

2009 AE Institute

Social Media: The Risks and Rewards of Engaging in Online Communities

Handout – Facebook, LinkedIn, Twitter Information and Resources

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Social Media Links Worth Reading

10 Privacy Settings Every Facebook User Should Know

<http://www.allfacebook.com/2009/02/facebook-privacy/>

Web 2.0 for REALTOR® Associations

(a free 70-page e-book covering Facebook, online meetings, blog management, online social networking, Google calendar)

<http://youngrealestateleaders.ning.com/forum/topics/realtor-association-ebook>

Socially Awkward Networking

(talks about proper behavior in various social networks)

<http://www.matthewferrara.com/featured/socialnetculture>

Expanding Your Sphere of Influence with Social Media

(a presentation I delivered, along with my colleague Mary Martinez, to the McHenry County Association of REALTORS in Feb. 2009)

<http://www.slideshare.net/hilarymarsh/expanding-your-sphere-of-influence-with-social-media>

Top 10 Real Estate Agents to Follow on Twitter

<http://www.lucidninja.com/2008/11/29/top-ten-tweets-to-follow-to-convince-you-real-estate-agents-are-cool/>

(from Todd Carpenter, NAR's new Manager of Social Media)

Top 100 Real Estate Blogs

<http://www.top100realestateblogs.com/>

Top 25 Real Estate Bloggers of 2008, from Inman News

<http://blog.sellsiusrealestate.com/bloggging/top-25-most-influential-real-estate-bloggers-2008-named-by-inman-news/2008/11/04/>