

2015 Leadership Summit Your Digital Presence Social Media

Ron Phipps
National Association of REALTORS®
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Message Matters

- Through Social Media each of us has a personality, a profile and a presence.
- Just as we are taught to think before we speak, we should pause and reflect before we post.
- In Leadership there is no vacation with your social media presence.
- Biggest exposure is being baited or cornered.
- There is no fairness or accuracy required in the social space
- Social presence is to entertain primarily, and inform incidentally.



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Purpose of the Presentation:

- Encourage the effective use of Social Media by the extended leadership team to forward the National Association of REALTORS® agenda.
- Provide Leadership Team Members with strategies and recipes for appropriate present in Social Media.
- Identify risks and resources.
- Many digital vehicles: sites, blogs, video blogs, etc.



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Author & Architect of Organized Real Estate: The National Association of REALTORS®

- The National Association of REALTORS® calls itself “The Voice of Real Estate.”
- The National Association of REALTORS® must be an effective, persuasive communicator of Message.
- The National Association of REALTORS® has messages that it needs to communicate
- You, the expanded leadership team, are active and ideally effective, messengers.



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Specific Approaches

- Google you and your company
- Set up a Google alert for you and NAR
- Review all of the crowdsourcing groups you participating.
- Remember that you do not need to weigh in a on subject to be tagged.
- You may be held responsible for what someone else posts.



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Specific Approaches

- Digital presence must conform with State and Federal Law.
- Be careful what you 'like.'
- You want to share message of servant leadership.
- Do not let leadership look arrogant or disconnected. (Eric Cantor).



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Specific Approaches

- When someone starts to trash another REALTOR® or a Policy, think about the most effective way to respond. Some people want to draw you into a “public debate.”
- When travelling for NAR, share photos of the professional events, be sparing with the leisure activities.
- Choose how much of your family, home, etc. you want to share.
- Do not share the mundane...
- Share and celebrate the best of life, one can comment on its challenges, but do rant.(It is ok sometimes😊)



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Examples

Follow people who are cultivate a message. Watch what effective looks like.

- Shannon Williams King Facebook presence is a great example of this strategy...Very personal, but overall very positive.
- Colin Mulane, incoming State President of Oregon
- Thai Hung Nguyen, Northern Virginia Leader
- Brian Copeland, Nashville REALTOR[®], 2014 ELT Member



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Audiences

- You have three primary audiences in your digital presence:
- Family and Friends
- Your REALTOR® Family
- The larger public



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Changing the Landscape of Real Estate Marketing through Social Media

- REALTORS® need to be relevant, informed, innovative, responsive, creative to be effective and to be valued in the real estate industry, today and more so in the future.
- The truth is your Leadership Reach will be far more engaging and persuasive through social media.
- Your marching orders: Just do it!



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Recipes

Create a simple Social Media strategy plan:

- What do I want to communicate?
- Choose vehicle, channels with which I am effective
- Post regularly and consistently
- For Blogging mix it up with video, text, and photo
- Invite other leaders to comment.
- Monitor your presence



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Recipes

- Remove any inappropriate posts.
- Watch what others are doing in the space.
- Repost
- Awesome Source - NAR Daily News feed.
Pick and Choose
- As a Leader, post stories about core business in your own company.



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Final thought

- In Leadership and Life, you are always present.
- Craft what you want to say.
- If you mess up, do not hesitate to get help from our professional staff in Communications.
- Good luck: Enjoy the journey in leadership, life and your digital presence.



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