



Summer Social Media Series



This six-part series is a hands-on, live lab and workshop designed for the novice as well as the social media marketing pro! Attendees are encouraged to bring laptops as most of the training will be interactive. You will leave with the knowledge you need to either get started in social media or become more successful with the tools you currently use.

<p>FACEBOOK—PERSONAL PAGES July 14—10:00am—11:30am Hands-On Help Setting up a Facebook Personal Page How to review and set privacy settings Understanding the rules Setting up lists for friends, family and work</p>	<p>FACEBOOK—BUSINESS, GROUP AND COMMUNITY PAGES July 14—12:30pm—2:00pm Business page vs. Personal page What is a Group, what is a Community How to review and set privacy settings Understanding the rules Integrating Facebook in REALTOR marketing</p>
<p>TWITTER July 18—10:00am—11:30am Choosing your ID and setting up your account Designing a Twitter Page Twitter for Smart Phones Using Hoot-Suite, Co-Tweet and Tweetdeck When you need more than 140 characters Integrating Twitter in REALTOR marketing</p>	<p>LINKEDIN July 18—12:30pm—2:00pm Setting up a LinkedIn account Free vs. paid LinkedIn accounts Q & A on LinkedIn Networking groups on LinkedIn Obtaining referrals from clients Utilizing LinkedIn with your buyers and sellers</p>
<p>BASIC BLOGGING FOR FREE August 10—10:00am—11:30am To blog or not to blog Who will read my blog? Platforms for free blogging—Blogger.com, Wordpress, Active Rain, Trulia, Zillow</p>	<p>MANAGING YOUR OWN BLOG AND WEBSITE ON WORDPRESS August 10—12:30pm—2:00pm Choosing and buying your own domain Downloading Wordpress software for free Themes and Templates and Organizing content Adding Plug-Ins and Widgets</p>

6 Class Series—\$50 Each Class—\$10

Please send the enrollment form below, along with a check made payable to **MCAR**.
 Mail to: MCAR, 1 Hovchild Plaza, 4000 Route 66, Suite 210, Tinton Falls, NJ 07753. Attn: Clare

Facebook Personal Pages
 Facebook Business, Group, Community
 Twitter
 LinkedIn
 Basic Blogging for Free
 Managing your Own Blog
 All 6 Classes

Name: _____ Agent ID: _____ Phone: _____

Agency: _____ Address: _____



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