



Get your Face on Facebook

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



Read this information first!



Clockhours by Mail

1. You will be provided with a booklet of with the class material here in a pdf format. It is a THREE CLOCKHOUR CLASS FOR \$30.00 TUITION.
2. The course has been divided up into sections. In Washington State a “clock hour” is 50 minutes. There are questions about each section. 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. **Scan and E-Mail** your Quiz and Evaluation and email to Professional Direction. Clockhours@gmail.com Your phone most likely has a SCAN TO PDF!
6. The certificate will be mailed or emailed asap after receipt of 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

PROFESSIONAL Direction
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Get your Face on Facebook

Curriculum

Session Hours	Major Topics	Objective
1 hour	<ol style="list-style-type: none"> 1. What is Facebook 2. Social media is not a fad 3. Your past, present and future clients are on Facebook 4. Social media is NOT advertising 5. Other Social media platforms 6. Facebook Statistics are mind Boggling 7. Know the Terms of Service 	Understand the history and definition of Facebook.
1 hour	<ol style="list-style-type: none"> 8. Anatomy of Facebook 9. Setting up a Profile 10. Adding friends .. Building your Database 11. Putting friends in lists 12. What to post 13. Using newsfeed to mine for information 	Know how to use it to build your database including real estate connections
1 hour	<ol style="list-style-type: none"> 14. Groups on Facebook 15. Pages on Facebook 16. Creating events 17. How to lose friends 18. Privacy issues 19. Don't click on that post 20. Using Facebook effectively 	Use the tools and understand privacy and spamming.

Get your Face on Facebook

By Natalie Danielson and Kieran Murry

There is nothing more powerful today than technology and the internet. Everyone in business is making use of these communication and marketing tools, but at different levels. In order to survive in Real Estate, agents need to understand how to use social media tools to communicate and market to clients and prospects.

Facebook and other social media websites are 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. Finding people has changed also. 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.

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.

The real estate market has suffered a devastating loss of energy. Take this time to position yourself and learn how to use the Facebook effectively for your business and your clients. This three clockhour course will focus on how you can create a presence and get connected to your clients and prospects on the Facebook.

Course Objectives

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

- Understand how Facebook fits in the world of Social Media
- Learn Facebook Terms of Service to ensure proper set up of accounts.
- Learn how to create events and invite Facebook friends for better exposure
- Learn how to use the newsfeed to search for information that leads to deeper relationships and potential sales
- Learn how to add Facebook friends as well as developing a strategy for determining who you connect with
- Learn how to create lists/filters to foster better relationships
- Find out how “groups” differ from “pages”.
- Learn how to block 3rd party viruses before they harm your computer
- Understand privacy issues.

1. What is Facebook?

Some college students at Harvard University along with Mark Zuckerberg, created Facebook started the site back in 2004. It was open to only Harvard students. Later it was available to other Ivy League Colleges, other colleges and finally to anyone over 13 on the planet. Today, it is a the largest social media site on the internet.

Facebook is a social media platform. One way to describe it is to envision that you have a coffee shop. You open the door and invite those you want to socialize with. Sometimes people will knock and ask. You will sit at a table and be part of conversations with your closest friends and family. At another your coworkers will be chatting. Another table is for long lost high school friends. You will hear your past clients and acquaintances as they mention what is happening in their lives. If you want to know more you just go sit next to them. Sometimes they will invite you to an event, a group, to play a game or put your name on a photo they took.

Facebook is a way to connect with other people. We don't go to our friend's homes for dinner as there is too much traffic. Our lives are busy so we don't want to go to meetings. The kids and relatives don't live in the neighborhood so the only way to connect is online or phone. Social media is all about relationships. Facebook, unlike email and voice mail, is two way. You can immediately see and send messages.

2. Is Social Media Just a Fad?

On August 28, 2015 one BILLION people were on Facebook. This is not a fad. This is a way of life for people all over the world! In 2019 there are 2.45 BILLION users. In 2023 there are over 3 BILLION users on Facebook.

The real estate business is driven by the relationships agents have with prospects and clients. The advent of social media has taken the old forms of connections that were all a one way street... and made them two way streets with a back and forth connection. Instead of sending out a form newsletter, an ad in a homes magazine or a classified announcement of an open house, an agent can actually interact with those that get the newsletter, ad or event. We are no longer agents just blasting information thru a bull horn... "Pay attention to me... I want your business!" Now with social media we are actually chatting with prospects and clients and learning more about them and their needs as they get to know us. Facebook statistics are staggering. Your family, friends, clients, and prospects are almost all on Facebook.

So though there are naysayers out there in your market place, social media is the way to connect with you past and future clients. Instead of one way communication with your sphere, you now have the opportunity to connect and learn about the people that you want to have as prospects in the future. And, in turn, they get to know you!

Social media is not a fad. It is here to stay and will grow and continue to change almost daily. Those who are not jumping on the train will be left behind. It is important to take those relationships past the computer keyboard and connect with people in the old fashion way including phone, mail and in person. But, it is much easier when you are connecting online.

3. Your Past, Present and Future Clients are on Facebook

Nothing in our past could have prepared us for the new Web 2.0 where people interact on the internet. We used to look AT websites and now we “interact” with them. In order to best serve your real estate clients it is best that you meet them where they are. Statistics show that your clients ARE on social media and the number one place they are checking several times a day is Facebook!.

In a Facebook class with a group of over 30 real estate agents, I asked them to post that they are taking the class. Some were negative about Facebook. Some were moaning and groaning about how they don't care and it is a waste of time. Within minutes an agent had a past client respond that her husband has the urge to move! Within minutes they had an appointment to look at properties that next Saturday!

Go chat with your friends, family, past clients and future prospects. That is where they are!

Where do you stand?

Are you using the social media tools to connect with clients and prospects?

4. Social Media is NOT advertising

Social media sites like Facebook are NOT advertising sites as we used to think of print or television advertising. You can't directly measure your return on investment (ROI) just by having a profile on a website. Social media is all about connection and relationships. It is not about the connection to the keyboard, but to the connection to the people that are online.

Real estate agents should not be advertising listings, promoting themselves as agents (though they MUST have full disclosure as agents and their firm) or just promoting their firms. It is not a typical advertising platform.

Facebook is a platform to share information, chat, create relationships, learn, discover, interact, etc.

If you have a listing that has a spectacular view, or a pool, or colorful gardens or a fabulous front door.. by all means post that photo. Tell them why you love the house, view, etc. But, to post the actual listing is just an advertisement. Chat about your work, what you do, how the inspection on the last property went great, how the market is active and you are busy, etc. Make posts personal.

Discuss how social media is not an advertising platform.

How can you evaluate any ROI?

If it is not for advertising, then why use it?

5. Other Social Media Platforms

There are other social media platforms on the internet, but Facebook is the most powerful in the world. It is the most used platform.

It is a fantastic way to get your friends to click on links you post to your website, your instagram photos, a tumblr or wordpress blog, or Pinterest. You will most likely have more friends on Facebook, especially initially, than any other social media platform. It is the best way to build your following on your other sites.

Instagram, Pinterest, LinkedIn are all being used as social media. Instagram and Facebook are now under the umbrella of META.

6. Facebook statistics are mind boggling

The amount of people that went to Facebook has exceeded the number that used google a few years ago. Your friends, family and clients are all on Facebook and if they are not... they will be!

Facebook statistics off the website June 2011 but they haven't been updated in a year... The numbers are so large today in 2023.

People on Facebook

- More than 2 billion billion users (there are way more than 300 million people in US.)
- 50% of our active users log on to Facebook in any given day
- Average user has 155 friends in 2019
- People spend over 700 billion minutes per month on Facebook (ONE billion minutes ago Jesus was alive)
- There are 5 new profiles created every SECOND

Activity on Facebook

- There are over 4.5 billion objects that people shared daily
- Average user is connected to 80 community pages, groups and events
- Average user creates 90 pieces of content each month
- More than 4.5 billion pieces of content (web links, news stories, blog posts, notes, photo albums, etc.) shared each month.
- Average time spent on FB is 20 min at a time.
- 300 million photos a day uploaded.

Discuss the speed that Facebook is growing.

Ask agents how many currently use Facebook and if they communicate with clients and prospects

Discuss concerns people have about being on Facebook

7. Important Terms of Service and Dept of Licensing disclosure

The actual Facebook “Terms of Service” are very lengthy and detailed. Every person signed onto Facebook must adhere to the terms in order to remain on the site. Just like the MLS and the county library, there are rules that govern our conduct when we use these services.

The most common violations from real estate agents most often center on setting up an account and include:

- No false personal information is to be posted when setting up an account.

- You can only have one personal account/ profile.

- You cannot create an account for anyone other than yourself without permission.

- A personal profile must you, an individual, and NOT a business. A profile must be a person. Corporate/business accounts use “pages.”

- You cannot sell or run a business on a profile.

In March 2011 it was reported that Facebook removes approximately 20,000 profiles from the site EVERY day for various infractions including spam, inappropriate content and underage use as part of its efforts to boost cyber security. The biggest issue currently is the fake profiles and the fake or inaccurate advertising especially in regards to politics. There are 83 million fake profiles.

According to Washington State License Law, you must disclose the firm name (or assumed name) on all advertising. Best practice is that you also use your licensed name on all real estate advertising. This disclosure must be within “one click.” The firm name is not just the franchise name, but the name as licensed.

Discuss whether the agents currently have profiles. Do they have more than one? Is there a question about the terms of service?

8. Anatomy of Facebook

Facebook is more than just the profile and the home page.

Profile is a personal page on Facebook You can share status updates, photos, videos, links, write wall posts, “like” pages and join groups. You need to disclose that you are an agent and have the firm name as licensed if you ever use it in any way for real estate.

Pages are created after you have a profile account. They represent an organization or business. They can be customized. Updates can be posted and the pages are public and searchable.

Groups represent an idea or cause or club. There is no customization. There is a wall where information can be posted.

Community pages represent a topic or experience and are owned collectively by the community.

Messaging is like email. You can send a private email to your friends or others.

Events is a way to post anything from a birthday party to a community event you are involved in setting up.

9. Setting up Profile account

A profile account on Facebook is set up using your real name. You will be asked your birthday including the year born because you must be 13 years of age to have an account. You can set up your account so that they birthday and/or year born are not visible in your profile.

Your profile is all about identifying you. Your family, friends and potential clients need to know that they have reached your page. Phone books and the “information” phone number are rather worthless today when searching for someone.

Type in your name in the search box on Facebook and find out how many other people with your name are on the site. This will give you a clue as to how hard it may be to distinguish you from others with the same name.

Your profile typically includes your photo and basic bio and contact information. You can have your email and links to your real estate website and your blog.

What information will the agents put on the profile? When do they disclose the name of the real estate firm that they are licensed with?

10. Adding Friends ... Building your Database

What is a social media connection if you don't have anyone to connect with? When you send a friend request, the other person has to confirm it before you are actually connected on Facebook. They can choose to “ignore” your request.

Four Ways to build “friends” on Facebook

1. You can type in the names of your clients, family and friends and a friend request can be sent to them.
2. You can also check on the profile of the friends you have and see who they are friends with... then send a friend request.
3. Facebook also will search your email address and send requests to those people you already email.
4. Other people will send you friend requests as they see you are on the site.

As you build your connections, you can put your friends names in “Lists.” Some people are concerned about sharing too much personal information with real estate clients, for example. Or they might want to share business tips with only clients and not family. You might not want teens or clients see information you post about a bar at happy hour. So as you add friends, you can create “lists” that can be labeled: family, clients, prospects, church, children, etc.

Then when you post on your “wall” you can choose who sees the post. You can choose to let all your friends or just the members of one or more lists that you created. This adds to your control of your information.

The average user on Facebook has 155 friends. So how many people is the practicable number to have as “friends” on Facebook?

Dunbar’s number was popularized by Malcolm Gladwell in his book, *The Tipping Point*. Dunbar’s number is a number of people with whom one can maintain stable social relationships, according to Wikipedia. These are relationships in which an individual knows who each person is and how each person relates to every other person. No precise value has been proposed for Dunbar’s number but it is usually between 100 and 230 and most commonly used value is 150.

This number is the number of people that one knows and keeps social contact with. It does not include the people with a ceased social relationship or people one just generally knows.

So the number of “friends” on Facebook or on an agent’s database as their sphere might be much larger but there are usually 130 that are their premier connections like their own Dunbar number.

In real estate agents often connect with many more people... Most agents seem to have an average of 500 friends on Facebook. Some agents friend anyone that asks, but there are spammers out there. It is best to friend only those that you have a connection with.

Some real estate agents avoid friending other agents. But, that other agent might sell your next listing! They might post a listing your buyer likes!

How many people should you shoot for when evaluating your current database or sphere?

How many friends do you have on Facebook?

11. Putting Friends in Lists

Facebook is a type of database of your sphere. You have friends that you connect with so that you can share information. One concern some real estate agents have is that they don’t want to share some personal information with clients and some real estate information with family. One way to take control of some of the conversation is to put your friends in “lists.” A list can be as simple as putting clients in one list and family in another.

When you post status information on Facebook, you can choose which and how many lists will get that information on their wall. It can be a good real estate marketing tool. You can create a list (feed) of past clients, for example, and every week or so check that list and see what each of them have posted! That is what Natalie does regularly. Check the list of “family” or “real estate agents” or “Kirkland friends” Then I can see what only they are posting!

This is the most powerful thing you can do to organize your friends, family, past clients, close real estate prospects, etc.

Do you have lists on your Facebook account?

What are three different lists you might have should you divide your friends up on Facebook.

12. What to post on your Wall? Status?

Facebook is a social media tool that is used in a variety of ways. Some people are online all day. Others check it once a day, once a week or once a month. Your status can be as simple as what you are having for dinner to a link to a video of you at a conference. Though the general groan from an audience is sounded when the discussion of the mundane is posted as a status update, the information is only a bit of the whole. The entire purpose of social media is to connect and engage. If you are looking for a recipe for crab cakes or a referral to a plumber you create engagement. Though many of your friends won't comment, it is amazing the eyeballs that see your posts.

Read and "listen" to your family, friends and prospects on Facebook. You will hear about their family, interests and even clues to their future. You will be able to interact so that you stay in touch so that when they have a real estate need, you will be the one they contact.

Post interesting information about real estate periodically. One friend posts photos of interesting houses she sees as an agent. Another posts information about his town. One posts photos of front doors.

Share what you do as a real estate agent. Not just when you sell a house! The prospects are thinking... is that the only house she sold this week? They don't understand that it takes much more than a "sold" sign to sell a house. Show them in your posts what you do ALL the time as an agent.

Facebook is not a site for classified ads. It is not meant for a place to advertise your listings. But, if you have a listing with some unusual feature, a gorgeous view, then posting that information would be interesting. A humorous video can get some attention. But, you will lose friends and your ability to influence people if you use your wall for advertising.

You can do a weekly "blog" video on Facebook. Speak for a minute on some real estate issue.
You could take photos of a house inspection, a pile of forms, a moving truck in front of a sold house.
You might share pictures of your last vacation or a link to a fascinating article.

You can see the number of views when you post a video. It can number in the hundreds!
You can track the number of "likes" when you post on your status!

What do you like reading on Facebook?

Do you regularly post information?

13. Using Your Newsfeed to Mine for Information

It's simple...knowledge and information is king! The Facebook newsfeed is a gold mine to help you create relationships. People will tell you what is important to them via Facebook and you'll learn about it in real time through the newsfeed. You can learn about your friends just by watching your newsfeed.

Information that can be helpful can include: Birthdays, Anniversaries, Job promotions/changes, Awards, Family Vacations, New babies. Once you have access to all this information you can now determine how to use it to strengthen relationships. Phone calls, emails, postcards are all great ways to let the other person know you care about them!

Some of us don't even remember the anniversaries or birthdays of our relatives! When you post your birthday, you will be amazed the notes and posts you will get on Facebook. It shows you who is reading what you post!

14. Groups on Facebook

If you don't know what Facebook groups are, there's a good chance you haven't spent more than an hour on Facebook. However if you are a rare exception, we thought it would be useful to explain groups. According to Facebook, groups are "for members of groups to connect, share and even collaborate on a given topic or idea". While the company continues to make a distinction between groups and Facebook Pages, we see these products eventually merging over time.

Groups can serve as an extremely effective marketing tool. Most importantly, groups serve as a tool for building awareness around various ideas. We've rapidly seen many users use Facebook Pages for the same purpose, but this is what groups were initially intended for. The key feature behind Facebook groups is the ability to make them "invite only" or limited to specific networks.

Groups can be created so that they are private so that you can collaborate on a project or share information on the community soccer league you belong to. The group may not want the information about games and photos available to all on Facebook.

Groups can also be created for clubs to share pictures, minutes of meetings and upcoming events.

A political group could be formed about a particular issue or just that lean toward one side.

Have you been in a group on Facebook?

15. Pages on Facebook

In contrast to Facebook groups, which are focused on organizing around topics or ideas, Facebook Pages “allow entities such as public figures and organizations and companies.... and YOU.... to broadcast information to their fans.”

A page is usually centered around your business or a passion. It can have several tabs and can be customized in a number of ways. You can think of a name for your page. It could be “Jane Jones Real Estate.” It could be Homes in Seattle.

Creating, customizing and working with pages is a class in itself. A Facebook page can be like a website or blog and can be one of the most useful ways to connect with your sphere. Or it can sit there and have no engagement. You need to have a good following of friends to build a page... or the page has to have an eager audience... like your specific neighborhood, for example.

A Facebook page can be viewed by anyone. It is not limited to your friends. But, most of your followers on your page will come from your friends. You need to drive your audience to your page. You can't just expect people to find it.

You will only have a percentage of your friends “like” your page. They might not want the information to fill their news feed. They might not care about real estate. Count on about 10-12% of your friends to “Like” your real estate Facebook page.

It used to be that “Content was King.” Today, that is not necessarily the case. Anything a person wants to know, can be found on the phone in their pocket. So just posting “content” that you might even purchase is not necessarily relevant to you audience. These are your sphere... mostly friends. Do they need a link to how to clean out the oven or a link to a listing? Give them something that they would be interested in reading. Pages are a way for Facebook to generate income. IN addition, they do not have the privacy settings that groups and profiles have.

It is easy to create a page... or many pages. Just keep them relevant and interesting.

Have you considered creating a Facebook page?

16. Creating Events on Facebook

An event is one way to take the online relationships and bring them to a face to face meeting. Some people refer to it as OTO or online to offline. You can create events that can include a party, a wine tasting or even an open house. You can invite all your friends, a select few, or anyone on Facebook. But, as specified earlier, Facebook is not an advertising medium. Posting just business events like open houses will just irritate your friends. Make whatever even you post something interesting and compelling.

17. How to Lose Friends on Facebook

When someone ignores your request to be a friend or you delete a friend, that person does not get any kind of notice. If they have 500 friends they will never notice. If they have only 20 friends, it will be obvious.

If you post things on your wall that are strictly business, you will lose friends. A loan officer shouldn't post daily mortgage rates, a real estate agent shouldn't post listing information every day, an insurance broker shouldn't ask for business every day.

The same goes for other applications and games. Some people get irritated by constant postings.

If you have a friend that posts information that you don't want to see on your wall, instead of deleting them, you can delete that post or application or hide that person from your feed.

18. Privacy issues on Facebook

Facebook is about sharing. Privacy controls give you the power to decide what and how much you share. The main thing to remember is that no matter how restrictive your privacy settings are 99% of what you share on Facebook will be seen by SOMEONE.

You have control over the amount of material that you want to be shared and who it is shared with on the privacy settings on Facebook. It is important that you are careful with your clients information. Do not post something that could be considered confidential information about their transaction. A good basic rule of thumb is that if you wouldn't want your grandmother to see it...don't post it on Facebook!!

Ignore the warnings about Facebook owning your information. It is all a hoax.

19. Don't click on that post

It is important to make wise decisions on Facebook. Just as there are burglars that want to break into homes every day, there are people who are spending every waking moment trying to break codes and create chaos on the internet. Watch closely at posts. But don't stop being engaged. In addition, there are friends that play games that will show up on your wall. You can eliminate those with a few clicks. People play the games to connect with others. There are currently 107,000 people employed as farmworkers when typed into Google. Over 63 million people play Farmville on Facebook.

To block posts of when friends use Facebook applications (such as Mafia Wars), put the cursor in the top right corner of the post. "Remove" will appear. Click on it and click "Hide all by [application name]." The other options are "Hide this post," "Hide all by [friend's name]," and "Mark as spam."

To block a Facebook application you have added, type its name in your search box. Do not click what shows up in the drop-down menu. Click on "see more results for [app name]" and then click on the application name in the results list. This will take you to the application's profile page. On the left sidebar you will find "Block App." The Facebook application will not be able to access your information, but you will not be able to access that application either unless you unblock it.

On the left sidebar of your home page you will find "App requests" when someone invites you to use an application. Click on it to see the requests. Click the X to delete the invitation. You will then have the option to also "Block [application name]" or "Ignore all requests from [friend's name]."

If there is an app that mentions how your ex is stalking your or something crazy like that, do not click on it. Your friends that appear to have posted it are not aware that it is spam.

CLICK BAIT

Click bait is a link to an article or website that is so enticing that you feel like you just "have" to click it. If you do click, you will go to a site that is full, just completely filled with advertising from pop up ads, flashing ads, and ads in the middle of the copy. The purpose is to get you to click! The site makes money each time there is a click. The information or video is not life changing as the heading might suggest. Try to NOT repost click bait even though it may seem interesting the 10 ways to use Baking Soda, or the incredible money act, or the free plane ticket to the first 100, etc.

If there is a post that even just a good friend posted.... Maybe it is about privacy issues on Facebook..before you have the urge to repost, PLEASE google it and check to see if it is just junk. The one that goes around all the time is that Facebook will start charging users. Another is that you have to post that you own your photos. Read Facebook's privacy statement and go online for more information!

Have you had a client or friend as you to play a game and it made you feel uncomfortable?

Do you enjoy games on Facebook?

Have you ever had spam on Facebook?

20. Use Facebook effectively

Facebook can be a way to build your business, have fun, learn, promote, and most importantly connect with others in your world. It can change your life and build relationships you always wanted to nurture.

Set up your Facebook profile. Add information about yourself under “About.” Connect with Friends and Family. Ok.. that is the basics.

Every day... usually several times a day... check your Facebook on your mobile device. You will see that you have connections that have babies, graduate, earn some reward, lose their pet, redecorate their house, take a trip, eat a hearty lunch, climb a mountain, paint a picture, etc. Connect with them. Like their post. Write a comment. Send them baby booties for the new grandchild (Amazon is one click away!) If you don't have someones mailing address it takes seconds to ask for it in a message or a text.

Then you need to post. There are so many people that are just “watchers.” They just sit and read. But that is not engagement! That does not bring YOU closer to the people that may be your best clients in the future.

Use Facebook to connect regularly! It will help you grow your real estate business more than you can imagine!

Use Facebook to interact with people all the time! Posting stupid links to click bait or news articles is not really interacting. People choose to work with you because of who you are. They will choose you because they trust you.

How to use Facebook for your Real Estate Business

Create a large following and stick with people that you know that know you. Watch your privacy settings. You should be careful when friending someone who could be “fake” or a stalker or someone that is a problem. Look at the profiles of people that you consider friending before clicking “Add Friend.”

Share something about real estate and personal interests regularly. You are not supposed to “sell” on Facebook, but a cool video of a listing, a photo of you putting up the For Sale Sign, or a photo of the view is not “selling.” Let your friends and family SEE you at work... all the time! Also, share personal interests.. your favorite golf course, photos from a trip to Ireland, your art projects, the garden, etc.

When your friends post, make sure that you “like” and “comment” on their posts. Always be positive. As soon as they see your name, they will think.. “He was my real estate agent.” Or they might go on your profile and see you in front of a new listing.

Join groups. They can include neighborhood groups.

In my neighborhood, there is a group that shares all kinds of information include traffic/city issues, babysitters needed and requests for information on real estate agents because they plan to sell their house!

Create events and invite your real estate clients and friends periodically to events that can be fun for the whole family. Or you can create events like a meeting at the library with information on “how to buy your first house.”

Make a page and ask your friends and family to “like” the page. Share information on the real estate industry and your listings.

Take Facebook relationships offline! Invite someone with a similar interest or a friend to coffee or happy hour to connect. When you see that someone is having a baby, send a baby gift.

Birthdays are a fabulous way to connect with people on Facebook. You could send a card or gift. It is one way to get people’s email or street address!

You can run ads on Facebook and target specific markets. It is not expensive and you can run them for a short time. Other than ads, Facebook is free.

Don’t say negative things about Facebook. It is a social media platform. Just like newspapers that published quack ads, there are issues with Facebook. People say that the millennials are not on the platform... the statistics don’t support that general assumption. There are more men with profiles than women on Facebook. Use it as a tool to connect with family and friends and build your real estate business.

Get your Face on Facebook

Complete answers on this form. Scan/Email to clockhours.com with Evaluation.

This class requires you to sign on to Facebook and start an account. Facebook is a strong force in our country because of its ability to spread information faster than ever and we are able to communicate almost instantaneously with friends, family and clients.

1. Search Google for information on Facebook Statistics. Statistic _____ Source _____
2. Go review you Facebook account. _____
3. Think of one reason that you, as a real estate agent should be on Facebook. _____
4. Write your "About" Make sure that you have your firm information _____
5. What area are you putting for your location? _____
6. Connect to Natalie Danielson on Facebook . _____
7. Find One of Natalie's "pages" on Facebook.. Clockhours or NatalieReviewsBooks _____
8. Do you have Facebook on your phone or tablet ? Yes/ No Are you going to download the app? Yes/No
9. Find 10 people to follow on Facebook . Yes/ No If you already have an account, have it search your email to add contacts. You want about 200 minimum.
10. Put at least 20 people that you friended into a list. Family list, past clients, real estate prospects, etc.
(You go to their profile and click on the down arrow next to friends. Then edit friends lists. Or go to your friends and click on each to add to a list.)
11. Search Facebook for your lender, your title rep, home inspector, and escrow. Did you find one of them? _____
12. Search Facebook for the name of your company. Yes/ No
13. Does your company have a page? Yes / No
14. Write an example of a "click bait" post that seems too good to pass up. _____

15. Find a post from one of your past clients, family or friend and think of a way to use that for a connection. Call, email, comment, or send something. Yes / No
16. Find post that talks about some aspect of real estate. What did it say? _____
17. Write a private message to a person you are connected to on Facebook. _____ If you have many friends, then think of a message that you can write that will make their day.
18. Add a link to a post on an interesting RE article, something happening in the industry, or to your blog. What did you link? _____
19. Name a link that you followed on Facebook. _____
20. What is your biggest concern in regards to Facebook? Time, privacy, etc? _____
21. Do you see that Facebook can help you connect with prospects and clients? _____
22. Name one thing that you should not post on Facebook. _____
23. What are your final thoughts on Facebook? _____

You must attach this to the evaluation and return to Professional Direction with tuition to get clockhours.



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 Pay Tuition?

YES / NO

Did you fill out and sign this form?

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? _____

Will the material you learned improve your performance?	
Were the course materials easy to follow?	
Were the course materials relevant to your profession?	
Were your objectives met by attending the class?	

What are 3 things that you learned from the course?

1. _____ 2. _____ 3. _____

Get your Face on Facebook

Print Name CLEARLY	Signature	Company
Address	City Zip Code	Phone
Are you on Facebook? Yes No	Email	
License Renewal Date		Date class taken

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!

Professional Direction email: clockhours@gmail.com

www.clockhours.com