



What you should know

What I'll Cover

- Twitter Facts and Figures
- What the Heck is Twitter?
- Your Account-Getting Started
- Followers- Who are they and how to get them
- Tweeting-Real Time
- Sizzle for CRE



Twitter is the Bomb

- More than 32 Million Twitter Accounts
- Twitter Grew by 1,382% in *One* Year
- “Digital Footprint”
- Twitter API Traffic is 10x Twitter’s Site
- Twitter’s Market Capitalization is Over \$1 Billion
- Microsoft Bing and Google to index Twitter Feeds (Oct. 21)



What is Twitter?

- Twitter 101 [Twitter 101 Video](#)
- 140 140 140 140.....
- LinkedIn, facebook and Twitter (Contacts, Friends and Followers)
- Search Engine **Friendly** [Google \(Michael Houge\) SIOR Bing Chief Real Estate](#)
- Real Time "Info bits"
- Schools, Athletes, Municipalities, Celebrities, Retailers, Corporations, Protesters...
- SIOR
- Real Estate and Twitter (Later)
- Its FREE!



Setting Up an Account

- Sign Up-It's Easy [Sign Up](#)
- Your Twitter Profile [Twitter](#)
- Profile Do's and Don'ts



“Followers”

- Followers Are **Not** “Friends” or “Contacts”
- *Following*
- *Followers*
- How to Get Them and Why



Tweets, Tweeting, ~~Twittering~~

The question is: "What are you doing?"

It should be: "What is interesting to you, now?"

My rule: If you Tweet, it ought to be something that people will *care* about.



Twitter for CRE

- Post a New Listing [chiefrealestate](#)
- Ask for Advice
- Find a Job or an Employee
- Link to Your Blog
- Herald a Success
- Provide a Link to an Article or Market Data
- Announce a Closing
- Link to an Interesting Web Site
- Promote a New...
- Praise a Client or Colleague

All for FREE!



Sizzle

The more I use it, the more I find...Apps, add-ons and cool features. Twitter gets 10x the activity from the API sites.



Sizzle (Add-ons)

HootSuite: (www.hootsuite.com). Timesaver for managing multiple accounts-Links from facebook.

TweetDeck: (www.tweetdeck.com)

- Organize, and React toTweets
- Deal with Direct Messages
- Easy Retweets, etc. Over Multiple Accounts
- Interfaces with facebook
- Works on iPhone

twitpic: (www.twitpic.com)

- A photo interface to share photos onTwitter



Sizzle (Add-ons)

Back up my tweets: (www.backupmytweets.com)

- Bad Guys!
- Keep for Future Reference
- Use for Marketing

GroupTweet: (www.grouptweet.com)

- Broadcast Messaging to your Private Groups

(Company, Organization, Brokerage Team, Office Building, etc.)

TweetLister: (www.tweetlister.com)

- This is a *Real Estate listing*
- Post Properties for Sale or Lease
- It's *FREE!*



Twitter Rocks!

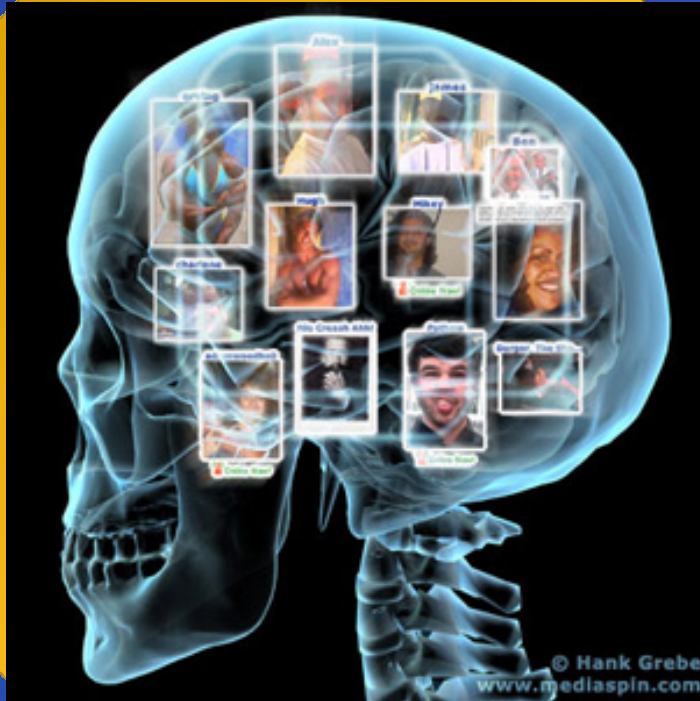
- Unbelievable growth and applications
- A great place to stay in touch...constant flow of data
- Searchable database, advertising, Google optimization
- Followers are another network
- Twitter is anything you want it to be....
- Constant evolvments and improvement...expect even more sizzle



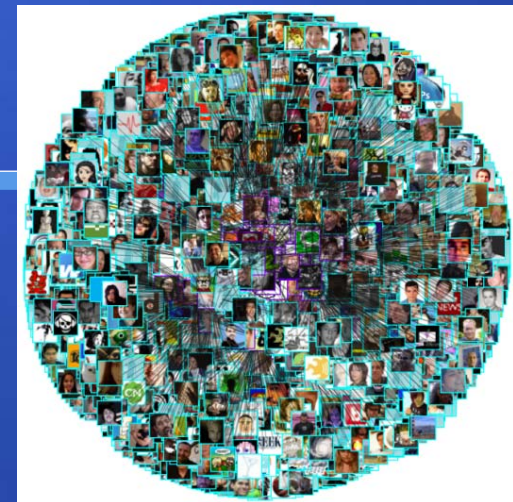


weet T e ore l





Get to Know it...



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<http://twitter.com/SIORGroup>