

Social Networking Sites

Overview:

Social networking sites are the newest way to connect to people with common interests. (For example: careers, schools, hobbies, etc.) In doing so, you're driving additional traffic to your website, finding leads, and positioning yourself as an expert in your field. Just by adding your profile information to these sites, you are gaining valuable exposure, and even more credibility and exposure can be gained simply by posting a blog, tip, event, etc. monthly. Below you'll find the benefits of these sites along with a list of the hottest social networking sites out there today.

Benefits:

- Drives additional traffic to your website
- Gives your search ranking a boost
- Helps you establish yourself as an expert in your field by allowing you to give advice, post blogs, etc.
- Gives you the opportunity to find and connect with new leads
- Allows access to other agents and professionals

LinkedIn:

Web Address: <http://www.linkedin.com/>

Summary: LinkedIn is an online network with more than half a million registered users from around the world and focuses on Professional Networking.

Features: An online profile with web address, access to other agents & professionals, search for jobs, post available positions.

Active Rain:

Web Address: <http://activerain.com/>

Summary: Active rain is a free online community specifically for real estate professionals designed to help them promote and grow their business.

Features: An online profile with web address, a free blog, access to other agents.

Tribe:

Web Address: <http://tribe.net/>

Summary: Tribe focuses on common interest groups, classified listings and business networking. You also have the ability to join and create tribes (member-created online groups) on any topic.

Features: An online profile, ability to create and join tribes.

MeetUp:

Web Address: <http://www.meetup.com/>

Summary: MeetUp is an online social network of over 2 million people that focuses on LOCAL groups, people with the same interests in the same area, with the goal of eventually meeting people face to face.

Features: Profile picture, you can organize groups, join groups.

The best thing about all of these sites is that they are FREE! With little maintenance, they can offer added traffic to your site, the opportunity to find new leads, and establish yourself as an expert in your field. In order to fully see the benefits of these sites, you will need to login to each of them occasionally and add some personal information (interests, join some groups, etc.). Leave the rest up to us!

Some additional reading on the topic:

<http://www.inman.com/InmanNews.aspx?ID=41106>

<http://www.inman.com/inmannews.aspx?ID=41178>