook.com	Facebook could possibility be compared to enhanced white pages. Put a profile on Facebook using your real name and contact information. It is against the terms of service to put up more than one profile. You can search your email to send invites to connect to friends. You can also set up a Facebook Page for your business or hobby after you have a profile.

Discussion:

Google some of the top agents in the area.. What come up? Is the information accurate?

Discuss the different sites to have a profile and the reasons.

Facebook.com

Join the crowd on Facebook! March 2015 is the 11 year anniversary of facebook It is a free social networking tool started by college students to link their friends. Its exponential growth is way beyond what we can even contemplate even in our limited knowledge of the world wide web. The average user on Facebook has 155 friends. Of all the people on the internet, 85% of women and 75% of men are on Facebook. Over 72% of online users of income more than \$75 are on Facebook.

When Facebook started and was growing, the real estate market was tanking! The market had collapsed in 2007 and that is when social media took off online!

Natalie set up a profile on October 2006 about ten days after Facebook opened the doors to any user over the age of 13. Her college kids were active on the site and they were immediately connected.

Facebook can be an incredible tool to use for networking for business, though many of us started only limited our exposure primarily to friends and family. Now, most people open it up to all people that they know. It is like a group of friends and family in a coffee shop. Though I know it is used worldwide, I didn't really consider the impact it could have from politics to connections. From grandmas to students protesting their government on the other side of the world, it connects people and groups. As we have seen since 2017, Facebook has been used to sway opinions of people with fake news and advertising.

It is free to the user. Information is garnered from profiles to target banner advertisements. For example, if you are a baby boomer you might constantly see ads to reduce wrinkles... I am sure they haven't looked at your photos and your young skin!

Facebook has privacy settings and most users only allow people to be a "friend" with their permission.

There are groups on Facebook.com from Real estate agents across the country to a group of agents in your own town. You can start your own mastermind or networking group on your own. You can plan an event and invite all or any of your "friends" on facebook.

Mark Zuckerberg, the founder may have hit on part of the reason in an article in Newsweek when he said that adults still need to communicate "with the people they're connected with." In other words, in our busy society, it's very hard to stay connected, and that's what it's all about. Facebook makes it easy with its intuitive interface, new stream feature and one-stop shop where you can have email, your personal blog, photo library and much more. And even the last to join up will admit it's cool to see what your friends and clients are up to.

Facebook is a social media tool for relationships. We build our business from our relationships. It is not meant as an advertising tool for your listings. Your wall is a way to communicate and connect not to sell. If you want to post information make it interesting, humorous, and informative. If you want to promote a listing think of something fun and different.

Basic listing and sales promotion (and even hobbies or interests) can be done on a Facebook business page. These are changing rapidly. You can upload your wordpress blog right onto a facebook page. You can make your facebook page your profile page. These pages are just growing and changing. Soon they might be in google searches.

Make LISTS on Facebook! Create Groups!

What is one way to make Facebook more effective for you? Make LISTS!

There are pictures of cats, lots of click bait, and crazy comments on the world.... BUT! Facebook is connecting millions of people every day. Your friends on Facebook include past clients, current connections, friends, family, and prospective clients for your business. Their posts get lost with all the others.

So, it is time to make lists! If you have a list you can post to only that list or more importantly, you can see what the people on only that list are all posting! I have many lists on my Facebook account. No one knows they are in a list unless that list was created by Facebook. Look for custom posts when posting.

I created lists that help me see beyond the junk that is posted. For example, I have a list that includes only three people... my kids. I see if they have posted anything... because it is one way to stay connected with them. I have a list with hundreds of real estate agents and another of my artist friends. You can have a list of all your clients and customers.

There are several ways to make a list. sometimes, the mobile devices make it harder or impossible.

1. When you friend someone immediately click on their profile. At the top where it says friends with a checkmark click the drop down menu. At the bottom it says "New List."
2. When you click on "Friends" on the left side of your screen, you get your lists and at the top it says "create new list."
3. You can click where it says "See all Friends" and there is a drop down menu next to each under the word friends. Here you can add them to a list or create a new one.

Now.. what do to with lists! Click on a list and see what they are posting. You might read information that could include:

In the past, you could click on a list and see only those posts.

NOW, you can create groups (not pages) and the members can be friends, cat lovers, clients, book lovers, fashion, etc! A group can be people that are considering buying or the first time. Groups don't have to be large... to be effective. You can post something every week on the topic, for example. People in the groups can post and you can also. Its like a mini club on facebook! Natalie has groups for brokers who want to get their Managing Brokers license, Book readers, artists, and more.

What about my privacy? I don't want strangers to see photos of my grandchild! Have a family group!

How do I build friends? Who should I choose to have as a friend?

How can facebook build my business?

Who cares what someone ate for dinner?

What is the difference between a facebook group and a facebook page?A page has no privacy.

Do I have to have my real estate firm name in the information section?

Do I have to show my age?

What if someone tags me in a photo that I don't want anyone to see?

What if someone posts something I don't like on my wall?

What about all those games and applications? Do I have to have them posted to my wall? It is the best way to lose connections!

LinkedIn.com

People post their basic resume including background and companies they have worked for. You can put information on your background and experience, companies you have worked for, and accomplishments.

In addition, LinkedIn.com is like a rolodex on your computer. On LinkedIn.com you are connected with people that you know. Every person you are connected with on LinkedIn is connected to others. You can see those connections and use that to expand your network. For example, if my best friend that I am connected with on LinkedIn is friends with Bill Gates on LinkedIn I could ask her for an introduction. So the more friends you have on LinkedIn, the more people you can get connected to.

You can send messages to your LinkedIn connections. You can even have daily updates to say what you are up to online.

The author of a book, "The Power of Who" worked for the same company I did a couple decades ago. I received a message on LinkedIn about his book and how your network can connect you with so many people. Now the book will be seen more in major stores and even airports. Your network is your most powerful asset.

Six Degrees of Kevin Bacon is a parlour game based on the "six degrees of separation" concept, which posits that any two people on Earth are six or fewer acquaintance links apart. That idea eventually morphed into this parlour game wherein movie buffs challenge each other to find the shortest path between an arbitrary actor and prolific Hollywood character actor Kevin Bacon. It rests on the assumption that any individual involved in the Hollywood, California, film industry can be linked through his or her film roles to Kevin Bacon within six steps. This is a general idea that is behind LinkedIn.com.

You can use your connections on LinkedIn to build your sphere. You might see that a company is moving to your town and want to find someone in human resources, for example. You might find someone who knows someone else who knows the person you want to be linked to.

Discussion questions about LinkedIn.com

Why is it important to be on this site?

How can I build my connections?

Do people read status updates?

How can I send an email to my connections?

Do I have to post to all these sites at different times?

What is Hootsuite (and other similar sites)

Instagram

In order to survive in Real Estate, brokers need to understand how to use social media tools to communicate and market to clients and prospects. Instagram was founded in 2010. Instagram is second only to Facebook as a social media platform with over 1 billion users. Facebook, knowing the power of Instagram, purchased the site. Though pizza is the most Instagram food photo posted globally, posts with photos of people get 38% more likes than those that don't. It is one of the fastest growing social media platforms on the planet.

Instagram, like many other social media platforms, is FREE! Imagine the cost of newspaper advertising over the years. Soon, a piece of newsprint will be obsolete. All print advertising is going away or changing.

Like other social media sites, It is not designed as an advertising site. Yes, there are ads throughout. But, your posts need to make you interesting and engaging. If you post photos of listings, make them interesting. Give people a reason to "like" the photo and engage!

You can also send direct messages. You can click a heart to "like" a post and you can see a list of those that have liked your posts recently.

It is primarily a mobile/cell phone platform. So download the app on your phone. Think of a good handle/name and get started posting. You can search your Facebook friends to see who is also on Instagram and start following them!

Discussion questions about Instagram

Are you on Instagram?

What interests you the most on Instagram.

You can repost the same post on Facebook? What do you think about that?

Twitter.com

Twitter was founded in 2006. It is unique in that it is a site where you can only post 140 characters. It is growing so fast the statistics will change before this sentence is finished.

“It is a service for friends, family and co-workers to communicate and stay connected through the exchange of quick, frequent answers to one simple question: What are you doing?” according to the front page of the site.

Natalie’s friend, Nansen has been twittering since April 2008. It wasn’t until fall of 2008 after a seminar that she focused in growing her network on Twitter. In January 2009 she had over 10,000 followers. She grew her following by letting all her current contacts know she was on the site. Then she started following people with similar interests. Eventually they started following her. In March 2009 she has over 60,000 followers. When her new Ford car broke down and she had only a quarter of the followers on twitter, she got executives at Ford flying cross country to make sure that her car was back on the road in no time after she wrote a tweet. In April 2011 she had almost 300,000 followers. People read what @nansen writes and the links she posts.

When I wrote a tweet about how I learned so much from the book “What would Google do” the author, Jeff Jarvis and Huffington Post wrote back. Gary Vaynerchuck, “Crush it” also tweeted back more than once after chatting about his book.

When the Japan earthquake happened in March 2011, I followed certain people and emergency sites to see if the tsunami was going to hit Long Beach, WA and when and where people were evacuating that morning. There was no other way to get that kind of up to date information anywhere on the planet, except from those who were right there at the scene.

You can type in a topic, for example “Real Estate,” and follow everyone in the world that has written about real estate. I have found real estate agents in my own town twittering. I searched “Kirkland” and I found my neighbors and other agents on Twitter. With GPS you can even find out who is on twitter within a radius from where you sit! There are great tools for searching and it is a powerful way to find out what is happening in the world.

Discussion questions about Twitter.com

What is Twitter used for?

Makes the internet seem noisy? How do I filter what I want to read?

What do I post on twitter?

Can I have more than one account? Why would I do that?

There are more social media sites. Choose ones that you can possibly connect with family, clients, and prospects.

Don't be Boring and don't "Sell"

If you want to have a presence online then you have to be yourself and be interesting. Whether you are on Facebook.com, Twitter, or blogging, it is important to make your information concise, interesting, and personal. Give us more than a black and white classified ad or a said photo of the house from across the street. Tell me why I should work with you. Be authentic. Be personal.

Try to avoid "selling" too much online. Everyone likes to buy but few of us like to be sold. Be transparent online and "real." It is so difficult when we get to websites that don't give us all the information but are meant to "tease" the consumer.

It is important to tell your story and be honest when writing online.

Consumers are not going to buy or sell a house through you because they saw you once online. It is all about building relationships.

Give People a REASON to connect with you

You are a unique, fascinating person. You have interests that include real estate. You have your own perspective.

If you are going to write a blog about real estate and your listings.. tell us something more than... "I have a new listing." Tell us why that property is different. Tell us about the purple hot tub, the sunsets or the location. Give us some photos that are different than what we might see in the Homes Magazine.

Tell us about one of your hobbies or your pets. Introduce yourself to me through photos or quotes.

It is all about building relationships. There are thousands of real estate agents that have the same basic bio as you have. What sets you apart? What about you connects you to your prospects?

Connect to Your Database Online

The most important marketing tool real estate agents have is a good database. There are numerous programs available to use to keep track of your past clients and prospects. But, it is important to have the most simple program and work with it constantly. A database is not something that you complete and never touch. It is something that you have to keep updating.

Then you need to use that database and keep in touch with your current and past clients. Many of them “need” your expertise right now! They can learn about the market from what you write on your blog.

“Smile, you’re on Candid Camera”

In this past decade the issue of privacy has hit us almost daily. From removing photos of children at the pediatrician’s office to having screen names that hide our identity, we are always wrestling with that line that keeps moving as to what is private and what is not.

Ironically, privacy has taken a back seat and being transparent is the wave of the future. Whether you want to or not, you are photographed and can be tracked throughout your entire day. Every website you visit can track what pages you land on. When you get cash out of the ATM a hidden camera catches the look on your face. Your car and license are photographed as you try to get through too late at a stoplight, security cameras in the stores catch the ugly shirt you put on this morning, and your cell phone not only tracks every call you make but has a chip in it to identify where you are on the planet. So if you want to be anonymous, it is nearly impossible.

But, there are issues that we must respect with regards to privacy. On your facebook you have to be careful that photos of you drunk at your sisters house, or comments on an trashed foreclosure you have listed don’t get back to someone that might have more than a passing interest.

Discussion questions privacy

What are examples of stories, photos and videos that you probably shouldn’t post?

How do you get rid of a photo someone posted of you?

What kind of information about a transaction or your client should you leave out of social media?

Mobile Tablet computing and Smart Phone Applications

Soon all our transactions will take place on a tablet computer like an iPad. Signatures will happen and paperwork will all be digital.

It is only a matter of time before we all have smart phones with our own app linking the clients directly to our blog, phone and maybe where we are located by GPS.

The future of the internet with all this content is that finding and filtering information will be our responsibility as real estate agents.

We can only imagine what the future holds. There are only minor clues as to what is next.
Go forth and Get Connected.

Discussion

Do you have a smart phone with email and internet?

Does your phone have applications?

Can you take good photos and videos with your phone?

When do you plan to purchase an iPad? Tablet?

What do you think is ahead in the future for our industry?

Advertising Guidelines for Social Media

The Washington State Department of Licensing has advertising guidelines that would give real estate agents more specific ways to make sure that they are disclosing their name and the name of the firm so that the consumer can identify them. These guidelines are available at the Department of Licensing website www.dol.wa.gov.

Discussion

Have you gone to the website to find the guidelines for advertising?

How many clicks does it take for a consumer to find out your firm name on your website?

Conclusion

Just about every client in your future is on the internet and will use the tools available. It is important to have a social media presence.

Quiz for Get Connected on the Internet

Complete answers on this form. Mail or scan to Professional Direction with Evaluation.

1. Google and find out the number of people on Facebook _____
2. Name one item of news that you learned because of social media and not the local TV news channel _____
3. Google "Homes for sale" in your town. What were the top three (not ads) sites? 1. _____ 2. _____ 3. _____
4. How many houses for sale were listed on those sites 1. _____ 2. _____ 3. _____
5. Did any real estate agent site come up on the first page of Google? . _____
6. What is on the first page of Zillow? Are there any ads? _____
7. Go to YouTube.com and search homes for sale in your town? What shows up? _____
8. Google your name and what comes up on the first page of Google? _____.
9. Googling your name.. does your picture show up when you click on "images?" _____
10. Google your firm name. What comes up? Go to your own page on the firm website. Is it Accurate? _____
11. Set up your Facebook Account. Do you list your firm name as licensed in your profile? _____
12. Make a list of the past 10-12 clients you have worked with. How did you connect with them? _____
13. Make a list of the 4 ways you connect with people importantly using social media
14. Put 5 friends in lists on Facebook. Then look at the feed for each list. Did you learn something new about a friend? _____
15. Go to Privacy Checkup and look for your settings. Who can see your posts? _____

16. Set up a LinkedIn.com Account. Write a summary less than 200 words that if it was read to your friends, they would know it was you! Include your contact information (even though you can do it below because people don't scroll!!) Did you do that? _____
17. Connect to 10 people on LinkedIn.com _____ List their first names.
18. Go to Home on LinkedIn.com and what was one update that you read about? _____
19. Set up a twitter account. What is your name on Twitter? _____
- 20 What is "trending on twitter" as you set up your account? _____
21. Set up an Instagram account using their app on your cell phone. Did you do that? _____
20. Time to post a status update on LinkedIn and Facebook. What did you post? _____
21. About 80% of people on Facebook use it on their cell phones.. Post an update with a photo from your phone. If you don't know know.. then google it and there will be the answer.
22. Name three things that you probably shouldn't post about. 1 _____ 2 _____ - 3 _____
23. Is your firm name as licensed available within one click on all your social media sites? Yes / No

Attach/ scan this to with your evaluation in order to get clockhours!

Professional Direction, email: clockhours@gmail.com



Mandatory Evaluation

Did you read the material in the booklet on this date? YES / NO

Did you complete the quiz and attach answer sheet? YES / NO

Did you enclose Tuition (\$30 for 3 hrs) YES / NO

Did you fill out and sign this form? YES / NO

Pay online using pay pal or your credit card.. click that you are using a credit card. YES / NO

Why did you choose to take this course? Topic? Time? Cost? Ease? Other?

A "clock hour" is 50 minutes. This 3 hour class should take about 2 hrs 30 min. How long did it take you to complete the course? _____

	No			Yes	
Will the material you learned improve your performance?	1	2	3	4	5
Were the course materials easy to follow?	1	2	3	4	5
Were the course materials relevant to your profession?	1	2	3	4	5
Were your objectives met by attending the class?	1	2	3	4	5

What are 3 things that you learned from the course?

1. _____ 2. _____ 3. _____

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Thanks for taking this class! I really appreciate the agents that take clockhours from my school! I am always working on my classes and writing new ones!

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