

Hello Social Media



NATIONAL
ASSOCIATION *of*
REALTORS®

Tech
Edge 

The graphic for Tech Edge, consisting of a cluster of purple dots arranged in a grid-like pattern that tapers to the right.

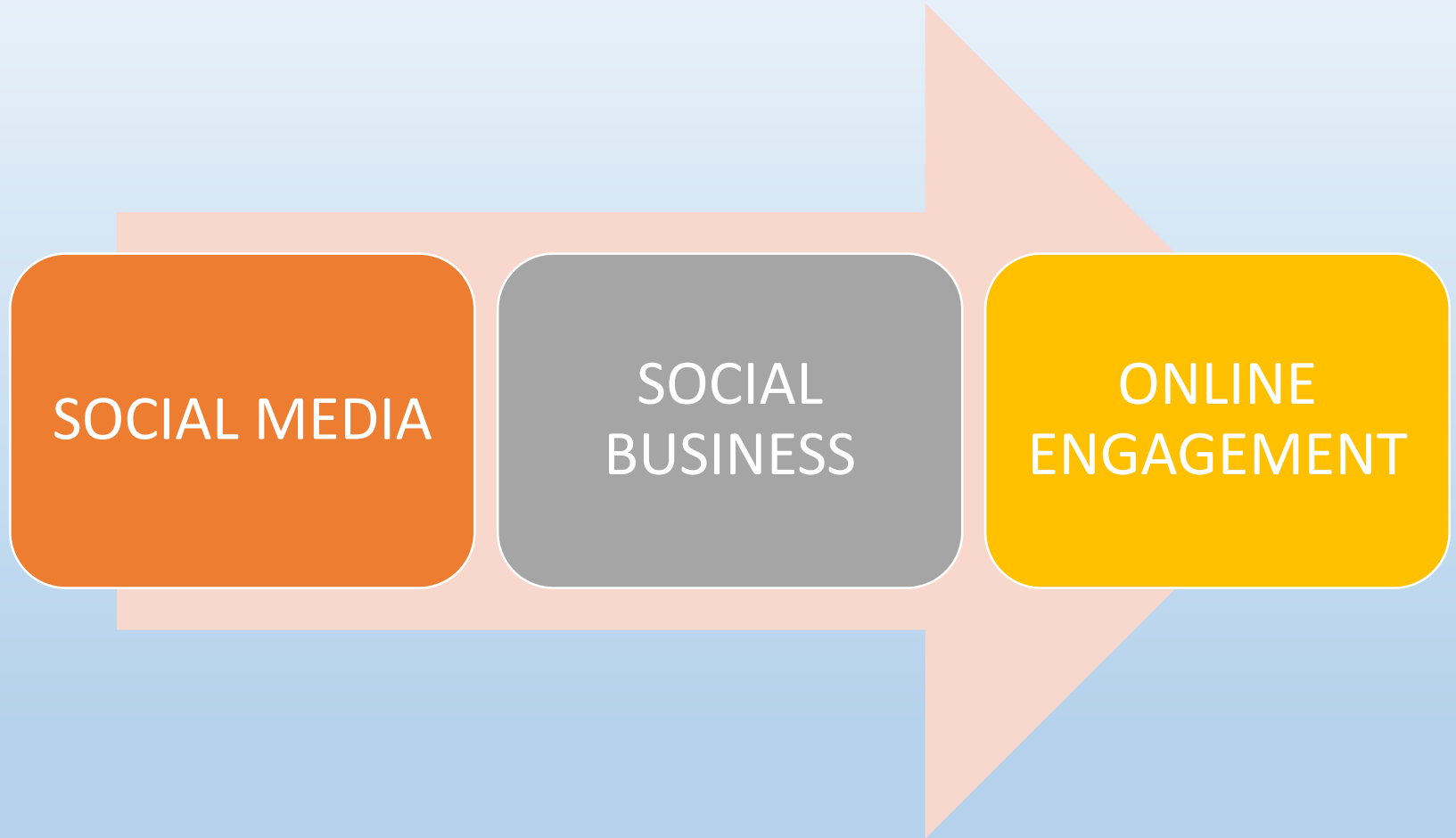
Social Media and You

Wealth of well-established and influential channels:

- Facebook
- Twitter
- Pinterest
- Instagram
- Snapchat
- YouTube
- LinkedIn

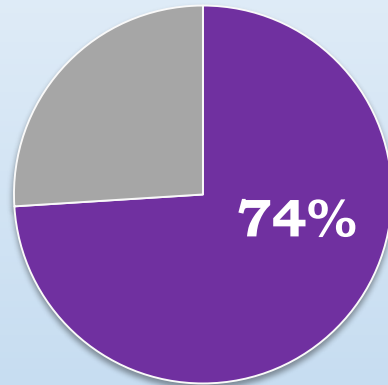


Social Media and You

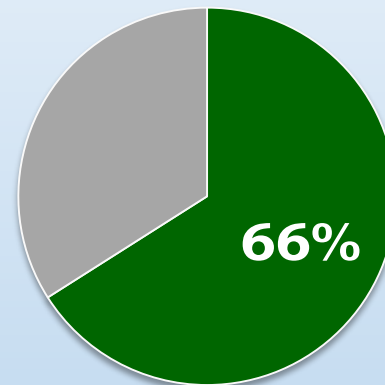


Active Use of Social Media *(Percentage Distribution)*

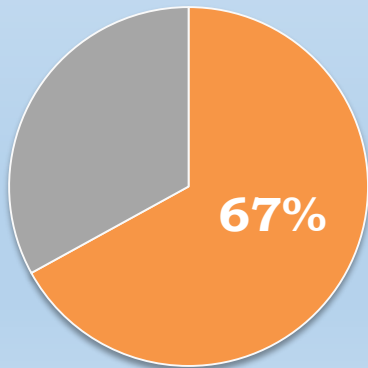
Women REALTORS® and sales agents are most active on social media.



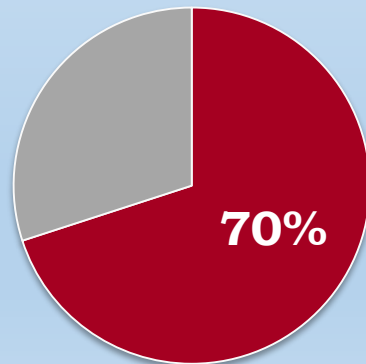
**Female
REALTORS®**



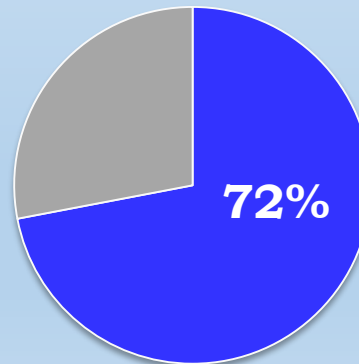
Male REALTORS®



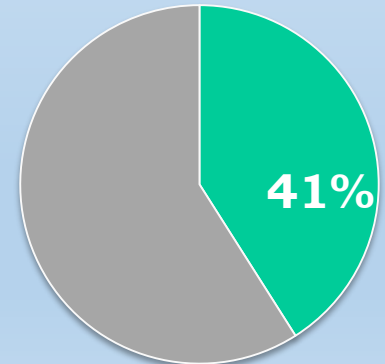
Brokers



**Broker
Associates**

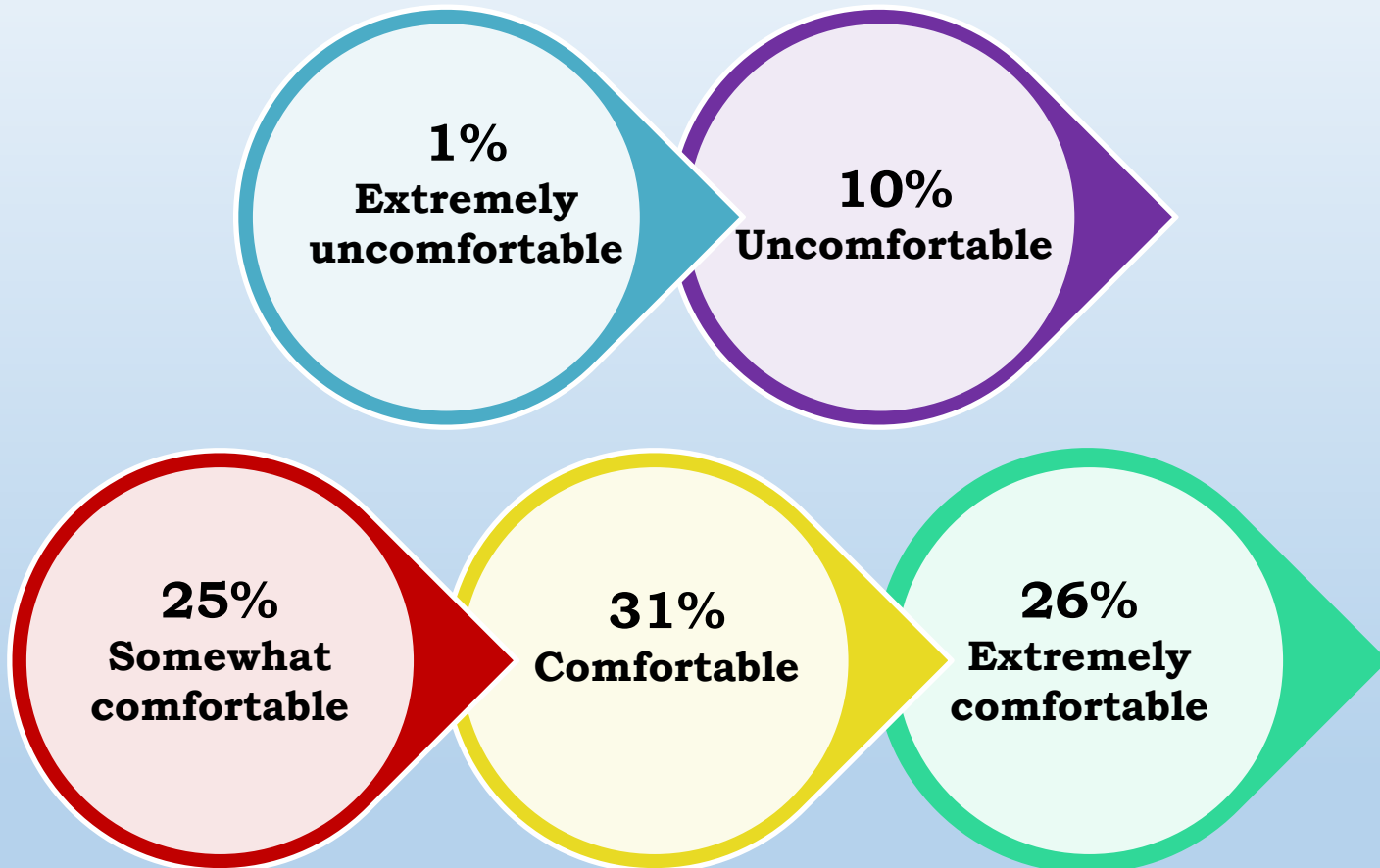


Sales Agents



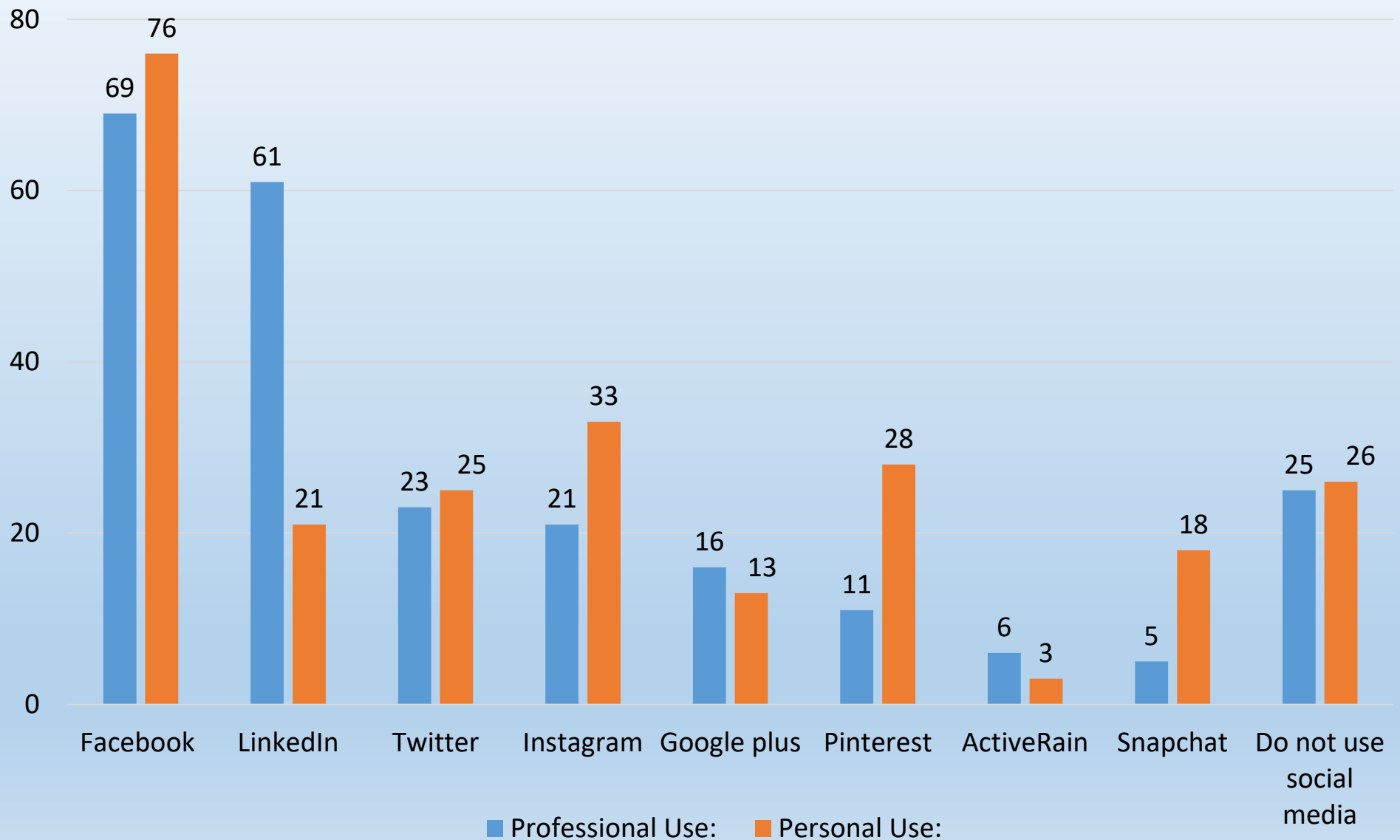
Appraisers

Comfort Using Social Media *(Percentage Distribution)*



Most members feel comfortable using social media, but some do not use social media.

ACTIVE USE OF SOCIAL OR PROFESSIONAL NETWORKING WEB SITES



Where Clients Come From



Among members 40% business is from repeat clients and referrals

EXERCISE
YOUR
LISTENING
SKILLS

HEARD ON SOCIAL



- Engagement. Two-way conversation. Listening. Tracking.
 - Knowing what colleagues and consumers are saying about you or your business is relevant to understanding what their challenges or needs are.



Not Just Younger Generation—But a Must-Have for Younger Generation

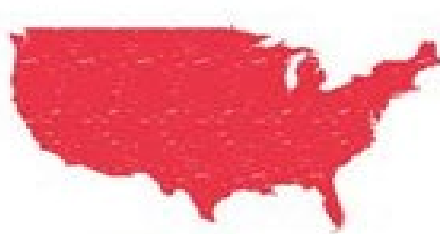
- 67% of all Internet users use social networking sites
- 83% of users 18-29
- 77% of users 30-49
- **52% of users 50-64**

(source: Pew Research Project, The Demographics of Social Media Users)



71% of users utilize mobile to access social

TIME SPENT ON SOCIAL MEDIA NETWORKS PER HOUR



16
MINUTES
U.S.



14
MINUTES
AUSTRALIA



13
MINUTES
U.K.

MOBILE

71%



OF USERS UTILIZE A MOBILE DEVICE TO
ACCESS SOCIAL MEDIA*

23%

OF FACEBOOK USERS
LOGIN AT LEAST
FIVE TIMES A DAY

CHOOSE
YOUR
CHANNELS
WISELY

Key Social Channels



PINTEREST

SOCIAL SITE THAT IS ALL ABOUT DISCOVERY

LARGEST OPPORTUNITIES



USERS ARE:

32% MALE

68% FEMALE



70 MILLION ACTIVE USERS



TWITTER

MICRO BLOGGING SOCIAL SITE THAT LIMITS EACH POST TO 140 CHARACTERS

LARGEST PENETRATION



BUT SPREADING SLOWLY AND STEADILY

5,700 TWEETS

HAPPEN EVERY SECOND



560 MILLION ACTIVE USERS



FACEBOOK

SOCIAL SHARING SITE THAT HAS 1 BILLION USERS WORLDWIDE

LARGEST OPPORTUNITIES



COMMUNICATING WITH CONSUMERS IN A NON-OBTRUSIVE WAY

USERS SHARE 2.5 BILLION

PIECES OF CONTENT EACH DAY



1 BILLION ACTIVE USERS



INSTAGRAM

SOCIAL SHARING SITE ALL AROUND PICTURES AND NOW 15 SECOND VIDEOS

MANY BRANDS ARE PARTICIPATING THROUGH THE USE OF # HASHTAGS

AND POSTING PICTURES CONSUMERS CAN RELATE TO

MOST FOLLOWED BRAND IS



150 MILLION ACTIVE USERS



GOOGLE+

SOCIAL NETWORK BUILT BY GOOGLE THAT ALLOWS FOR BRANDS AND USERS TO BUILD CIRCLES

NOT AS MANY BRANDS ACTIVE, BUT THE ONES THAT ARE TEND TO BE A GOOD FIT WITH A GREAT FOLLOWING

GROWING RAPIDLY WITH 925,000

NEW USERS EVERY DAY

400 MILLION ACTIVE USERS



LINKEDIN

BUSINESS ORIENTED SOCIAL NETWORKING SITE

BRANDS THAT ARE PARTICIPATING ARE CORPORATE BRANDS GIVING POTENTIAL AND CURRENT ASSOCIATES A PLACE TO NETWORK & CONNECT



79% OF USERS

ARE 35 OR OLDER

240 MILLION ACTIVE USERS

Organize them by purpose



Conversation

Comments

Replies

Comments

Comments

Comments

Applause

Likes

Favorites

Likes

Likes

Likes

Amplification

Shares

Retweets

Reshares

N/A

N/A

Consumption

Clicks

Clicks

Clicks

Views

N/A

Long Live Pinterest (and Buh Bye to Google+)

FACT

PINTEREST



55% of Pinterest users **have engaged with retailers and brands** via Pinterest



Compared to **48%** of Facebook users

TUMBLR

Users spend **14 minutes per visit**



That's **1.5 minutes longer** than the average Facebook visit

GOOGLE +

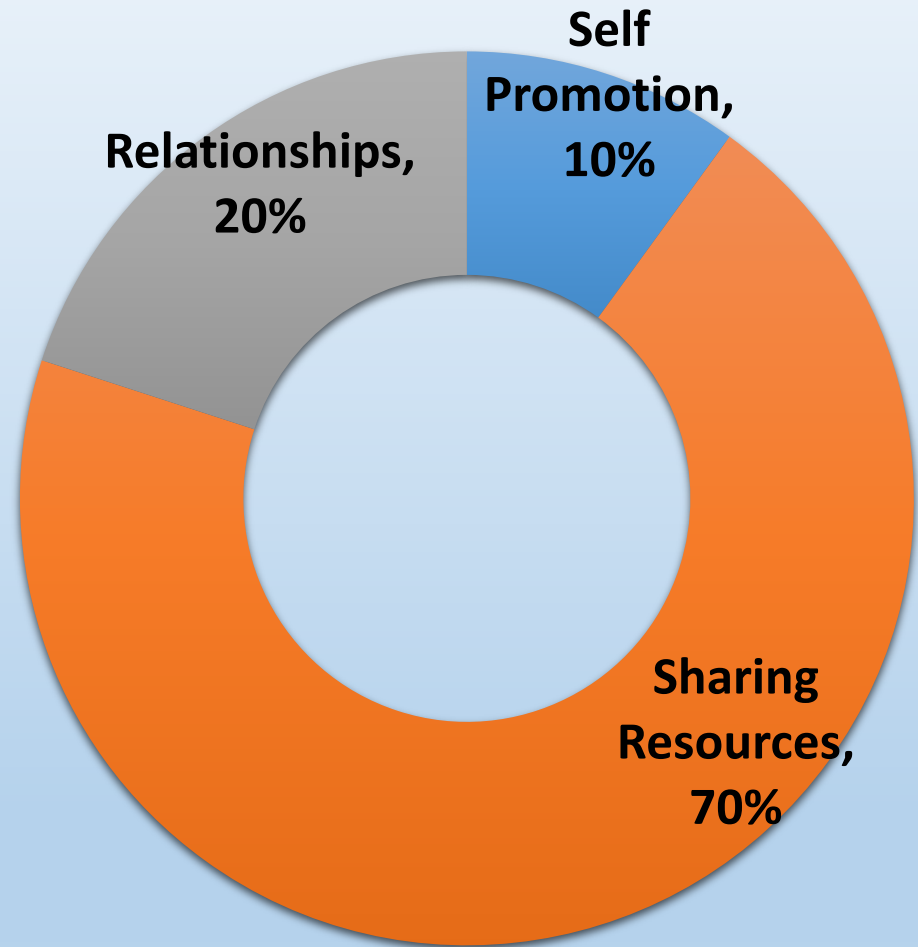
Fastest growing demographic: **45-54 year olds**



POST
WITH
PURPOSE

Don't Be Anti-Social

- Not just a marketing channel
- 70/20/10 content mix
- Content curation: it's not one-size-fits-all.
- Specific content pieces for specific channels are key to reaching and engaging your audience.



Content Pieces That Work

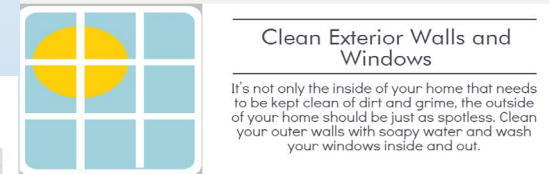
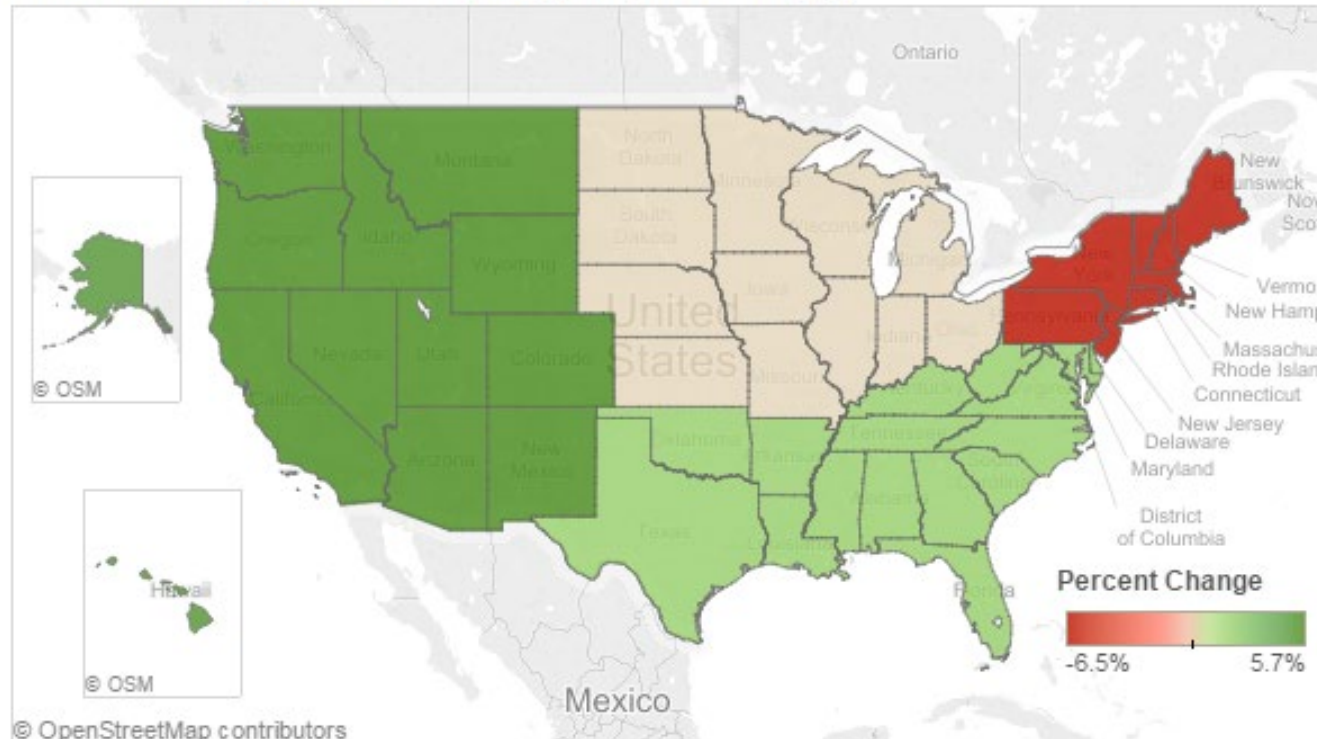


- Infographics:
 - Both static and interactive
- Video:
 - the shorter the better
- Podcasts
- Original, Quality Photos

Content Pieces That Work

- Infographics, both static and interactive

Percent Change of Sales by Region (month ago)



While there are many tools out there that seek to help potential homeowners, there is simply no replacement for a REALTOR®.

Visit realtor.com® to find a REALTOR® and accurate, up-to-date listings in your area.

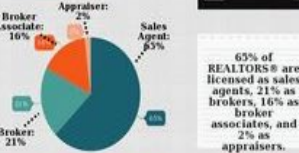
Holiday Infographics

Labor Day 2016

Looking at data from the 2016 Member Profile we recognize REALTORS® for their hard work and successes this Labor Day.

REALTORS® Business Characteristics

REALTORS® License Types



REALTORS® clock in hours



- REALTORS® worked a median of 40 hours per week in 2015
- 57% of members worked 40 or more hours per week

Previous Careers of REALTORS®



Find more information on REALTORS® in the Labor Day 2016 blog post: <http://recommenda.com/blog/real-estate/2016/09/02/labor-day-2016-celebrating-hard-working-middle-class/>

Saved from magic.piktochart.com

13

TAX DAY 2016

Tax Day is Monday, April 18 this year. You still have time to file!

Did You Know...

- The most recent detailed tax information available is from tax year 2013. In that year, Americans had \$9.3 billion in adjusted gross income and \$4.4 billion in taxable income. We paid \$1.2 billion in income taxes.
- The difference between adjusted gross income and taxable income is largely in deductions and exemptions.
- 101 million tax filers took a standard deduction, meaning they subtract a flat dollar amount from their income for various living expenses.
- 45 million tax filers took itemized deductions instead, meaning they subtract actual amounts spent on deductible expenses from income.
- Deductible expenses include state and local income and property taxes, mortgage interest, charitable contributions, and a handful of other items.
- Among those 45 million, 33 million deducted \$294 billion for mortgage interest and 30 million deducted \$17.4 billion in real estate taxes.
- At the average tax rate, these real estate deductions helped tax payers save roughly \$100 billion in 2013.

19

Did you know that real estate deductions helped tax payers...

Saved from realtor.org

2016

President's Day

How does the White House compare to the average home?

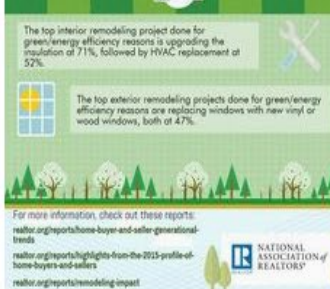


#1 The Typical American Home



GOING GREEN

Green and energy efficient home features popular with recent home buyers



This infographic takes a look at the green home features...

Saved from realtor.org

19

International Women's Day 2016

International Women's Day is celebrated internationally on March 8th.

It is a day to acknowledge the economic, political, and social achievements of women.

In recognition of this day we look at a profile of women REALTORS® using the 2015 Member Profile.

Statistics of Women REALTORS®



For more information on the Member Profile: <http://www.nar.org/reports/member-profile>
For more information on International Women's Day: <http://www.un.org/en/events/womensday/>

In recognition of this day we look at a profile of women...

Saved from magic.piktochart.com

3

The Relationships of Home Buyers

Household Composition of Home Buyers



- 67% of home buyers were married couples.
- Among first-time buyers, 56% were married couples.
- 72% of repeat buyers were married couples.

Recent Home Buyer Demographics

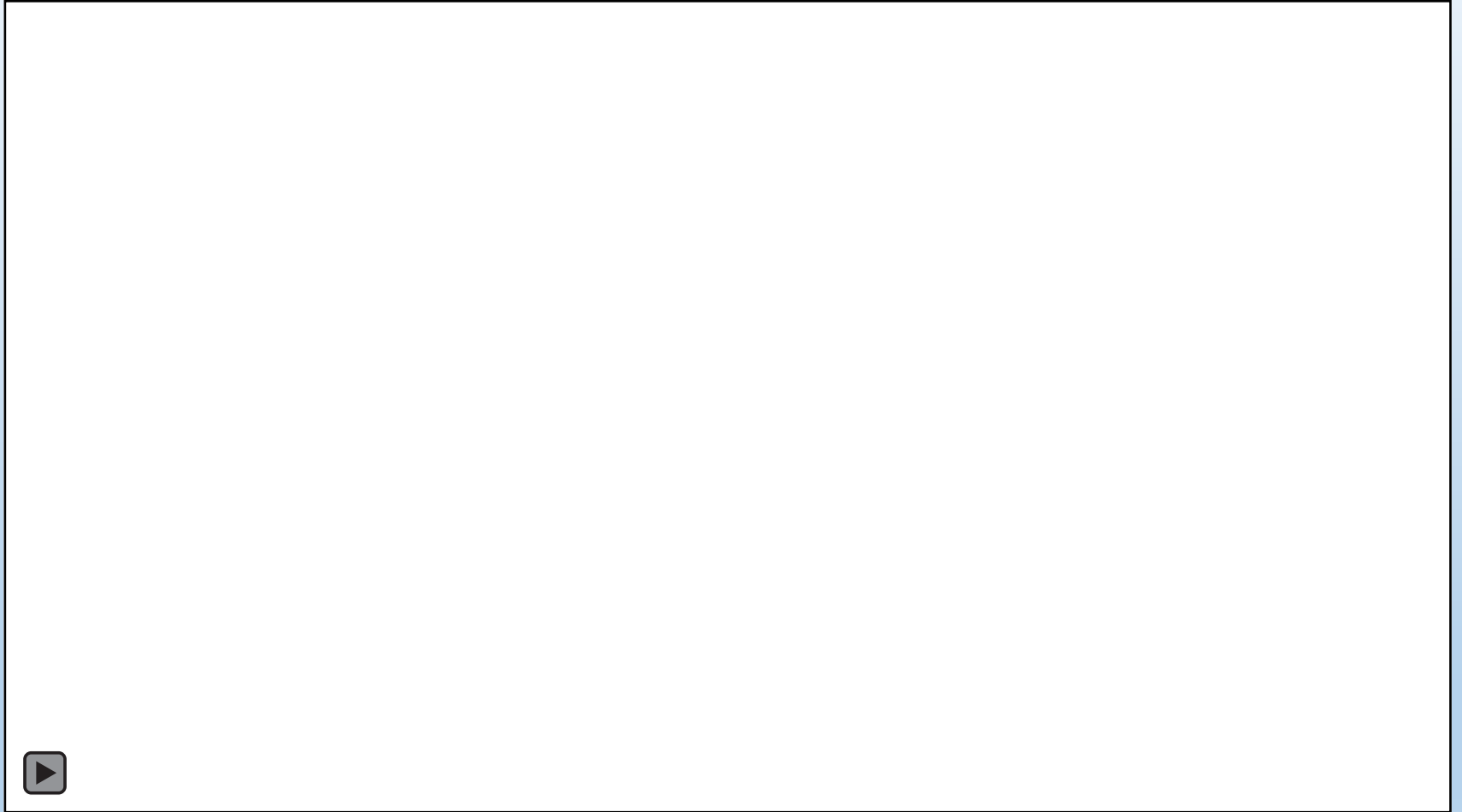
Married Couples	Single Females
Median Age: 43	Median Age: 30
Median Household Income: \$99,400	Median Household Income: \$57,300
Price of Home Purchased: \$342,000	Price of Home Purchased: \$169,100
Size of Home Purchased: 2,050 sq ft	Size of Home Purchased: 1,500 sq ft
Single Males	Unmarried Couples
Median Age: 43	Median Age: 32
Median Household Income: \$67,000	Median Household Income: \$67,000
Price of Home Purchased: \$160,000	Price of Home Purchased: \$187,400
Size of Home Purchased: 1,500 sq ft	Size of Home Purchased: 1,700 sq ft

Types of Homes Purchased



100% Single Family Home (85%) 100% Condo/Co-op (15%) 100% Townhome (0%) 100% Other (0%)

Content That Works: Video



Content Pieces That Work

- Video (shorter is better)



The Voice for Real Estate 20: Credit, Vacation Homes



Window to the Law: FAA Proposes Drone Rules

Content That Works: Animated Graphics

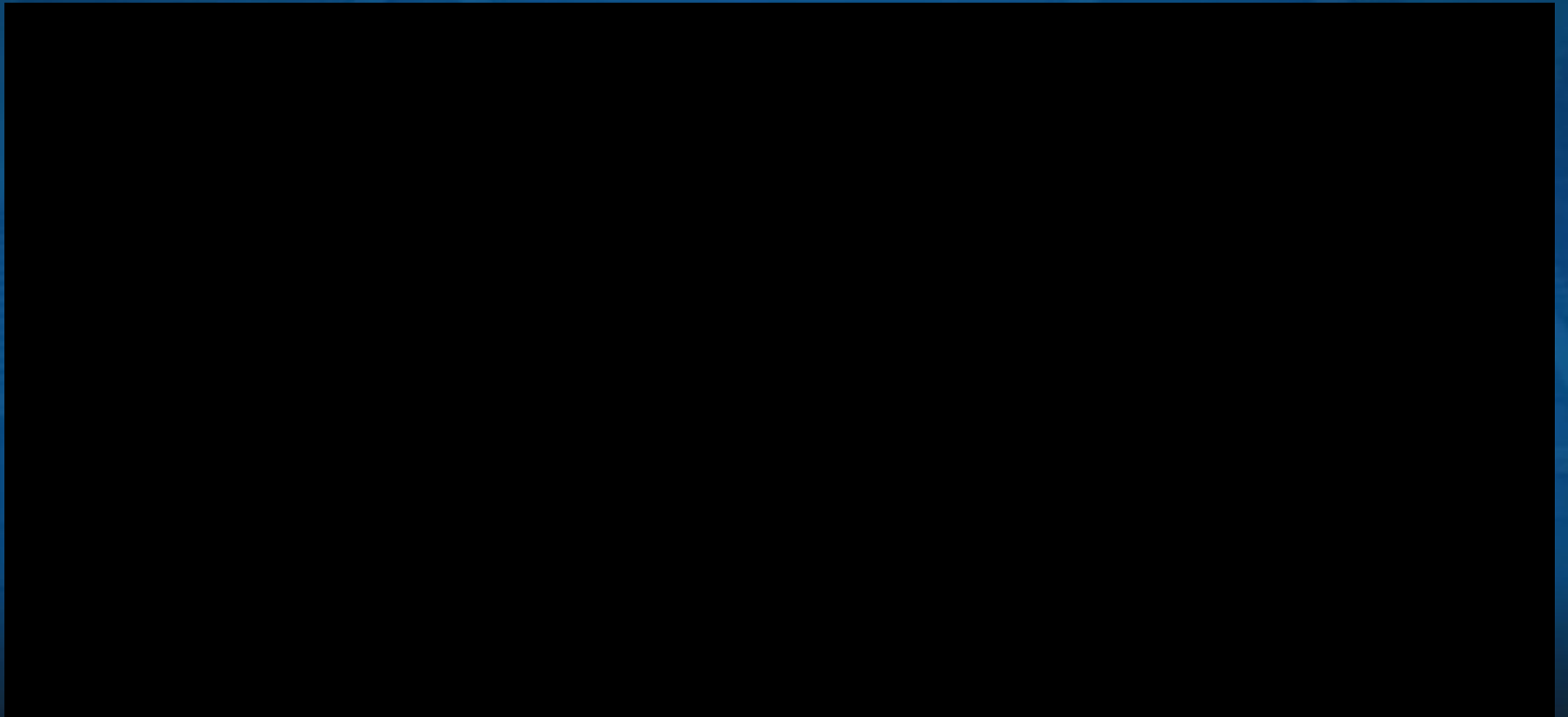


National Association of REALTORS®

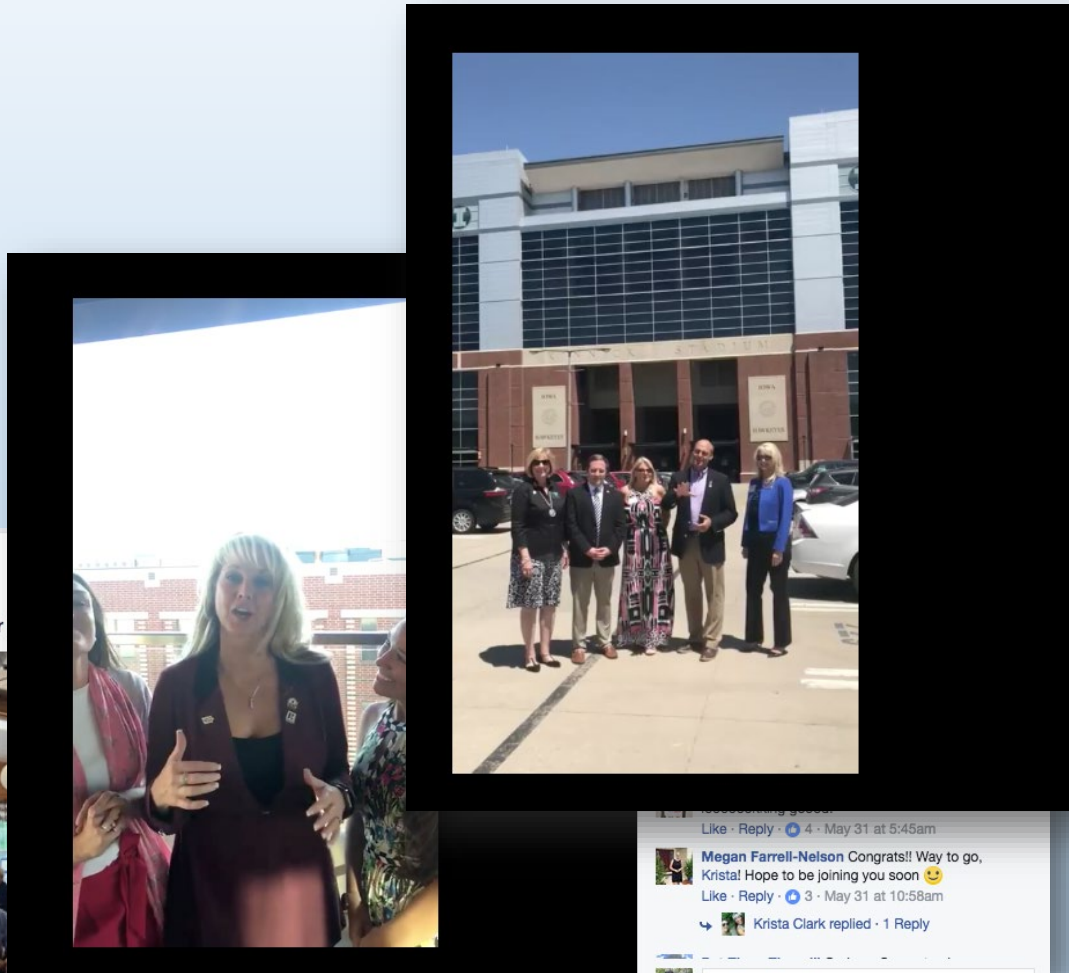


Published by TJ Doyle [?] · September 28 at 9:04 AM · 🌐

Despite an increase in active listings, continued price increases and low housing inventory pushed out potential buyers causing declines in both existing-home sales and pending-home sales in August, according to the National Association of Realtors® monthly Housing Minute video.



Content That Works: Live Broadcasts



Gavin Blair with Tracy Kasper.
May 30 · 🌐

Kicking off the RPAC Road Show in Clear



👍 Like 💬 Comment ➦ Share

👍❤️ Leigh Thomas Brown, Elizabeth J. Mendenhall and 83 others

Jamie Rix
June 1 · 🌐

Last day of our #IowaRPACRoadTour and Iowa City KILLED IT! This group continues to invest and protect the Realtor industry all while creating an RPAC culture in this amazing state. 994 miles down, 194 to go! — at 📍 Iowa City Area Association of REALTORS®.

👍 Like 💬 Comment

👍❤️ Gavin Blair, Elizabeth J. Mendenhall and 79 others

1 share

4 Comments

Josh Branum Very excellent! Great job!
#RealtorParty!
Like · Reply · 🌐 3 · June 1 at 2:38pm

Carlton Jackson Awesome!! Very proud of Iowa City Area Association of REALTORS®!
Like · Reply · 🌐 4 · June 1 at 2:51pm

Kathy Parenza Great job!!!!
Like · Reply · 🌐 2 · June 1 at 3:21pm

Mark Kamps On Iowa and Go Hawks!!
Like · Reply · 🌐 1 · June 1 at 8:54pm



Write a comment...




Like · Reply · 🌐 4 · May 31 at 5:45am

Megan Farrell-Nelson Congrats!! Way to go, Krista! Hope to be joining you soon 😊
Like · Reply · 🌐 3 · May 31 at 10:58am

➦ **Krista Clark** replied · 1 Reply

Content That Works: Podcasts



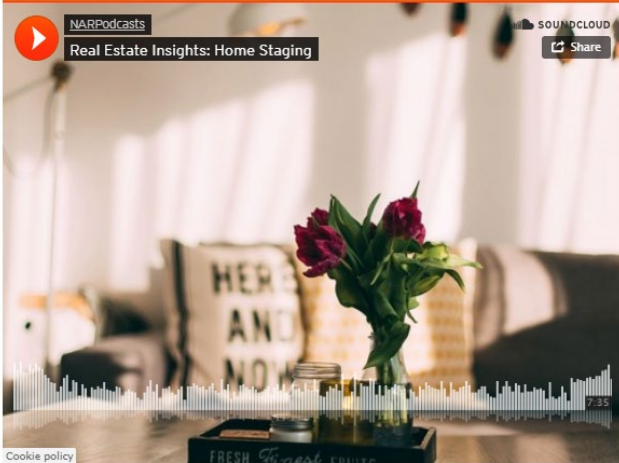
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PODCASTS

Real Estate Insights: Home Staging

AUGUST 30, 2017





NARPodcasts


Real Estate Insights: Home Staging

SOUNDCLOUD

Share

[Cookie policy](#)

Home staging: is it worth the effort? In this episode, Meredith Dunn, Research Communications Manager, and Brian Horowitz, Research Survey Analyst, talk with Brandi Snowden, Research Survey Analyst, on the results of the latest Profile of Home Staging (released last month). They discuss the effectiveness of home staging, which rooms are most important to stage, when people stage, and other suggested projects to complete before putting a house on the market.




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PODCASTS

The Takeaway with Nobu Hata, Staying Safe as a Real Estate Agent with Carl Carter


JULY 13, 2017




the
TAKE
AWAY
with NOBU HATA



Guest: Carl Carter





The Takeaway With Nobu Hata

Staying Safe as a Real Estate Agent ...

SOUNDCLOUD

Share

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Real estate professionals can find themselves at risk if they don't systematically keep safety top of mind while meeting customers. Carl Carter, Jr., a real estate agent in central Arkansas whose mother, Beverly Carter, also an agent, was slain in a botched kidnapping by people posing as real estate customers, talks about ways agents can stay safe and also about a foundation that's been created to promote agent safety.

Content Pieces That Work

- Original, Quality Photos (Instagram, Flickr, Imgur)



nardotrealtor

Edit Profile



1,564 posts

65.3k followers

285 following

Realtors Real Estate The NATIONAL ASSOCIATION OF REALTORS®, “The Voice for Real Estate,” is America’s largest trade association, representing 1.2 million members.
www.NAR.realtor

25% OFF

NEW Day 1 & 2 e-PRO® Online Bundle

The keystroke may have replaced the handshake. But building relationships is still the key to success.

NATIONAL ASSOCIATION of REALTORS®
Official Certification

e-PRO®

narcred

NATIONAL ASSOCIATION of REALTORS®

REALTOR SAFETY PROGRAM

credit card protection
Cybersecurity
FRAUD PREVENTION

Inspect your bank account transactions, credit card statements and credit services for suspicious activity on a regular basis. Identity thieves often test bank accounts with small purchases before making large withdrawals.

FOR MORE SAFETY TIPS FROM NAR, VISIT www.NAR.realtor/Safety



Use Instagram



nardotrealtor

Edit Profile

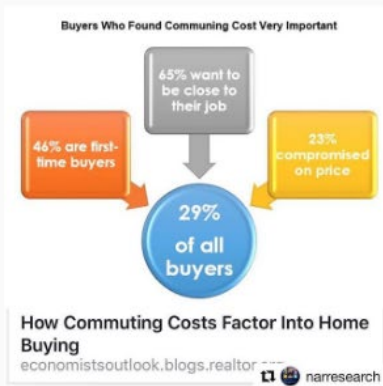
...

1,204 posts

49.4k followers

274 following

Realtors Real Estate The NATIONAL ASSOCIATION OF REALTORS®, "The Voice for Real Estate," is America's largest trade association, representing 1.2 million members. www.realtor.org



Free Source Photos:

- Unsplash.com
- Pixabay
- New Old Stock
- Foodie's Feed
- Death to the Stock Photo
- Magdeleine
- Public Domain Archive
- Good Free Photos
- Free Range Stock
- Pickup Image

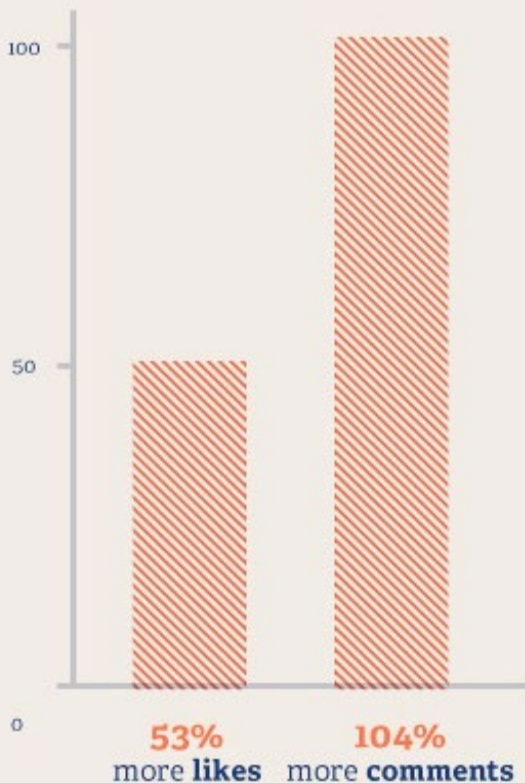
A Picture Speaks A Thousand Likes

FACT

FACEBOOK



Photos generate higher engagement



TWITTER

Tweets with **images** result in:



36% increase in **clicks**



31% increase in **visits**



41% increase in **retweets**



48% increase in **favorites**



33% increase in **visitor-to-lead conversion rate**

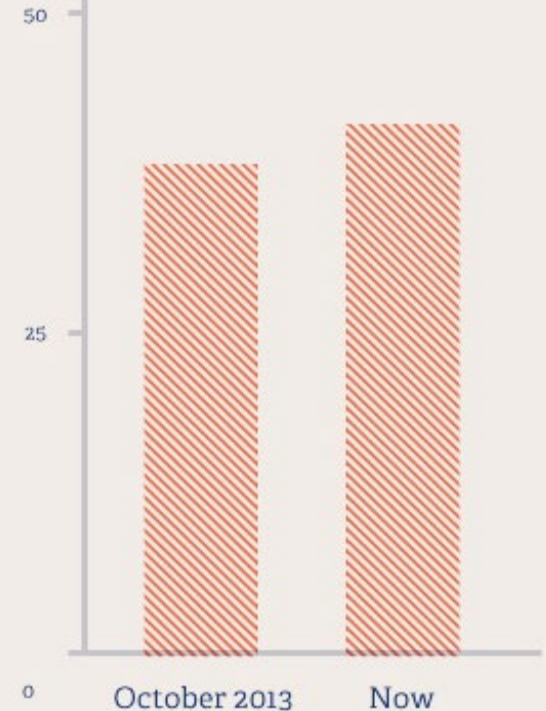


55% increase in **leads**



LINKEDIN

41% of visits are from a **mobile device**
up from **38%** last October



According to Joff Redfern,
LinkedIn's VP of mobile product

Content That Works: News Hooks



National Association of REALTORS® shared a Page.



Published by TJ Doyle [?] · September 27 at 10:43 AM · 🌐

The Realtors Relief Foundation Facebook page is now live! For those wishing to Donate to the Realtors Relief Foundation, simply click the DONATE button on the RRF page, or click the DONATE button at the top of this page. Your generous donation today will benefit those who need help now. Thank you! <https://www.facebook.com/realtorsrelieffoundation/>



Content That Works: Thought Leadership Pieces



Bob Goldberg

Published by Bob Goldberg [?] · September 1 at 3:40pm · 🌐

...

This week I wanted to highlight the impact of changing Demographics impacting the real estate industry.

Below are some key points from my keynote at Leadership Summit two weeks ago.

Demographics

In my last post, I talked about technology and my vision for working with NAR's leaders, staff and members to embrace change. And while technology continues to evolve, consumer demographics and psychographics are shifting just as quickly.

The Brookings Institute predicts, "...the 2020 Census will show that more than half of Americans under age 18 are racial minorities." As minority populations grow into the majority, how will this affect our industry and how can we better serve this emerging clientele?

Generational trends are also a major factor at play. Everyone has heard reports about the impact of Millennials on the U.S. economy, culture, society, and myriad industries, including real estate. While most Millennials believe in the value of homeownership, student loan debt, a tight housing inventory, and affordability concerns constrain the homeownership rate among these younger consumers.

I understand personally the challenges this generation is up against; I'm a proud parent of two Millennials. Just as my wife and I were starting to enjoy life as empty nesters, my son realized the easiest way to save money for a downpayment was to move back home with his mom and dad.

In light of this shifting marketplace, NAR is heightening our focus on changing demographics. We want to help Realtors® understand the rapid changes occurring within their client base and provide support as they engage diverse groups of consumers.

3,900 people reached

[View Results](#)

Like Comment Share

Vicky Sampah, Ben Scranton and 134 others

[Chronological](#)

14 Shares

19 Comments



John Tuccillo Bravo, Bob! Substantive and on point!

[Like](#) · [Reply](#) · [Message](#) · 1 · September 1 at 3:45pm



Bob Goldberg Thanks John. I hope all is well.
Bob

[Like](#) · [Reply](#) · Commented on by Bob Goldberg [?] · September 1 at 3:48pm



Christel Silver I love the ideas out of the box! rolling in the student debt would be awesome!

[Like](#) · [Reply](#) · [Message](#) · 1 · September 1 at 5:11pm



Marilyn Wheeldon Thank you Bob for your posts. We do have our challengers and these challenges are our opportunities. Together with you as our leader we can take advantage of these opportunities. We have a lot of hard work ahead of us but with NAR's help and guidance we will not only survive but will thrive.

#MarilynWheeldon #Century21Bono #Thisgaisellsrealestate

[Like](#) · [Reply](#) · [Message](#) · 1 · September 1 at 5:13pm



Carol Ferguson Thanks for your post.

[Like](#) · [Reply](#) · [Message](#) · 1 · September 1 at 6:21pm



Alice Owen Martin Great comments and so needed! Thanks, Bob

[Like](#) · [Reply](#) · [Message](#) · 1 · September 1 at 6:29pm



Paul G. Yorkis Bob, many thanks for this post. I agree very much with the changing demographics. My business in the metro west Boston area has changed substantially to reflect a greater diversity since I began my Realtor career in 1991.

Content That Works: Trends

Compelling real estate relevance

Usefulness with clients

Long shelf life

Conveys expertise, not words

Users look forward to the next message

Buzzworthy, generates member conversations

Repeatability and shareability by ambassadors, who amplify
the message

Clear call to action: Sign up, download, click here for more



Social Media Storytelling

- Personalize
- Stand Out
- Be Subtle, But Effective
- Be Consistent
- But Don't Be Clichéd
- Push the Envelope
- Don't Sell Yourself Short

Social Media Storytelling

- **Tell Local Stories**

- People take pride in where they're from and support **local businesses** on social media and in the **real world**.

- **Be Authentic**

- The best marketers and communicators have always used **storytelling** to connect and inspire an audience to act.

Home Projects For 2017

Looking to make 2017 a productive year? Here are a few ideas for simple home improvement projects from the National Association of REALTORS®; your house will thank you!

1. Mount shelving on walls

Shelves take up less space than bookcases, add storage and give a home architectural interest.

2. Paint Kitchen Cabinets

Updating cabinets with a fresh coat of paint is an easy way to make a kitchen look brand new.

4. Put in a New Front Door

A new steel front entry door has a national median cost of \$2,000 installed and can recover 75% of that cost at resale.

5. Caulk Around Windows and Doors

A good seal will keep warm air from leaking outside, bringing down heating and cooling costs.

3. Install a Low Flow Showerhead

The latest low-flow showerheads use up to 50% less water than even the newer showerheads and can reduce your home's water-heating costs by about \$150 a year.



NATIONAL ASSOCIATION of REALTORS®

When you're ready to buy or sell a home, talk with a REALTOR®, a member of the National Association of REALTORS®

Visit realtor.com to find a REALTOR® and locate accurate, up-to-date listings in your area.

SUPER BOWL

2017

FEB

LI

Who's going to win? If home prices have anything to do with it, we can make some predictions. Let's take a look!

New England Patriots vs Atlanta Falcons

Atlanta Falcons

\$191,500

Third quarter median single family home price for Atlanta

7.0%

Year-over-year percent change in price

New England Patriots (Boston)

\$435,300

Third quarter median single family home price for Boston

3.4%

Year-over-year percent change in price

For more information:
www.nar.realtor/topics/metropolitan-median-area-prices-and-affordability



NATIONAL ASSOCIATION of REALTORS®

Sources:

<https://www.houselogic.com/save-money-add-value/add-value-to-your-home/home-remodeling-projects-with-long-term-ROI/>
https://www.houselogic.com/organize-maintain/storage-ideas-hacks/shelf-storage-ideas/?site_ref=spotlight
https://www.houselogic.com/organize-maintain/home-maintenance-tips/best-home-projects-fall/?ref=search_link_clicked-5+Great+Home+Projects+for+Fall
<https://www.houselogic.com/save-money-add-value/save-on-utilities/low-flow-showerheads-how-to-choose/>

Social Media Storytelling

- Snapchat
- Instagram Stories
- Facebook Live
- Engagement and interaction from your followers are all that matter. Snapchat has higher engagement than any social network on the planet right now.

Don't be scared to live tweet



Tell people you are live tweeting



Use hashtags and handles



Promote your hashtag (and research that not in use)



Be consistent



Photos!



End with where to find more information

Periscope

Live streaming

Events, promotions

30 sec is too short—30 min too long

Build it into communication plan

Save the video and post to YouTube

AIM FOR
CONSISTENCY

Don't Worry About Being Everywhere

- Evaluate which channels make sense for your membership
- Be **good at few** instead of ineffective at many
- Be realistic about resources
- Meet you clients where they are



LEVERAGE
&
PROMOTE
EXISTING
WORK

Encourage Sharing of Content

- Sharing widgets on website, online publications and email
- Cross promote content across print & online channels
- Promote conference and event hashtags on EVERY communication



Social Media Best Practices

- **DON'T** be afraid of social media. Don't be afraid to experiment
- **DO** be a resource on how to use social media.
- Monitor and be a strong administrator of your brand.



Social Media Best Practices

- **DON'T** feed the trolls
- **DO** have a plan
- **DON'T** discount the value of what you're doing.
- **DO** show it off, don't keep it a secret...have fun!



Most disturbing is the fact that NAR leaders appear to be totally unaware of what is happening in the industry, contemporary culture and the marketplace.

NAR serves no value to modern day Realtors... and if anything stand in our way.

I PERSONALLY THINK MOST NEED TO BE FIRED AND ONCE ALL THIS SETTLES DOWN...SOME GO TO JAIL.

Scoundrels and thieves. Really just vomitous.

The New President is more into politics than running NAR and needs the money to support her liberal agenda even if it is off the backs of all the members

Being forced to be part of an organization that has never done anything for me is and has been ridiculous.

If I had a choice, I'd get out of NAR.

IT'S SAD THAT NAR HAS BECOME SO BLOATED AND UNMANAGEABLE.

Over the past year, NAR has focused on becoming a radically member-centric organization. Well then they've epically failed then. They don't care about their members other than using them to line the coffers while pushing an agenda that is designed to help everyone but REALTORS.

NAR and the confiscatory dues we all pay is for nothing but "white collar welfare". Raising dues for what?!!! Your ineptitude? Incompetence?!!! Your wasting OUR money on ill thought out ventures?!!

NAR leadership is tone deaf.

NAR is causing its members to become dinosaurs. And with each ridiculous action, they are marching us dinosaurs straight into the tar pits.

The credibility & trust of the organization by the members is gone and the current leadership should seriously consider stepping down.

Talk about a swamp that needs draining...



Oh yeah...try not to be this person



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NAR's Consumer Advertising Campaign

HOW TO PARTICIPATE

Here's how to find our consumer-facing handles:



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Share, re-tweet, re-post content from these pages.
Use the new #GetRealtor hashtag whenever you are posting on your own page!

Thank you



NATIONAL
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Hello Social Media



NATIONAL
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Tech
Edge 

The Tech Edge logo graphic consists of a cluster of purple dots arranged in a grid-like pattern, with some dots missing to create a sense of movement or a digital trail.



A DIALOGUE:

SOCIAL MEDIA & LEADERSHIP