



**EXCLUSIVE
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REAL ESTATE
PROFESSIONALS**

Social Media Marketing

Session 1

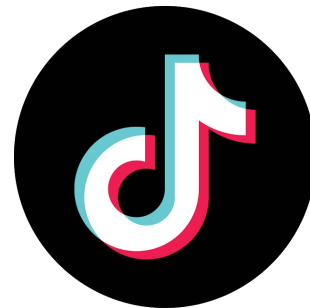
Principles of Web & Social Media

What is Social Media?

Social media is the collective of online communications channels, websites and applications that enable users to create and share content or to participate in social networking.



Key Players



Timeline

1993 Creation of the World Wide Web

1997 Six Degrees



2001 Friendster



2003 MySpace



Timeline

2004

Facebook

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a dark blue rectangular background.

2005

YouTube



2010

Instagram



Online Revolution

1.74 billion People who own Televisions

2.89 billion People with active Facebook accounts

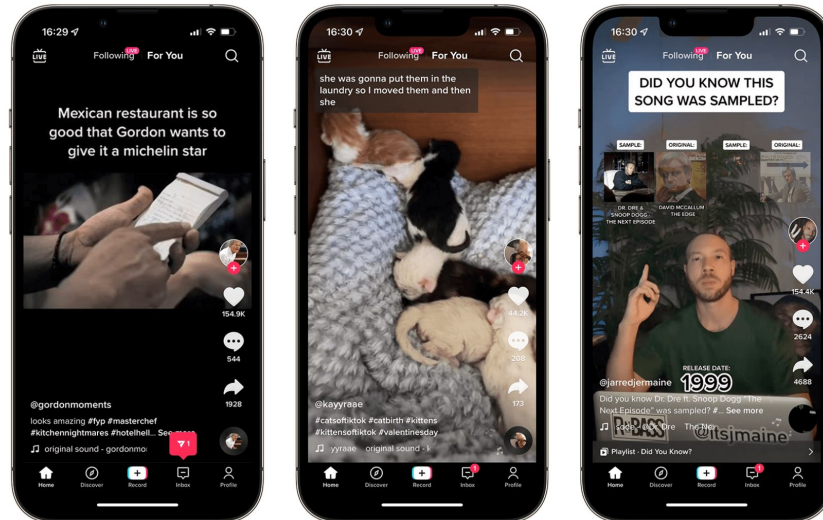
\$1.2 million For Kylie Jenner to post on her Instagram

Something interesting is happening...

Where are we today with Social Media?

Short-Form Vertical Video

With the introduction of Snapchat and now the takeover of TikTok, vertical format especially in video has become the most popular form of media.



Start Posting!

Feed Posts

Story Posts

Reels/TikToks (Short Form Video)

What do I post?

Market Updates

Behind the Scenes

Property Tours

Q&A

Educational Info

Published is Better than Polished!