

# SOCIAL MEDIA

BEST PRACTICES





# SOCIAL MEDIA

## BEST PRACTICES

### Contents

Introduction	1
Growing Your Business	2
Personal Profile	3
Personal vs. Professional Profiles	4
Social Networking Rules	5
Social Media Best Practices	6
Managing Your Reputation	7
Social Media Platforms	8
Facebook	9-10
YouTube	11
Twitter	12
LinkedIn	13
Blogs	14
Pinterest	15
Instagram	16
Google+	17
Snapchat	18
Additional Social Platforms	19
Tips and Insights	20
Sins and the Trolls	21
Join RE/MAX on Social Media	22
Social Media Glossary	23-26



## INTRODUCTION

As a RE/MAX agent or broker, you've experienced how a powerful network can help your business soar. More than any other real estate company, RE/MAX provides the essential tools, services and support to help you achieve your goals – and pursue the life you want.



### THIS GUIDE INTRODUCES YOU TO ANOTHER CRITICAL NETWORK

## YOUR SOCIAL NETWORK

We'll demystify the multitude of online platforms and show you the best way to use social media to:

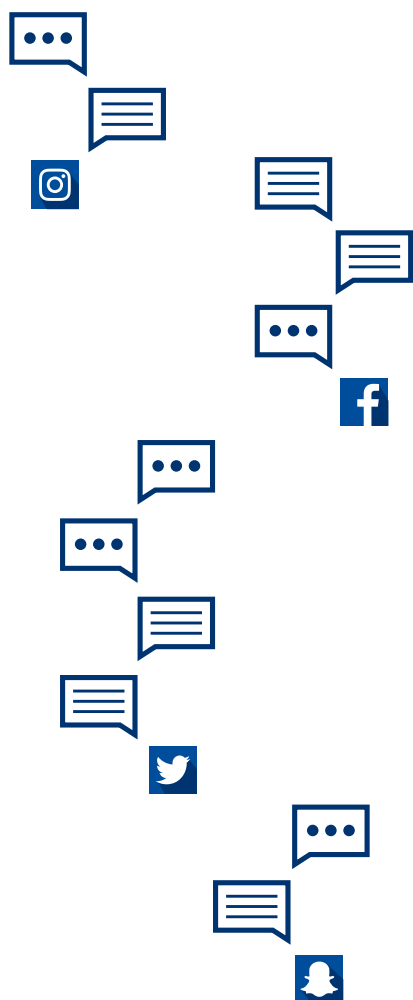
- ☒ Reach new customers
- ☒ Build and maintain relationships with clients and colleagues
- ☒ Establish and enhance your unique, online presence
- ☒ Manage your online reputation

The tools are **free**  
– you don't have to  
be a tech whiz, or  
teenager, to use them  
to help drive sales.



## USING SOCIAL MEDIA TO GROW YOUR BUSINESS

Social networking is simply another outlet that enables you to expand your sphere of influence and carry on a conversation, just like you would in person.



### THROUGH SOCIAL MEDIA, YOU CAN:

- ✓ Create and promote a personal profile that celebrates your successes and defines your niche.
- ✓ Give virtual tours.
- ✓ Connect with past, current and potential clients.
- ✓ Update your audience about market changes and new homes on the market.
- ✓ Recruit prospects.
- ✓ Advertise listings and open houses.
- ✓ Provide information that promotes your reputation as a trusted resource.
- ✓ Create dialogue with clients.
- ✓ Reach clients and prospects wherever they are, through a computer at work, a tablet at home or virtually anywhere else through a mobile device.

# PERSONAL PROFILE

All social networks require you to create your own personal profile to get started. It's easy. Here are some things to think about as you jump in.



## STEPS FOR SETTING UP PROFILE



### USER NAME

Choose a name that incorporates your actual name. Nicknames or slogans may come across as spam and you want to make sure that you can be easily found online by your audience.



### PASSWORD

The most commonly used passwords are "password" and "123456." Seriously, don't choose them. Pick something hard to guess and change it frequently. For tips, [click here](#).



### SAFETY

Beware of "phishing scams" that seek to infiltrate your system and hijack your information. Just like with your email account, if a message looks questionable, be leery. Phishing scams can happen via email, direct messaging and even via instant messages. For more info, [click here](#).



### PROFILE PHOTO

Choose a picture that reflects your personality and shows you as approachable. Most networks, except LinkedIn, are more informal. No need for the business suit.



### COMPLIANCE

Before you use any RE/MAX material in your profile, make sure you adhere to RE/MAX Trademark Standards. [Click here](#) for more information.



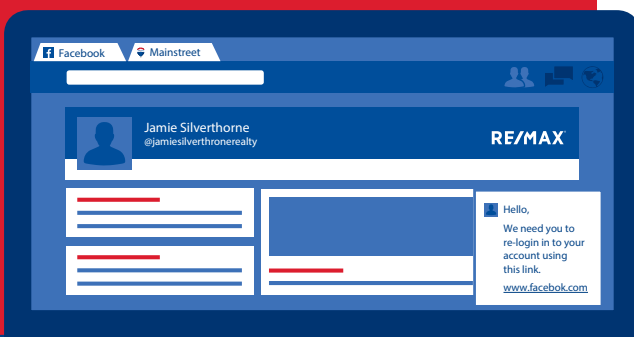
### CONTACTS

Jump-start your social network by importing your contacts from your email account. Click the button that says something along the lines of "import contacts" and follow the instructions.



### YOUR RE/MAX WEBSITE

Add links to your profile on your agent or office website to help drive traffic to your social network site. This will also help others connect with you.





## PERSONAL VS. PROFESSIONAL PROFILES

It's standard practice to have dual-purpose profiles on most networking sites, enabling you to share business news and aspects of your personal life in the same place. It's important to maintain a balance in your content. Users don't want to see just a constant stream of listings, nor do they want to be barraged by pictures of your kids.



We'll go into depth about best practices for posting later. In the meantime, remember:

- ☑ Information intended just for friends and family can always be forwarded, so be careful what you share.
- ☑ Never disclose non-public RE/MAX information.
- ☑ Try to avoid expressing public positions online that are counter to RE/MAX interests.

### THE FACEBOOK EXCEPTION

Some real estate professionals create a Facebook Page for business and maintain a Facebook Profile for personal use. Facebook Pages allow for more of a hard sell, while Facebook Profiles provide space to cultivate relationships by showing your personality. More information about each is provided in the Facebook section of this guide. See page 9.

# SOCIAL NETWORKING: 11 RULES OF ENGAGEMENT

Here are some basics for communicating via social media.

## 1 IDENTIFY YOURSELF

Let people know you're with RE/MAX when responding to work-related social media posts.

## 2 SHOW YOUR PERSONALITY

You're not a robot. Your personality can be a powerful tool for building relationships – but not if you bury it in business-speak. Be conversational and professional.

## 3 ENGAGE WITH PURPOSE

Go beyond simply hitting the Facebook “Like” button in response to someone's post – at LEAST give them a reaction such as “Love” or “Wow.” Take advantage of the opportunity to share your knowledge and establish yourself as a real estate expert. Add a fact, or point out an interesting related article.

## 4 DISCUSS IDEAS, NOT PEOPLE

Feel free to constructively argue over ideas, but not personalities. And never question anyone's motives online.

## 5 THINK BEFORE POSTING

In a heated discussion on social media, it can be helpful to take a few breaths and consider your comment before hitting “Post.” It's incredibly easy to type something you might regret.

## 6 KNOW YOUR STUFF — AND SHOW IT

When making claims, always refer to your sources using hyperlinks when you can. Always give proper attribution.



## 7 DEAL WITH MISTAKES

We all make them. Admit it when you do, and do what you can to correct them.

## 8 KNOW YOU'RE ALWAYS “ON THE RECORD”

Don't say anything you wouldn't say in person in front of other people. Never use profanity or demeaning language. Once your comments are out there, they can always be used against you in the court of public opinion – a comment can easily be screenshotted and reused against you, even if you delete it.

## 9 LISTEN AS MUCH AS YOU SHARE

Social media is not a soapbox. That wouldn't be very social. Keep it a two-way conversation.

## 10 IF YOU RESPOND TO A PROBLEM, OWN IT.

If you become the point of contact for the media, a client or colleague, stay with the issue until it is resolved.

## 11 ASK FOR HELP

A social media encounter have you flustered? Reach out to us at [socialmedia@remax.com](mailto:socialmedia@remax.com). We're happy to help.



## DO'S AND DON'TS: SOCIAL MEDIA BEST PRACTICES

DO

### LOOK BEFORE LEAPING

Hang out on a platform before jumping in so you can get a feel for the specific community and lingo used.

DO

### BE HELPFUL

Share content that people will find useful with links to blogs, news, videos and photos. Every post helps establish your reputation as a trusted source for real estate information.

DON'T

### DON'T DISAPPEAR

Nobody appreciates it if you announce your presence on a platform and then disappear for months. Maintaining your presence takes just a few minutes a day.

DO

### SHORTEN THOSE URLS

Plug long URL links into sites like tinyurl or bit.ly to convert them to shortened versions that are much easier to share. These services also provide analytics, so you can get some basic metrics about who is clicking on your links.

Or use the [rem.ax URL shortening](#) tool!  
The perks:

- ☒ Shortens any URL to just 13 characters
- ☒ All your rem.ax links are unique to you
- ☒ You can track clicks, and see analytics
- ☒ The links are branded!

DO

### GET ON SCHEDULE

Create a content calendar, modeled after your business calendar, that helps you plan what to post. Include your activities, local market insights, community events and seasonal concepts or holidays.

DO

### DO IT DAILY

Try to post content to one of your social networking sites every day, including a weekly or monthly update on market conditions. Mix personal promotion with other content.

DON'T

### THINK THAT YOU ARE IN COMPLETE CONTROL

In advertising, you control your message. On social media platforms, you can only control what you post. Other people can pick up the conversation and shape the message. It happens all the time. Don't let it drive you nuts.

---

Want to learn more? Start with the links below.

- [The Beginners Guide to Social Media \(Moz\)](#)
- [3 Steps to Social Media Mastery \(ABOVE Magazine\)](#)
- [7 Ways to Use Social Media Like a Pro](#)
- [Social Media Etiquette and Best Practices \(Sprout Social\)](#)
- [Measuring Social Media for Business \(Hootsuite\)](#)





## MANAGING YOUR REPUTATION

Social media sites provide an amazing opportunity to know what people are saying about you and respond in a way that builds your reputation. Each platform usually has its own built-in search function.

Search for yourself weekly or monthly. You can also conduct blog-specific searches with an engine like [blogsearchengine.org](https://blogsearchengine.org).

Search

### SEARCH:

- ☒ Your name
- ☒ Your business name
- ☒ Your local market + real estate keywords (i.e. "Denver + real + estate")
- ☒ Any other related keywords that might involve you or your local business

## AUTOMATE SEARCHES WITH GOOGLE ALERTS

It's easy to set up a Google Alert to have relevant information automatically sent to your inbox whenever it appears online. It's like a virtual assistant, constantly scanning news and blogs for mentions of you, your business or whatever search terms you choose. For example, you can have Google Alerts send you daily emails with the latest mentions of "Denver real estate."



You must have a Gmail account to create a Google Alert. To set your alerts, simply go to <https://www.google.com/alerts>

## RATINGS AND REVIEWS

Reviews can be a very powerful way to attract new clients and to keep your audience engaged on social media. Allowing people to provide reviews on your social networks gives other potential clients proof of the quality of service you provide.

Reputation management should be an integral aspect of your social strategy. Be sure to provide a response to **every** review (whether positive or negative) to maintain a strong and reputable online presence.

# SOCIAL MEDIA PLATFORMS



Facebook



YouTube



Twitter



LinkedIn



Blogger



Pinterest



Instagram



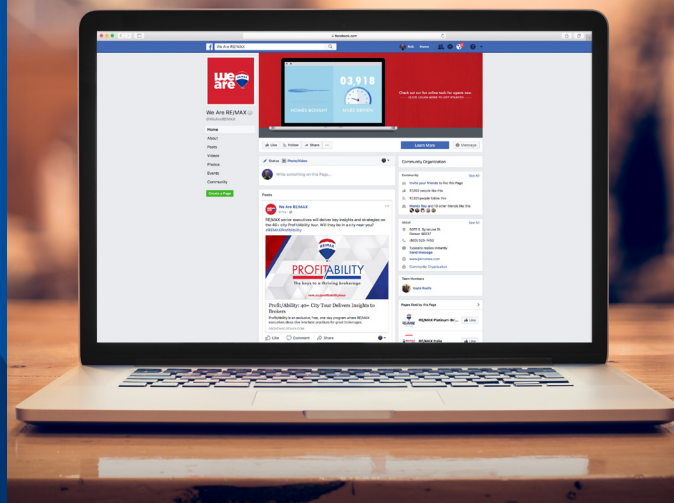
Google+



Snapchat

# FACEBOOK

Facebook is the undisputed go-to social network for billions of people around the world. Real estate agents are using it more and more every day to cultivate relationships, procure leads and market their business. Facebook is no longer a nice add-on, it's an essential component of any comprehensive marketing campaign.



## PROFILES & PAGES

There are two types of presence you can have on Facebook.

### 1. YOUR PROFILE:

This is your personal account. Everyone who joins Facebook has a profile. You can only have one profile under your name.



### 2. YOUR BUSINESS PAGE:

This is your professional account. Here you can promote new listings, open houses and other information. Visitors expect this type of “push” content from this kind of page.

Create one page for your individual profile and another for your business. Doing so ensures the right kind of content reaches the best audience. Protect your privacy by carefully reviewing and setting your Facebook privacy options as you set up your account. You can also set the controls to determine what type of notifications Facebook will post on your news feed.

## SET IT AND FORGET IT

Did you know you can schedule Facebook messages to post on your business page in the future?

Simply click on the down arrow option next to “Publish” by your message, then select “Schedule” to set a date and time for that message to post. This is helpful when you have content you know you want to post at a time you won’t be at your desk or on your mobile device.



**IMPORTANT!** Update regularly. Spending just a few minutes each week on your page can generate an enormous return on a small investment. Try to post something at least once a day or several times a week.

## TIPS WHEN BUILDING YOUR BUSINESS PAGE

- ✓ Check out the RE/MAX and We Are RE/MAX pages ([www.facebook.com/remax](http://www.facebook.com/remax)) and other business pages (be sure to go beyond the real estate industry) to see the different ways that brands use Facebook.
- ✓ Make your page the go-to resource offering real estate information for your niche or region. Becoming a reliable resource naturally builds your fan base. Post or link to content that buyers and sellers will find truly useful.
- ✓ Keep your page engaging by posting or linking to all sorts of media including photos, videos and blog posts – not just articles.
- ✓ Invite past and present clients, friends, family and colleagues to “Like” and review your services on your page. The more fans you have, the greater chance that conversations will develop naturally on your page.
- ✓ Post questions to engage your fans in conversation. For example, “**What are the most important things to consider when buying a home?**”
- ✓ Join groups and “Like” other pages related to your business, region or specialty to connect with others and learn.

## FACEBOOK (CONT.)

### TIPS AND BEST PRACTICES FOR REAL ESTATE PROS

- ☑ Consistently share/post relevant information to your audience.
- ☑ Allow the public to “Like” your business page.
- ☑ Create a professional photo album to showcase your listings.
- ☑ Link to your Facebook and other social media pages in the signature of your work email.

### USEFUL FACEBOOK LINKS

[Tips from realtor.com](#)

[Comprehensive guide from NAR](#)

[Details on setting up and managing your pages](#)

[Important privacy information](#)

### FACEBOOK TRENDING



On the right side of your Newsfeed is a “Trending” sidebar. This area features hashtags, articles and news that are currently trending in social media and news sites. Reading these is a quick and easy way to see what’s new in the world without navigating through multiple sites.



### CREATE ANIMATED PROFILE AND COVER VIDEOS

This is a great way to show off your personality to your followers and potential clients.

- 1 Go to Facebook on your mobile device.
- 2 Click “**More**” on the bottom right.
- 3 Click on your name on the top of the page.
- 4 Click on your current profile picture. Options will appear.
- 5 The top option, “**Take a New Profile Video,**” will allow you to film and or post a video that you’ve already recorded as your profile picture.

[Click for more details](#)



# YOUTUBE

If you aren't using YouTube, you're missing out. People consume information in video format more each year, making YouTube the second most popular search engine on the internet. The site has over a billion users, almost one-third of total internet users. Video is a very powerful way to not only showcase your listings, but to show off your real estate expertise.



## YOUTUBE TIPS FOR REAL ESTATE AGENTS

- ✓ Tag wisely. Use tags and titles for the videos you share that will help people find your content.
- ✓ Shorter is better. Make your videos as brief as possible. Under a minute is optimal.
- ✓ Customize your page with YouTube's account settings.
- ✓ Brand your profile background with images of your own, or RE/MAX graphics.
- ✓ Subscribe to other users who post relevant content (find them by using YouTube's extensive search tool). This gives you more opportunities to comment and spur conversation.
- ✓ Respond to comments about your videos. Include links to helpful content if questions arise.
- ✓ Link to your YouTube videos from your website and other social media channels.

## 4 TYPES OF VIDEOS

- 1 Listing Videos**  
360-degree home tours or casual walk-throughs.
- 2 Neighborhood Videos**  
Quick highlights of local attributes.
- 3 How-To Videos**  
Explain basic processes, like securing a loan.
- 4 Market Updates**  
Chat with a local expert or business owner to help illustrate conditions.

Need help?

[Visit the YouTube Help Center](#)

[Click for marketing insights](#)

# TWITTER

Twitter enables you to share 280 character messages called “tweets” with subscribers to your account, or “followers.” Can you sell a house using 280? Likely not. But, you can certainly grow leads, promote listings, build your credibility as a real estate expert and keep on top of the industry.



## TIPS FOR USING TWITTER

- ☑ Be sure to complete your bio and link it to your website and other online profiles.
- ☑ Know the language. Twitter's packed with its own terminology that can look like gibberish to the uninitiated. Check out the translations on Twitter's [glossary page](#).
- ☑ Tweet interesting, helpful content, not just information about your next open house.
- ☑ Include images. Research has shown that posts with pictures or videos are 90 percent more likely to be re-tweeted than those with just words.
- ☑ Follow other Twitter users who tweet about relevant content, like real estate writers, columnists, publications and experts in your region or specialty. Find them through Twitter's search tool and by checking out the main RE/MAX account @remax.
- ☑ Engage with your audience. Don't simply tweet your new listings every morning.
- ☑ Respond to followers and other users. Re-tweet posts from other sources that may spark dialogue.

## WHAT'S UP WITH THE #?

In Twitter, adding the # (hashtag) sign before any term creates a searchable link. Hashtags help you organize content and track discussions and help people find your tweets. Some examples of real estate hashtags: **#Home** **#HouseHunting** and **#JustListed**.

RE/MAX uses and follows these hashtags, among others:

**#REMAXHUSTLE**

**#sellyeah**

**#Changeisintheair**

**#remaxR4** (during Convention)

**#REMAXAbove**  
(Above Magazine)

**#WeAreREMAX**

**#REMAXBlog**

Use these hashtags in your own tweets and RE/MAX will see them and could share them!

For more information check out:

[Twitter Basics](#)

[Twitter Marketing Guide \(Forbes\)](#)

# LINKEDIN

LinkedIn is where people go to learn more about your business experience and see who you are connected with. In addition to the power of a polished LinkedIn profile, joining LinkedIn groups, building business pages and networking with other LinkedIn users can significantly expand your business.



## TIPS FOR USING LINKEDIN

- ✓ Craft your profile with care. Your brief description and longer summary are key branding opportunities. Include recommendations from past clients.
- ✓ Keep connecting. LinkedIn allows you to reach out and ask others to “connect” with you on the platform. The site will continually suggest people who you may know, or might like to know, based on your existing contacts and their contacts. It’s a great way to re-connect with former clients and colleagues and build relationships.
- ✓ Join groups. LinkedIn groups can be based on professional organizations, university affiliations, industry and subject matter. Joining groups helps you make more connections and stay up-to-date, because many groups post information about important events.
- ✓ Build your reputation as a real estate expert by participating in group discussions.
- ✓ Research. Before you meet with someone new, check out their LinkedIn profile to see what, or who, you may have in common.
- ✓ Keep an eye on notifications. LinkedIn lets you know when someone in your network has a job change or work anniversary – great reasons to reach out.
- ✓ See who has viewed your profile. Different LinkedIn membership levels will grant you various bits of information about who has looked at your profile.
- ✓ Provide thought leadership. Try publishing content on LinkedIn that asks hard questions that revolve around your industry. Show your readers your **“awareness”** of the field and don’t be shy. Be willing to give insights into your industry or maybe try showing readers a little “behind the curtain” content.

## BLOGS

We've all been there – staring intently at the computer and hoping the words will just come. While creating content can be challenging, sharing what you know best – real estate, the housing market, buyers and sellers, etc. – can be helpful to millions of consumers surfing the internet for answers. Be their expert, get their business and score SEO juice by posting it on your own blog.



### BLOGS ARE FANTASTIC BECAUSE...

1. They provide a place where you can provide more detailed information, along with stories and other content that might not fit into the space limitations of social networking platforms.
2. They can bring a greater level of visibility and credence to your business unmatched by social media platforms.

### SHOULD YOU BLOG?

Only if you can commit to creating an interesting, useful post at least once a week.

### BLOGGING TIPS

- ✓ Write intriguing titles. When possible, use odd numbers, e.g. **“The Top 5 Tips to Home Buying.”**
- ✓ Brevity rules. Don't be afraid to publish a 150-word post.
- ✓ Use real estate keywords.
- ✓ Build a content calendar to help you schedule a variety of posts and to keep track of what you've already discussed.
- ✓ Link to your previous posts as well as to other helpful information.
- ✓ Mix it up. Vary the lengths of your posts.
- ✓ Include a picture with each post.
- ✓ Drive traffic to your blog by announcing new posts on your other social platforms.
- ✓ Be sure to respond when people comment on your blog to help cultivate dialogue.
- ✓ Post comments to other blogs, which can connect you to the bloggers and their audiences.
- ✓ Link away. On your own blog, link to relevant posts in your social network as well as relevant content on other blogs. Remember, linking to your own content on someone else's blog is better received when the blogger recognizes you as someone who has previously commented.



# PINTEREST

Pinterest is the ideal medium for our highly visual and photo-driven industry, and it's one of the easiest social media platforms to use.



On your Pinterest page, you can create your own “boards” by category. You can easily post your own images or “Re-pin” images you find on other sites. The site allows you to browse other boards, “**Like**” pins, and “**Follow**” other people and companies.

Once an image is added to your board, it links back to the original page where it was sourced, so you can use the images on your site to drive users directly to your website. And these are the users you want; Pinterest users are generally more mature and have higher incomes than users of other platforms.

## TIPS FOR USING PINTEREST

- ☑ Use high-quality photos.
- ☑ Create boards to inspire and help your clients with topics like curb appeal tips, staging tips, before and after de-cluttering pics. For tons of examples, go to [pinterest.com/remax](https://pinterest.com/remax).
- ☑ Create boards that include images relating to your specific region or niche.
- ☑ Read Pinterest's [copyright policy](https://pinterest.com/en/copyright) to ensure you source and credit photos correctly at [about.pinterest.com/en/copyright](https://pinterest.com/en/copyright).
- ☑ Follow other pins to grow your following and visit RE/MAX on Pinterest for more ideas and pins.

## EASY-PEASY PINNING

Installing Pinterest's “**Pin It**” button on your Internet browser enables you to automatically pin images you find with a simple click. It takes just a minute to install.

Find it here:

[Pinterest Basics](https://pinterest.com/en/copyright)

# INSTAGRAM

Instagram is a wonderful platform for providing your audience with unique visual content, while encouraging community engagement. It's great for leveraging the selling power of quality images of properties and specific features of homes.

Photos used on Instagram can be shared on your other social media platforms like Facebook and Twitter, too. Facebook owns Instagram, so it's particularly easy to share content between the two platforms.



## SHARING CONTENT

People respond and engage with visual content much more than text. If you really want to make a splash on Instagram, choose a diverse mix of content that combines different elements of your business.

To get started on Instagram, consider posting images or videos of:

- ☒ Homes just listed
- ☒ Teases (sneak peeks) of new homes and services
- ☒ Office location or home tours
- ☒ Employees and fans
- ☒ Clients in a causal setting
- ☒ Events and open houses you've hosted or attended
- ☒ Articles/blog posts

## USING HASHTAGS

Whenever you post a photo, it's essential to accompany it with relevant hashtags (#) that are related to the post. Hashtags help you organize content and track discussions and help people find your images. Some examples of real estate hashtags: **#Home** **#HouseHunting** and **#JustListed**.

## CREATING A COMMUNITY

One effective way to develop a community is to encourage your followers to post their own photos with a call to action related to your business. The trick is to ask your readers to post and tag you or your page, then you can respond with a comment on the photo and include the hashtag **#regam** (which will indicate that you are planning to post their photo to your account). You can also try asking a simple question and ask users to respond.

# GOOGLE+

Google+ (or Google Plus, G+ or GPlus) is Google's own social networking platform. Not surprising for a platform created by the world's favorite search engine, Google+ is known best for its potential to help people find you faster through its search engine optimization (SEO) benefits.



## GOOGLE+ FEATURES

### ✓ CIRCLE

On your Google+ page, you can organize your contacts into circles, or groups, for sharing content. Circles are a visual way to categorize your contacts. It's easy to drag and drop contacts into circles.

### ✓ STREAM

The information feed that pulls content from others in your circle. The stream contains an input box where you can post content to share.

### ✓ HANGOUTS

Free video conferencing calls with up to 10 people.

### ✓ COMMUNITIES

Groups organized around a shared topic of interest.

Google+ is continually being upgraded to meet the needs of users.

To get started and see what's new, [click here](#)

For content ideas, check out: [plus.google.com/+remax](https://plus.google.com/+remax)

# SNAPCHAT

Snapchat is a mobile application that allows you to share photos or videos with friends, family and the public (if you choose). There's one catch: photos (Snaps) disappear 24 hours after being added to your story.



## GETTING STARTED WITH SNAPCHAT

- 1 Download the free app and set up a profile using your email and create a password.
- 2 Verify your account and opt in or out of allowing Snapchat to access your contacts.
- 3 Add friends (either from contacts or by searching their username).
- 4 Manage and set your personal preferences.
- 5 Take a picture! (both the front and rear-facing camera of your mobile device work).
- 6 Tap on the photo to write a caption, or select the pencil icon on the upper right to use your finger to draw and pick your text color of choice.
- 7 On the bottom right, click the arrow button to choose which friends you want to send your Snap to.
- 8 Select specific friends so only they see it, or post it to **"My Story"** which allows all of your followers to view your Snap.

## TIPS ON USING SNAPCHAT FOR BUSINESS

### UNDERSTAND YOUR AUDIENCE

- ☒ Are you connected with clients, colleagues, friends or a mix of audiences?
- ☒ What's the average age of your audience?

### USE THE TIME LIMIT TO YOUR ADVANTAGE

- ☒ A few seconds is not much time, but it can be maximized to tell your story

### USE THE VIDEO FEATURE

- ☒ Look behind the scenes, introduce new team members, share humorous moments, quick tips and tricks

### SHOW YOUR PERSONALITY

- ☒ Show people who you are, what you do and make them laugh
- ☒ Let them get to know you

Helpful Links:

[Social Strategies from ABOVE magazine](#)



## ADDITIONAL SITES AND PLATFORMS

### **DIGG**

[digg.com](http://digg.com)

A news aggregator with a curated front page that selects stories specifically for internet audiences. You can “**Digg**” content by giving it a thumbs-up, or save it, share it and comment on it.

### **FLICKR**

[flickr.com](http://flickr.com)

One of the world’s most popular photo sharing and hosting sites. Members can share images, chat and rate photos.

### **FOURSQUARE**

[foursquare.com](http://foursquare.com)

A local-search app that recommends real-world places to visit based on locations a user frequents and activities they’ve indicated they like. Users “check-in” at venues using text messaging or a mobile app.

### **NING**

[ning.com](http://ning.com)

A platform for people to create their own, customized social networks that can then be integrated with other platforms.

### **TUMBLR**

[tumblr.com](http://tumblr.com)

A blogging platform that allows users to post text, images, video, links, quotes and audio to their tumblelog, a short-form blog. Users are able to “follow” other users and see their posts on their dashboard. Users can like or reblog other blogs on the site. The service emphasizes customizability and ease of use.

### **VIMEO**

[vimeo.com](http://vimeo.com)

A video-sharing website where users can upload, share and view videos.

### **WIKIPEDIA**

[en.wikipedia.org](http://en.wikipedia.org)

A multi-language, free-content encyclopedia written collaboratively by volunteers. Sponsored by the nonprofit Wikimedia Foundation, it has editions in about 200 different languages.

## Social Media Tips and Insights

It's critical to disclose information properly on social media. The main thing to keep in mind? Be smart. Make it obvious that you're a member of the RE/MAX network if the conversation dictates.

Here are three lists to help guide you:

### IDENTITY

When communicating via social media as a RE/MAX affiliate or about subjects related to RE/MAX business:

- ☑ Disclose who you are, who you work for and any other relevant affiliations from the very beginning.
- ☑ Disclose any business/client relationship if you're communicating on behalf of a third party.
- ☑ Never disclose any proprietary RE/MAX information.
- ☑ Comply with all laws and regulations regarding disclosure of identity.
- ☑ Inform employees, agencies and advocates that RE/MAX has formal disclosure policies and take action quickly to correct problems where possible.
- ☑ Never use a false or obscured identity or pseudonym.

### BLOGGING AND OUTREACH

When communicating on your personal blog and personal social networks, remember that you may still be identified with RE/MAX and are representative of the global network. Therefore, keep the following in mind:

- ☑ Writing something related to RE/MAX business? Clearly identify your business affiliation.  
  
You can communicate this in many ways, just be sure that it is clear to the average reader, connected to the relevant post or provides a means of further communication (methods could include usernames that include the company name, a link to a personal bio or "about me" page, or statement in the post itself "my personal opinions are not reflective of RE/MAX").
- ☑ If you're writing about something that doesn't relate to work topics, you don't need to mention that you're a member of the RE/MAX network.
- ☑ If you're blogging anonymously, don't discuss matters related to RE/MAX. If real estate is mentioned, disclose your affiliation with the company.

### ESTABLISHING RELATIONSHIPS

When communicating with bloggers or on social networks as a RE/MAX affiliate:

- ☑ Disclose who you are, who you work for and any other relevant affiliations from the very first encounter.
- ☑ Always be truthful.
- ☑ Never deceive users or ask someone else to do so.
- ☑ Never ask someone to write a fake endorsement or something they don't believe.
- ☑ Never use off-topic comments for self-promotional intent.
- ☑ Don't break the user agreement rules of a blog host or social network.
- ☑ Do not use services or technologies for mass-posting comments.
- ☑ Use extreme care when communicating with minors or blogs intended for minors.
- ☑ Comply with all laws and regulations regarding disclosure of identity.

# SINS AND THE TROLLS

## THE 7 DEADLY SINS OF SOCIAL MEDIA

### 1 PRIDE

Accept when you're wrong. Don't continue to defend your position when presented with conflicting facts.

### 2 GLUTTONY

Don't gorge on a bunch of different social media platforms. Start with just one or two and learn them well before expanding your social footprint.

### 3 SLOTH

Don't get lazy. Post and comment regularly. Spending just a few minutes can grow your contacts, cultivate your brand, establish your reputation as a real estate resource and attract leads.

### 4 ENVY

Don't let jealousy of another agent's social media success crank up your blood pressure. This stuff's not rocket science. If you put in the time, you too can reap the rewards.

### 5 GREED

Don't appear to deliberately hijack social networking conversations for personal, employer or corporate gain. You can't control the conversation.

### 6 LUST

Excessive praise and adulation of industry experts comes off as tacky. Pursue relationships with these folks with skill, tact and common sense.

### 7 WRATH

Do everything in your power to resist publicly berating an individual or company. Don't take things personally. You can always turn off your computer or phone and take a walk.



## SOCIAL NETWORK CRISIS MANAGEMENT

Slander? Personal attacks? Disclosure of private company information? It happens. If you encounter these things on your social network:

- ☒ Contact your office manager immediately. Don't wait until things get blown out of proportion.
- ☒ Do not engage before consulting with your manager.
- ☒ Take notes (and screenshots) to document what has developed.

### DON'T FEED THE TROLLS

These days, trolls aren't lurking under bridges. They're waiting online. "Troll" is internet slang for someone who posts controversial, inflammatory, irrelevant or off-topic messages in an online community with the primary intent of provoking other users into an emotional response or to generally disrupt normal discussion. The best way to deal with them? Ignore them.

## JOIN RE/MAX ON SOCIAL MEDIA

### FACEBOOK

[facebook.com/remax](https://facebook.com/remax)  
[facebook.com/weareremax](https://facebook.com/weareremax)

### LINKEDIN

[linkedin.com/company/remax/](https://linkedin.com/company/remax/)

Join the official RE/MAX group for news, network updates and to connect with your colleagues worldwide. Follow this path: Groups > Groups Directory > Search Groups: RE/MAX International

### PINTEREST

[pinterest.com/remax](https://pinterest.com/remax)

### TWITTER

[twitter.com/remax](https://twitter.com/remax)

### YOUTUBE

[youtube.com/remax](https://youtube.com/remax)

At the RE/MAX YouTube brand channel, you can view, embed or link to an extensive collection of RE/MAX commercials, corporate messages and other videos.

### INSTAGRAM

[instagram.com/remax](https://instagram.com/remax)

### GOOGLE+

[google.com/+remax](https://google.com/+remax)

### SNAPCHAT

@SNAPSBYREMAX

### RE/MAX BLOG

[blog.remox.com](https://blog.remox.com)



# SOCIAL MEDIA GLOSSARY

## APP

An application that performs a specific function on your computer or handheld device. Apps run the gamut from Web browsers and games to specialized programs like digital recorders, flashlights or music players.

## ASTROTURFING

A fake grassroots campaign designed to create the impression of legitimate buzz or interest in a product, service or idea. Often this movement is motivated by a payment or gift to the writer of a post or comment or may be written under a pseudonym.

## BLOG

An online journal that's updated on a regular basis with entries that appear in reverse chronological order. Blogs can be about any subject. They typically contain comments by other readers, links to other sites and permalinks.

## CREATIVE COMMONS

A not-for-profit organization and licensing system that offers creators the ability to fine-tune their copyright, spelling out the ways in which others may use their works.

## CROWDSOURCING

Harnessing the skills and enthusiasm of those outside an organization who are willing to volunteer their time contributing content or skills or time to solving problems.

## EMBEDDING

The act of adding code to a website so that a video or photo can be displayed while it's being hosted by another site. Many users now watch embedded YouTube videos or see Flickr photos on blogs rather than on the original site.

## FEED

A web feed or RSS feed is a service that provides users with frequently updated content. By using a news reader to subscribe to a feed, you can read the latest posts or watch the newest videos on your computer or portable device on your own schedule.

## GEOTAGGING

The process of adding location-based metadata to media such as photos, videos or online maps. Geotagging can help users find a wide variety of businesses and services based on location.

## GEOFILTER

These are filters unique to your current location. To enable Geofilters, you have to turn on your location in Snapchat. You can also create your own custom Geofilter for building brand awareness.

## HANDLE (TWITTER)

The @ sign is used to call out usernames in Tweets: People will use your @username to mention you in Tweets, send you a message or link to your profile.

# SOCIAL MEDIA GLOSSARY

## HASHTAG

A way to organize content and help people find it online. Twitter and Instagram instantly create links when you add “#” before a term. For example, #OpenHouse.

## HOSTING

A service that publishes your content online. Companies sometimes host their blogs on their own servers, but a better choice for video or audio is to use a host such as YouTube for video.

## HOOTSUITE

Hootsuite is a social media management system that includes a dashboard for listening to and scheduling social media posts. There are both free and paid versions of Hootsuite.

## INSTAGRAM STORIES

A feature that lets users post photos and videos that vanish after 24 hours. The photos and videos shared in your Instagram story are ephemeral and can't be viewed once 24 hours have elapsed.

## METADATA

Information – including titles, descriptions, tags and captions – that describes a piece of content such as a video, photo or blog post.

## MICROBLOGGING

The act of broadcasting short messages to other subscribers of a Web service.

## NEWS READER

A news reader (sometimes called a feed reader, RSS reader or news aggregator) gathers the news from multiple blogs or news sites via RSS feeds selected by the user, providing easy access to the information in one place. Popular examples include NetVibes and Bloglines (all accessed through a Web browser) and FeedDemon or NetNewsWire (applications that run on one machine).

## PAID SEARCH MARKETING

The placement of paid ads for a business or service on a search engine results page. An advertiser pays the search engine if the visitor clicks on the ad (pay-per-click or PPC).

## PERMALINK

The direct link to content on its site of origin.

## PODCAST

A digital file (usually audio, but sometimes video) made available for download to a portable device or personal computer for later playback. A podcast uses a feed that lets you subscribe to it so that when a new audio clip is published online, it arrives on your digital doorstep immediately.

## RSS

RSS (Really Simple Syndication) – sometimes called web feeds – is a web standard for the delivery of content enabling readers to stay current with favorite publications or producers without having to browse from site to site. All blogs contain an RSS feed, which lets users subscribe to content automatically.

# SOCIAL MEDIA GLOSSARY

## SEARCH ENGINE MARKETING (SEM)

A series of online tactics that, when combined with Search Engine Optimization, helps to attract customers, generate brand awareness and build trust. SEM (sometimes called search marketing) seeks to increase websites' visibility chiefly through the purchase of pay-per-click ads and paid inclusion.

## SEARCH ENGINE OPTIMIZATION (SEO)

The process of arranging your website to give it the best chance of appearing near the top of search engine rankings. As an internet marketing strategy, SEO considers how search engines work and what people search for. Optimizing a website primarily involves editing its content, identifying high-traffic keywords and improving the site's layout and design.

## SOCIAL BOOKMARKING

A method of storing, organizing and sharing the addresses of web pages without being tied to a particular machine. By bookmarking, you can store lists of personally interesting internet resources and usually make these lists publicly accessible. Delicious is the best-known social bookmark site.

## SOCIAL CAPITAL

The goodwill and positive reputation that flows to a person through his or her relationships with others in social networks.

## SOCIAL MEDIA

Works of user-created video, audio, text or multimedia that are published and shared in a social environment, such as a blog, podcast, forum, wiki or video hosting site. More broadly, social media refers to any online technology that lets people publish, converse and share content online.

## SOCIAL NETWORKING

Interacting with others in an online community by creating profiles, connecting with other users and sharing content.

## SNAPS

Photos or videos taken with Snapchat. You can send a snap to another snapchatter, but it can only be viewed by the recipient once before it disappears forever.

## SNAPCODE

Your Snapchat profile's unique QR code. Assigned to all users, a Snapcode is a quick and easy way to add friends on Snapchat.

## STORY

A snap you can broadcast to followers. Recipients can view your story an unlimited amount of times in 24 hours, and you can post multiple snaps to your story in one day to create a narrative loop of sorts.

## TAGS

Keywords added to a blog post, photo or video to help users find related topics or media, either through browsing on the site or as a term to make your entry more relevant to search engines.

# SOCIAL MEDIA GLOSSARY

## TAGGING (A PERSON)

Tagging identifies someone else in a post, photo or status update that you share. A tag may also notify that person that you have mentioned them or referred to them in a post or a photo, and provide a link back to their profile.

## TRENDING

Trends are described as the most popular subjects discussed on the specific social network. Although trending was originally associated with Twitter, it has spread to other social networks.

## TROLL

Internet slang for someone who posts controversial, inflammatory, irrelevant or off-topic messages in an online community with the primary intent of provoking other users into an emotional response or to generally disrupt normal on-topic discussion.

## TWEET

A post on Twitter. While all agree on usage of tweet as a noun, people disagree on whether you “tweet” or “twitter” as a verb.

## UGC

User-generated content, an industry term that refers to all forms of user-created materials such as blog posts, reviews, podcasts, videos, comments and more.

## URL SHORTENER

An online technique through which a provider makes a web page available under a very brief URL in addition to the original address.

## WEBCASTING

Use of the web to deliver live or delayed versions of audio or video broadcasts.

## WEBINAR

A presentation, lecture, workshop or seminar that is transmitted over the web. In general, participants register in advance and access the presentation in real time over the Internet.

## WIDGET

A small block of content, typically displayed in a little box, with a specific purpose, such as providing weather forecasts or news, that constantly updates itself (typically via RSS). Widgets make it easy to add dynamic content to your site or blog.

## WIKI

A collaborative website that can be directly edited by anyone with access to it. Small teams often find that they can accomplish a task easier by creating a collaborative online workspace using wiki software such as MediaWiki.

Glossary derived from  
[socialbrite.org/sharing-center/glossary/](http://socialbrite.org/sharing-center/glossary/)





## CONTACT AND INFORMATION

RE/MAX, LLC PUBLIC RELATIONS  
**socialmedia@remax.com**

For more information about RE/MAX  
visit **www.remax.com**

For information and resources including convention  
and events, community relations, marketing and  
business resources, visit MAX/Center.

For more social media resources, including additional press  
release templates, visit **www.maxcntr.com**

Please contact the RE/MAX, LLC Public Relations team  
at **RE/MAX, LLC** for questions, concerns, assistance  
with coordinated public relations campaigns and crisis  
communications.